



DCBA Board of Directors

Date: 9/4/25

Time: 8:00am

Place: Chico State, Behavioral Health & Sciences Room 110

AGENDA

Call to Order & Welcome, Interim President Mary Hartley

- Self Introductions – Board & Advisors
- Call to order: 8:05 am
- Attendance: Mary Hartley, Ian Macmillan, Anika Rodriguez, Steve Stull, Pat Macias, Megan Kurtz, Nicole Hill, Jennifer Ellington
 - Dale Bennett, Nichole Farley, Molly Kopta, Luis Moreno, Lina Matey

1.0 Presentations (5-10 min)

- President Welcome:
 - We made it through August!!
 - Thank you to Nicole Hill for keeping the marketing trains running and Anika for keeping many other trains running
- No formal presentations scheduled

2.0 Collaborator Reports (10 min)

We appreciate our advisors and your attendance and participation with DCBA. This brief time on the agenda is for you to share with the Board pertinent updates. *We welcome you to stay for our meeting, however, we know your time is valuable and we understand if you need to leave.*

- City of Chico – Councilmember Dale Bennett
 - City Council is trying to figure out better solutions for handling the unhoused population while still respecting the rules of the Warren settlement
 - Tom van Overbeek transferred the Wayfinding project to Kasey Reynolds; Nichole Farley to participate
- Sgt. Bailey, Chico Police – Downtown, Target Team
 - Message passed through President: Target Team would like to add more barriers to the streets for events and would like DCBA support and advocacy for that
- City of Chico –

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Mary Hartley, Interim President
Megan Kurtz, Interim 1st VP
Linda Zorn, Interim 2nd VP
(TBA), Secretary
Ian Macmillan, Interim Treasurer
Shari Anderson
Thomas Hightower
Nicole Hill
Pat Macias
Anika Burke Rodriguez
David Selkirk
Steve Stull

ADVISORS

Molly Kopta, Chamber
Holli Drobny, CARD
Nichole Farley, EBC
Brenda Narayan, PG&E
Luis Moreno, 3CORE
Avery Williams, Ambassadors

City of Chico

Dale Bennett, Chico City Council Sgt. Bailey,
Chico Police
Chico Deputy City Manager
Bonnie Pipkin, Arts Commission

DCBA Mission

Promote Downtown businesses as a unique shopping district while enhancing the experience, image, arts, culture, place and preserving the historic value of Chico's Downtown District.

**Downtown Welcome Center 338 Broadway
Chico, CA 95927
530.345.6500**



- Chico State – Megan Kurtz, Shari Anderson
 - Second week of classes; Labor Day was lowkey, thankfully and the “new way to float” with books was a success. We’re seeing more socializing happening (responsibly and in an organized way) which is great. Art & Wine Walk is the focus for Chico State/DCBA which is great
 - Verified list for volunteers will be sent out to board members to know where they’re going for AWW
- Butte College – Linda Zorn
- Ambassador – Avery Williams
- CARD – Holli Drobny
- Chamber of Commerce – Molly Kopta
 - Closing out third month of new Chamber role! Lots of learning. Advocacy meeting Tuesday 9/16 at build.com–presentations from Steve Perez and Mark Sorensen–invite going out this week for that.
- Explore Butte County – Nichole Farley
 - Assessment increase went into effect on Monday–working with short term rentals and Air Bnb directly for collection of TOT assessments. Headed into the busy season and marketing is already programmed–lots of campaigns to bring people to Butte County and Chico through Travel Chico. David is helping design new bike maps with Chico State and Downtown Chico (and Bidwell Park) included.
- 3Core - Luis Moreno
 - The Youth Entrepreneurs program is still going strong at TNM! Meeting with DCBA staff soon t
- MONCA - Pat Macias
 - “Don’t Kill the Messenger” show just opened. Robert Puckett is also in the gallery. Jr Board has their first Visual Analysis Party coming up. Tai Chi with Azad coming soon. Touch of Chico with KZFR, and Plumas Bank reception. Valerie Rose lecture on artists who sign. Concert with Josh Hegg and open mic.
- City of Chico – Arts Commissioner

3.0 Consent Agenda (5 mins) – The consent agenda consists of previous Board and Executive Meeting Minutes and current financial statements. Are there any questions for review:

1. 3.1 Board Meeting Minutes, August 7th, 2025
 - a. **ACTION: Vote to approve Board Meeting Minutes**

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- i. Motion: Steve / Second: Anika
 - ii. All in favor
- 2. 3.2 Executive Committee Minutes, August 3rd, 2025
 - a. Executive Committee Minutes missing from board packets; no vote on this item
- 3. 3.2 August 2025 Financial Reports - Treasurer Ian MacMillian to report
 - a. Trying to get money out from North Valley Community Foundation—working with Celeste on that. Still paying down our \$100k+ loan and are on track for paying that off each month. Looking at increasing cost for vendors at TNM. AWW tickets are \$20/ticket; trying to ONLY sell online tickets, not in person, unless pressed. Martha will give us a report—Molly Kopta is happy to help navigate this; Ian declined. \$5,500 from sponsors has been collected for AWW. Income is down a bit this month, but that is normal for August/September.
 - b. Assessments: City will NOT front the money for assessments; we're looking into other options.
 - i. Insight from Dale: make the presentation concise. Work with Angie and ask good questions. Make your ask up front and then follow with your explanation. Dale will support sincerely as much as he can and is behind us, as is Kasey.
 - c. **ACTION: Vote to approve Financial Reports**
 - i. Motion: Megan / Second: Anika
 - ii. All in favor

4.0 ACTION ITEMS

1. **Board Members** – Vote in and appoint Nichole Farley as a board member with seat expiring in January.
 - a. Anika: Nichole would be a great asset, but a note for the future that we do need more of our members on the board, not more community at large members.
 - b. **ACTION: Vote to approve Nichole Farley as an interim board member through the end of the year.**
 - i. Motion: Ian / Second: Nicole
 - ii. All in favor
2. **Assessment:** Vote on who presents to the city, Suggested Nichole Farley presents report, and Anika Rodriguez and Mary Hartley answer logistical questions.



- a. The \$365/year (\$1 a day) is the most equitable assessment we could come up with. It's simpler, it's more accessible for everyone, and allows businesses to take part in the benefits offered to them that are most important to them.
- b. Presentation suggestion from Megan: Nichole to present and field questions, with Anika and Mary there to jump in and answer questions.
- c. Suggestion from Dale: attend the council meeting, ask everyone in attendance to stand so the council sees it and sees the support for it.
- d. Suggestion from Steve: ask Greg and Nick to come support this plan; Ian said he'd connect with them to ask, but so far, it seems like they're in support of all of it, so that should be a fairly easy ask. Anika will contact Audrey, but Mary notes that we need to communicate everything that has changed to all of them before the council meeting.
- e. Council meeting is September 16th at 6pm
- f. Nichole will make the presentation
- g. Anika:
 - i. we're referencing legal terms on the website that needs to be looked at by Nichole and Jennifer
 - ii. We need a new letter from the President - Anika to write, Mary to approve and sign
 - iii. Ask for others to support looking at ANYTHING board related on the website to ensure we're updating things that need to be updated as assessments loom and hopefully get approved
- h. **ACTION: Vote to approve Nichole presenting with Mary and Anika there to answer questions.**
 - i. Motion: Megan / Second: Steve
 - ii. All in favor

5.0 DCBA Events and Marketing Updates

1. General Manager to report

- a. Attached report from Celeste
- b. Note from Anika: NVCF funds should be for Downtown improvements/beautification of Downtown (i.e. christmas lights, letters to santa); not General Fund use
 - i. Ian clarified that we will NOT be using that money for any General Fund use. (i.e. PG&E donated \$5k for Christmas lights, but the process of getting that money is complex, so we're trying to simplify it)
 - ii. Jennifer: How do people donate to that fund? Is that easily accessible?
Megan: Yes, and let's have the staff add it to the DCBA website.

2. Events

- a. Thursday Night Market
- b. Taste Of Downtown



3. Marketing

a. Marketing

- i. Lucas, our Marketing Coordinator has resigned
- ii. Anika: Monthly newsletter request to businesses has not gone out yet and the August email didn't go out. Megan/Mary to follow up with Celeste and the team to ensure this happens.

b. Social Media

- i. Nicole is filling in for day-to-day social media in the interim
 - 1. It's incredibly important that this ball (regular presence/posts/stories on social media) does not get dropped as assessment voting is looming and social media is the main benefit our members see from the DCBA
- ii. We've (on a limited, interim, post-by-post basis) rehired Melissa Thiede (Discover Chico) as a contractor for real-time event coverage, reels, and multi-photo posts; recommendation from Marketing Chair (Nicole) with GM (Celeste's) approval

c. Communications

- i. Slack Reminders for Board Members
 - 1. Reminder to check in for communication there!
 - 2. PLEASE utilize the "thread" function to respond to any questions/comments to keep things organized and easy to find.
 - 3. If you need any help with navigating this or turning notifications on/off, let Nicole know and she can help
- ii. Downtown Chico Executive Committee members that have new DCBA emails can forward them to their personal emails. Just always cc your DCBA emails in any communication but make your life easier
- iii. Update from the City of Chico on parking—ask from Public Works city staff for:
 - 1. feedback on new updates
 - 2. some limited involvement by a committee of DCBA members (ideally 1-2 board members that represent downtown businesses and 1-2 members at large, ideally, ones who may have been vocal about parking in the past and are willing to work toward improvements)
 - 3. and a quote from the DCBA about the improvements after feedback is given
 - 4. LeAnn from peddler's closet; BaT Comics, Jake from Watchman are all possible options to reach out to.
 - a. Nicole to reach out and set this meeting with Mary, (possibly Steve and Nichole, and other DCBA members)



6.0 New Business – New business from the floor?

1. Jennifer: If we want to add items to the agenda, how do we do that?
 - a. Email President (Mary) or submit an agenda item on the website

7.0 Next Board Meeting – October 2nd, 2025

Meeting Adjournment - Entertain motion to adjourn

1. **ACTION: Vote to adjourn the meeting**
 - a. Motion: Ian / Second: Megan
 - b. All in favor
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Board minutes recorded by: Nicole Hill

Board minutes submitted/approved by: Marty Hartley