

DOWNTOWN CHICO BUSINESS ASSOCIATION

Committee Roles & Responsibilities



Committees play a crucial role in the success of DCBA, particularly in producing events, implementing projects, and spearheading special initiatives for the betterment of Downtown.

DCBA may form committees and appoint committee chairs to assist in the planning, implementation and management of DCBA events, marketing or projects. The purpose of Committee Chairs is to engage shareholders and stakeholders in the betterment of Downtown.

Committees may be short-term or long-term determined by President and Executive Committee.

Responsibilities

Committee Chairs are advisors to projects, events and/or special initiatives to provide input guidance and support to the specific task benefiting Downtown and do not have authority to obligate DCBA to any vendors, purchases or disbursement of funds or resources. Committees and Committee Chair may request budgets for projects which would include submitting program of work to the Treasurer, President, Executive Committee and/or General Manager. The Executive Committee would review and approve any budget requests not in an existing calendar year budget.

Committee Roles

Strategic Planning: Committee members are involved in developing and implementing DCBA's strategic plans to promote the downtown area's economic growth and development.

Marketing and Promotion: They may participate in marketing initiatives to attract businesses, residents, and visitors to the downtown area. This can include organizing events, promotions, and advertising campaigns.

Event Planning: Assisting Staff with organizing and coordinating events that promote downtown – primarily DCBA's Signature events &/or business networking events.

Financial Oversight: Monitoring and managing the project's budget, fundraising efforts, and financial resources to ensure sustainability.

Networking: Building and maintaining relationships with local businesses, community leaders, and other stakeholders to foster collaboration and support for downtown initiatives.

Volunteer Management: Assist in recruiting, training, and managing volunteers for event support.

Logistics: Assist DCBA staff with oversight and management of event logistics, signage, and on-site day of volunteering.

Community Engagement: Engaging with the local community to understand their needs and concerns and incorporating community input into the organization's initiatives.

Advocacy: Advocate for policies and initiatives that support downtown improvement on a broader scale.