

RESOLUTION OF THE DCBA BOARD OF DIRECTORS

ADOPTING A STEWARDSHIP ROLE FOR DOWNTOWN ENHANCEMENT



WHEREAS, Downtown Chico Business Association is dedicated to the betterment of our community and the fostering of a vibrant downtown;

WHEREAS, the success and vitality of our downtown are essential to the overall well-being of the community and its businesses;

WHEREAS, the board recognizes the importance of actively engaging with downtown businesses, listening to their concerns, and championing initiatives that contribute to the improvement of our downtown;

WHEREAS, the board acknowledges the need to adopt a stewardship role, purposefully committing to the long-term health and prosperity of the downtown area.

NOW, THEREFORE, BE IT RESOLVED, that the Board of Directors of Downtown Chico Business Association hereby:

Adopts a Stewardship Role: Commits to actively adopting a stewardship role for the downtown, emphasizing responsible and caring management for its growth and enhancement.

Actively Engages with Downtown Businesses: Commits to regular and meaningful engagement with downtown businesses to better understand their needs, challenges, and aspirations.

Listens and Shares Input: Pledges to actively listen to the opinions, concerns, and suggestions of downtown businesses and, in turn, share this valuable input with relevant stakeholders, including local authorities and community partners.

Champions Downtown Initiatives: Commits to championing efforts and initiatives that contribute to the betterment of the downtown area, fostering a positive and thriving environment for businesses and the community.

Collaborates for Success: Recognizes the importance of collaboration with local stakeholders, government agencies, and the community at large to achieve collective success in downtown enhancement.

Commits to Transparency: Pledges to maintain transparency in all stewardship activities, keeping stakeholders informed about the progress, challenges, and achievements related to downtown enhancement efforts.

BE IT FURTHER RESOLVED that this resolution shall be shared with stakeholders, members, and the broader community to communicate Downtown Chico Business Association commitment to being a resolute steward for the downtown district.

ADOPTED AND APPROVED the February 2, 2024, by the Board of Directors of Downtown Chico Business Association (DCBA).

A handwritten signature in cursive script, appearing to read "D. Gregory Scott".

Greg Scott, Board President
Downtown Chico Business Association