

DOWNTOWN CHICO BUSINESS ASSOCIATION

ETHICS POLICY



The Downtown Chico Business Association Ethics Policy reflects the high standard of business conduct representing what is the hallmark of our organization. Our Ethics Policy helps define our commitment to support a culture of openness, trust, equality and integrity in all we do.

We are committed to conducting all of DCBA's affairs and activities with the highest standards of ethical conduct. All of us have an obligation to adhere to this policy and encourage others to do the same.

As volunteers and staff, we are passionate about working with all of our shareholders, partners and visitors. We must dedicate ourselves to pursuing our mission with honesty, fairness and respect for the individual, ever mindful that there is no "right way" to do the "wrong thing."

The Ethics Policy helps clarify our standard of conduct. It makes clear that the DCBA expects volunteers and employees to understand the ethical considerations associated with their actions. Our Ethics Policy affirms our long-standing commitment to not merely obey the law, but also to conduct our business with integrity and without deception.

The DCBA's reputation for integrity and honesty is more important today than ever before. As we think of "what we do" at the DCBA and "how we do it," always remember our responsibility to ask ourselves: "Am I doing the 'right thing' for the 'right reason'?"

Code of Ethics

The summary code of ethics includes the following provisions:

DCBA employees and volunteers must:

- Proactively promote ethical behavior as a responsible partner among peers in the work environment.
- Deal fairly with DCBA directors, shareholders, partners, vendors, suppliers, visitors, volunteers, employees and each other.
- Provide constituents with information that is accurate, completely objective, relevant, timely, and understandable – no personal or hidden agenda.
- Comply with applicable government laws, rules and regulations.
- Maintain the confidentiality of information entrusted to them by the DCBA or its directors except when authorized or otherwise legally obligated to disclose.
- Accept responsibility for preventing, detecting, and reporting all manner of fraud.

- Be honest and ethical in their conduct, including ethical handling of actual or apparent conflicts of interest between personal and professional relationships.
- As a representative and face of DCBA, be professional in all manner, professional dress and appearance, follow DCBA meeting policies and messaging when meeting with downtown businesses and visitors, professional conduct.
- Protect and ensure the proper use of company assets.
- Prohibit improper or fraudulent influence over any External Auditor.

The purpose for this ethics policy is to support a culture of openness, trust, and integrity in all DCBA management, business practices and execution of work tasks. A well understood ethics policy requires the participation and support of every DCBA volunteer and employee.

At DCBA, we are dedicated to working with our volunteers, employees, partners, vendors and visitors to enhance, improve and promote the experience and physical place of Downtown Chico. We are committed to conducting all of DCBA's affairs and activities with the highest standards of ethical conduct and professionalism.

We are committed to the responsible use of DCBA assets; to provide accurate, complete and objective information; to respect the confidentiality of financial and other information; to act in good faith and exercise due care in all we do; to comply with all rules and regulations, present self and DCBA as a professional organization and to proactively promote ethical behavior.

The DCBA's Ethics are built on the DCBA's Guiding Values. As such, we acknowledge our individual responsibility to ensure our collective success by practicing and promoting the following values which reflect a shared view of how we want to operate and be seen by others.

Our Values

- Improving and Enhancing Downtown Chico
- Speaking with a Trustworthy Voice
- Building Powerful Partnerships
- Inspiring Passionate Commitment
- Meeting People Where They Are
- Making an Extraordinary Impact
- Ensuring Equitable Experience for All
- Always with a Professional presence and attitude.

Our People

The DCBA is committed to provide a work environment that values diversity among its volunteers and employees. All Human Resource policies and activities are intended to create a respectful workplace where every individual has the opportunity to reach their highest potential.

Employees are provided opportunities regardless of race, color, national origin, religion, sex, sexual orientation, marital status, age, veteran status or disability. These policies apply to both applicants and employees in all phases of employment including, recruiting, hiring, placement, training, development, transfer, promotion, demotion, performance reviews, compensation, benefits and separation from employment.

We will evaluate how we are living up to our code of ethics by requesting feedback on a regular basis from our employees, volunteers and shareholders. We will provide all of our stakeholders a mechanism to report unethical conduct. We will begin with employee orientation and regularly communicate all of these expectations to employees and volunteers.

DCBA volunteers, employees, contractors and suppliers are expected to report any practices or actions believed to be inappropriate to their supervisor, another DCBA leader, or via the DCBA hotline.

Our Shareholders

We are dedicated to creating shareholder satisfaction. We are devoted to developing “shareholder enthusiasm” and are passionate about exceeding their expectations. We dedicate ourselves to anticipating the changing needs of shareholders and partners, and creating timely, innovative and superior programs, products and services.

Fraud

Fraud is defined as any intentional act or omission designed to deceive others, resulting in the victim suffering a loss and/or the perpetrator achieving a gain. In addition to the Board, volunteers, management and staff at all levels have responsibility for preventing, detecting and reporting fraud.

In addition to the definition of fraud set out above, this policy covers any dishonest or fraudulent act, including but not limited to:

- Misappropriation of funds, securities, supplies or other assets.
- Impropriety in the handling or reporting of money or financial transactions.
- Disclosing confidential and proprietary information to outside parties.
- Intentional, false representation or concealment of a material fact for the purpose of inducing another to act upon it to procure an advantage, benefit or gain.
- Accepting or seeking anything of material value from contractors, vendors or persons providing services/materials to DCBA.
- Destruction, removal, or unauthorized use of records, furniture, fixtures, and equipment.
- Any similar or related irregularity.

Each member of management will be familiar with the types of improprieties that might occur within his or her area of responsibility and be alert for any indication of irregularity. An employee, volunteer, consultant, vendor, contractor, or outside agency doing business with DCBA shall immediately report any irregularity that is detected or suspected. Any employee or

person who suspects or reports dishonest or fraudulent activity shall not attempt to personally conduct investigations or interviews related to any suspected fraudulent act. Investigations will be handled by the Board.

DCBA's Property and Information

Employees and volunteers are expected to protect DCBA's property at all times; including cash, equipment, records, employee, and customer information. This also requires employees and volunteers to maintain confidentiality regarding DCBA records, and employee and customer information.

Nondiscrimination Policy

It is DCBA policy that the volunteer membership and staff structures and all programs and activities shall be designed and conducted without regard to race, religion, national origin, sex, age, disability or other non-merit criteria.

Reporting Violations

If you have questions or concerns about compliance with any of the policies listed above, or are unsure about what is the "right thing" to do, we **strongly encourage** you to first talk with your supervisor or a DCBA Leader. Your calls will be handled in confidence.

No director, trustee, officer, employee or volunteer who in good faith reports an action or suspected action taken by or within the DCBA that is illegal, fraudulent, or in violation of any adopted policy will suffer intimidation, harassment, discrimination or other retaliation. The DCBA treats complaints about and reports of possible discrimination, ethics or professionalism seriously and investigates them as required by our procedures and any applicable laws.