

AGENDA – PBID BOARD MEETING MARCH 11, 2026

Date: Wednesday, March 11, 2026 PBID BOARD MEETING
Time: 9:00-10:30 am
Place: Municipal Building, 411 Main Street, 3rd Floor Conference Area
Chico, CA 95928

Downtown Chico PBID Board of Directors

Eric Hart, President
Greg Scott, Vice President
David Halimi, Treasurer
Chris Daniels, Secretary
Jennifer Mackall
Anika Burke Rodriguez
Mike O'Brien, Council Representative

Board Directors Advisors

Megan Kurtz, CSU Chico
Erik Gustafson, Assistant City Manager
Skyler Lipski, City Public Works
Sgt Bailey, Chico Police
Jennifer Ellingson, Attorney
Olivia Henderson, Waste Management

Copies of this agenda packet available for review at the following locations:

- Diamond W Western Wear, 181 2nd Street, Chico, Ca 95928
- www.pbid-downtownchico.com

Posted on: March 6, 2026
Prior to: 5:00 p.m.

The Downtown Chico PBID Board welcomes you to this meeting and invites you to participate in matters before the Board. Send requests to be added to a mailing list for PBID meeting to hdllcchico@gmail.com, Audrey@ChabinConcepts.com, with subject: Add to PBID Mailing List.

Information & Procedures

- All members of the public may address the board on any item listed on the agenda.
- All members of the public may address the board on non-agenda items under Public Questions/Comments of the agenda
- No action can be taken by the Board on any items brought forward at a meeting. The board may request an item to be brought back at a subsequent meeting.
- Agenda copies are available at the meeting, can be downloaded from the website.
- A special presentation may be made to the Board with prior approval and agenized.
- Any member of the PBID may request an item to be agenized and should be delivered to the President of the Board at least 8 days in advance of the meeting, or sooner, for copies to be included and the board has opportunity to review material in advance.



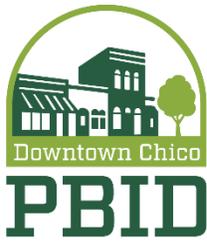
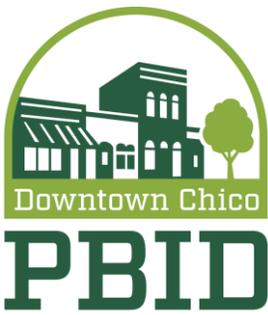


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**Downtown Chico
Property-Based
Improvement District**
PO Box 3098
Chico, CA 95927

Board

Eric Hart
Greg Scott
David Halimi
Chris Daniels
Jennifer Mackall
Anika Burke Rodriguez
Tom van Overbeek

Advisors

Sgt David Bailey
Eric Gustafson
Jennifer Ellingson
Megan Kurtz
Avery Williams

Meeting Agenda – March 11, 2026

Meeting Purpose: Provide oversight and direction ensuring programs and resources are managed effectively and efficiently to enhance safety, cleanliness, beautification and economic vitality for downtown.

Expected Outcomes: The goal of every PBID Board meeting is to get things done — making clear decisions that deliver visible improvements downtown, return value to property owners and advance the District Plan.

1.0 Call to Order – Eric Hart, President

- 1.1 Welcome & Introductions
- 1.2 Call to order

2.0 Consent Agenda (5 minutes)

2.1 Approval of Minutes – February 11 and February 25, 2026 meeting minutes.

2.2 Financial Statements – as of February 28, 2026

ACTION: *President calls any questions/discussion, calls for motion to accept Minutes and Financial statements.*

3.0 Public Comments (10 minutes)

Opportunity for members of the public to address the Board on items not on the agenda, 5 minutes are allocated for each public member. No action may be taken on any item presented, but items can be agendaized for further discussion at another meeting.

4.0 Regular Agenda Items

4.1 PBID Legal Compliance Briefing – Jennifer Ellingson (5 minutes)

Monthly PBID Attorney will provide input to the board as reminder of Brown Act compliance, meeting protocols, and board procedures.

4.2 Park & Go Initiative Committee Report

Committee Chair David Halimi along with Anika Rodriguez, Co-Chair will provide Board with update and recommendation from the Committee meeting on 3.4.26 (see attached Committee Report and Working Paper).

ACTION: Requires a **M/S/Vote** from Board to accept Committee Report on recommendation from Board for Request to City Council for consideration of the Park & Go Initiative to be presented to City Council on March 17 as proposed or as changed. Authorize staff to finalize and include in March 17 packet to Council. Approve allocation of \$5,000 to the Park & Go initiative.

4.3 March 17 Presentation of PBID Initiatives to City Council – DISCUSSION ONLY

Included in board packet is draft Executive Summary of Initiatives and draft of power point presentation for council meeting. These will be finalized with direction/approval of Item 4.2 Park & Go. This is open for discussion, comment and suggestions.

Encourage attendance and support from the Board at the meeting.

4.4 Calendar Discussion for Downtown Revitalization

Request from Muir Hughes the PBID discuss the Downtown Revitalization Project to have a full understanding and determine if comments or letter should be submitted on behalf of property owners.

ACTOIN: calendar for future meeting.

4.5 PBID Coordinator Report

Coordinator will provide Initiative Update.

4.6 Partner Update (10 minutes)

- 1) City of Chico – Erik Gustafson, Asst City Manager
- 2) City of Chico – Skyler Lipski, Public Works
- 3) City of Chico PD, Downtown Target Team – Sgt. Bailey
- 4) Ambassador Program – Avery Williams / Block by Block
- 5) CSU Chico – Megan Kurtz
- 6) Waste Management – Olivia Henderson, Doug Hipche

5.0 Reports & Communications . Information only.

6.0 Other & New Business . Items may be introduced for discussion or placement on a future agenda.

7.0 Adjourn Regular Meeting. President will call for motion to adjourn.

Attached

- 1) Consent Agenda
- 2) Park & Go Committee Report
- 3) Proposal to Chico City Council – Park & Go
- 4) PBID Initiative Summary & Presentation March 17, 2026
- 5) PBID Coordinator Report
- 6) Ambassadors February Report

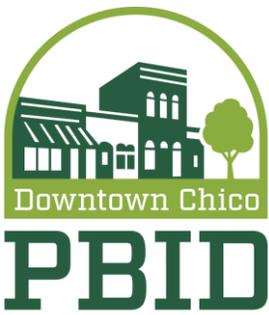
CONSENT AGENDA



Downtown Chico
Property-Based Improvement District

PBID

PO Box 3098
Chico, CA 95927



**Downtown Chico
Property-Based
Improvement District**
PO Box 3098
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Tom van Overbeek

Advisors

Sgt David Bailey
Eric Gustafson
Jennifer Ellingson
Megan Kurtz
Avery Williams

Board of Directors Meeting Minutes February 11, 2026

Date: February 11, 2026

Time: 10:00 – 10:58

Place: Municipal Building, 411 Main Street, 3rd Floor Conference Area, Chico, Ca

BOARD DIRECTORS IN ATTENDANCE: Eric Hart, David Halimi, Chris Daniels, Anika Burke Rodriguez, Tom van Overbeek

BOARD ADVISORS: Skyler Lipski, Chico Public Works; Olivia Henderson & Doug Hipche, Waste Management; Avery Williams, Ambassador Project Manager, Megan Kurtz, CSU Chico; and Jennifer Ellingson, PBID Attorney.

ABSENT DIRECTORS & ADVISORS: Greg Scott, Jennifer Mackall, Sgt Bailey; Erik Gustafson, Asst. City Manager

PUBLIC MEMBERS IN ATTENDANCE: Claudia Brancart, NSPR

The February PBID Board Meeting typically has an extensive agenda and supporting documents (54 pages) for the Board to review, discuss and take action. At the February 11 Board meeting, the following meeting minutes confirm 8 actions in accordance with state and city regulations, PBID expected outcomes¹ and PBID 2026 Annual Planning Priorities:

1. Board Approved Consent Agenda
2. Board Approved Resolution 2026-01, 2026 Board Meeting Dates subject to time change
3. Board Approved Resolution 2026-02, No New Fee Assessment increase request for FY 2026-27
4. Board Approved holding Annual Meeting in mid-October, Executive Committee to bring back candidate slate, voting and meeting process/date.
5. Board Approved 2025 Annual Report, Resolution 2026-03 to be submitted to the City of Chico with short presentation by President.
6. Board Approved moving forward two new initiatives under Beautification “Fresh Coat” and under Economic Vitality “Open Doors”. PBID Coordinator and Building Enhancement Committee to finalize program and bring budget back for Open Doors.
7. Waste Management reported TNM would be expanding footprint, WM would be adding trash receptacles for event. Suggested Ambassador monitor if trash clean up increase after TNM.
8. Board requested PBID Coordinator and Skylier Lipski to bring back proposal to city for making first floor of the parking structure for “downtown customers” only, no long-term parking by employees.
9. Board Approved drafting letter to council requesting a year long campaign inviting residents and visitors downtown and free parking.

¹ **Expected Outcomes:** The goal of every PBID Board meeting is to get things done — making clear decisions that deliver visible improvements downtown, return value to property owners and advance the District Plan.

1.0 Call to Order – Eric Hart, President

10:00 President Hart called the meeting to order. Board and guests did self introductions

2.0 Consent Agenda

2.1 Approval of Minutes – December 10, 2025, correct and January 14, 2026

2.2 Financial Statements – as of February 2, 2026

ACTION David Halimi, Treasurer reported that the financials were in good position and in the black for this time of year and the city would be issuing the first tax assessment earlier than in previous years, this week.

M/S by Anika Rodriguez/David Halimi to approve and accept the December 10, January 14 Board minutes and the Financial Statements as of February 2, 2026. All in favor.

3.0 Public Comments

No public comments. Joining the meeting was Claudia Brancart who during introductions mentioned she was attending to learn and report on what was happening in downtown.

4.0 Regular Agenda Items

4.1 PBID Legal Compliance Briefing – Jennifer Ellingson

Jennifer overviewed and handed out the new updated Brown Act, 2026 and a brief overview of new items to the Brown Act. Short discussion regarding the Board's use of social media and the concern of *Director-to-Director* responses which could lead to a violation of the Brown Act. Reminded it was best to refrain from any social media posting as it related to the PBID. Jennifer to send documents electronically for Director files.

4.2 President's Report – 2026

1) 2026 Operational Resolutions – 2026-01 Board Meeting Schedule

ACTION: M/S Anika Rodriguez/Tom van Overbeek to accept and pass Resolution 2026-01 regarding Board Meeting dates to be included in the Annual Meeting Report. The Board requested surveying Board member and check with city regarding moving meeting to an earlier time to accommodate business owners.

2) Resolution 2026-02 No Fee Assessment for FY 2026-27.

ACTION: M/S David Halimi/Anika Rodriguez to accept and pass Resolution 2026-02 notifying the City of Chico there will be no increase in the assessment fee for fiscal year 2026-27. All in favor .

3) Board Terms and process as outlined in PBID Bylaws.

In reviewing the PBID Bylaws CSU, Chico has a seat on the board similar to City of Chico, although not a assessed property owner. President Perez appointed Megan Kurtz to represent CSU, Chico. Before March meeting clarification with one board director who had interest of stepping down will be confirmed and Megan appointed to the Board vs.

Advisory Member. The President and Executive Committee will convene to discuss candidates, voting process and annual meeting.

ACTION: M/S Tom van Overbeek/Anika Rodriguez to schedule the Annual Meeting in mid-October. Executive committee to come back with suggested dates. All in favor.

4) **Annual Report 2025**

ACTION: PBID Coordinator Audrey Taylor explained the purpose of the Annual Report submitted to the City and the process of it going to the Council for approval. Given there is no request to raise assessment fees it would likely be a consent agenda item. Tom van Overbeek did suggested that President Hart during the comment period at the meeting make short presentation on PBID initiatives.

M/S Tom van Overbeek/Anika Rodriguez to approve and forward to council 1) Annual Report, 2) Resolution 2026-03 and 3) authorize the President to sign transmittal letter and submit annual report. All in favor.

4.3 Exterior Building Guide

DRAFT Exterior Building Improvement Guide was presented as information only. Erik Gustafson working with Brendan Veig to get approval and finalize.

4.4 PBID Coordinator Report

Two initiatives, the *Fresh Coat and Open Doors* programs were reviewed and comments received (see Memo to Board of Directors on action steps). All felt the programs should continue to move forward. Tom van Overbeek felt that trying to recruit businesses downtown would be difficult with the continued presence of so many unsheltered individuals, 80% refusing services, encamped in downtown. Anika commented she would like to see budget come back on the Open Doors program. Both initiatives need work before they can be launched, being brought to Board at this point to get input and continue to finalize. Question was raised regarding conflict of interest for Directors. Jennifer Ellingson provided clarification that Board members would not be able to access these programs.

ACTION: M/S Anika Rodriguez/Chris Daniels to approve and move forward both *Fresh Coat and Open Doors* programs as requested by the PBID Building Enhancement Committee. All in favor.

4.5 Partner Update (10 minutes)

- 1) City of Chico – Erik Gustafson, Asst City Manager (Absent)
- 2) City of Chico – Skyler Lipski, Public Works

Reported on 3 areas currently being cleared, specifically Lindo Channel. Plaza will be an enforcement area. Public Works will be begin plaza fountain work because of an underground leak; there will also be the spring pest control which will keep the Plaza closed and should be closed by March 7 – during Choose Chico activities.

Eric brought up the feeding of the homeless that is being done without a permit. Morning and evening on Tuesday. It is difficult for Code enforcement to do anything unless they know the exact times and can see it happen. Eric to document and send to code enforcement or Skyler. Erik G is also going to connect with County Health.

Was brought up that the Christmas Canes were still on the light poles and need to be taken them down. DCBA has the grant of license of the street poles and is responsible for having them removed.

Eric H also brought up vandalism at the plaza and how could this be handled.

Anika brought up a homeless person named Gray Wolfe has been flashing people and also urinating in public. Flashed a young woman, Anika help to file report, but he is continuing to do it to others without ever being arrested or taken off the streets.

Chris Daniels asked the question - What is it we need to do – what specifically can we do to stop this. How can we be pro-active?

- 3) City of Chico PD, Downtown Target Team – Sgt. Bailey (Absent)
- 4) Ambassador Program – Avery Williams / Block by Block
Avery reported with the new contract, they have let one Ambassador go and have shifted schedule.
- 5) CSU Chico – Megan Kurtz
- 6) Waste Management – Doug Hipche

Working with Addison Wilson to replace carts and/or get businesses to collaborate and share along 2nd between Broadway and Main, front of Naked Lounge, as there is no place for them to put their trash cans except possibly Crush Parking Lot – 5 different accounts in that one small area. Continue to work on a solution. Skyler had looked at this area before and there is no area to do a grant of license. Eric Hart asked about other problem areas – none at this time. Should there be a board member working with Waste Management? Look at areas where there has been difficulty and report back more formally to PBID?

Olivia commented that DCBA is increasing footprint of TNM – adding more waste trash cans. *PBID should watch to see how this impacts ambassadors and Friday clean up.*

5.0 Reports & Communications . None.

6.0 Other & New Business .

Chris Daniels wanted to know what we as a Board or as individuals, can do now not later. It feels like we are only discussing - what can we do now? We need to do something what can we do. How can we get the city to do things? What is the process?

- How can we address and have action on people flashing or urinating downtown – make that stop.
- How do we stop the feeding in the Plaza – why can't they go someplace to get their meals like a mission?

- How can we enforce, what we can enforce?
- Who can provide us the steps of how we get these things done?

Chris Daniels requested that the Board request the city to make the first floor of the parking structure to be only for downtown customer parking. How can we implement? Chris asked that something be brought back to the Board for action.

ACTION: Skyler and Audrey to meet, review, contact others to find out exact process for changing the first floor of the parking garage for customers – not employees. Also look at other code enforcement issues. Audrey & Skyler to bring back action steps for next meeting.

David Halimi commented that Downtown needs a shot in the arm now. Suggested that PBID issue a letter to City Council to request a year campaign of free parking, campaign be our guest – no parking fee in downtown.....bring people downtown, shop in business.

ACTION: M/S Anika Rodriguez/David Halimi to bring draft a letter back to the Board for approval to send to Council.

7.0 Adjourn Regular Meeting.

11:22 **M/S** David Halimi/Anika Rodriguez to adjourn meeting.

Respectfully submitted,

Chris Daniels

Chris Daniels, PBID Secretary
(2.12.26 electronic signature)



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Advisors

Sgt David Bailey
Eric Gustafson
Jennifer Ellingson
Megan Kurtz
Avery Williams

Board of Directors Special Meeting Minutes

Date: February 25, 2026

Time: 9:00

Place: Municipal Building, 411 Main Street, 3rd Floor Conference Area, Chico, Ca.

BOARD DIRECTORS IN ATTENDANCE: Eric Hart, David Halimi, Chris Daniels, Anika Burke Rodriguez, Jennifer Mackall

BOARD ADVISORS: Skyler Lipski, Chico Public Works; Olivia Henderson & Doug Hipche, Waste Management; Avery Williams, Ambassador Project Manager, Megan Kurtz, CSU Chico; and Jennifer Ellingson, PBID Attorney.

ABSENT DIRECTORS & ADVISORS: Tom van Overbeek, Greg Scott, Sgt Bailey; Erik Gustafson, Asst. City Manager

PUBLIC MEMBERS IN ATTENDANCE: Kelly Lesser, LeAnn Powell, Patty Hess, Carrie Welch, Jesse Horgan, Muir Hughes, Reporter

1.0 Call to Order – Eric Hart, President

9:00 President Hart called the meeting to order. Board and guests did self-introductions

2.0 Consent Agenda

2.1 No items before the Board as consent.

3.0 Public Comments (10 minutes)

- Kelly Lesser, Downtown Business talked about the transit population and recent experiences and that something has to be done. She handed out Abatement of Public Nuisance Form asking the individuals submit so City understands the pressure businesses are facing and how scary and unsafe the situation is particularly with new transients coming in. Officers are amazing. What can be done? Some are sexual predators. Closing doors. Affecting bottom line ...everyone taken a hit.
- Mike Obrien commented to have the businesses have a meeting with the police and explains exactly what they can do to protect.
- LeeAnn Powell, downtown business owner, also commented on scary weird things going on downtown.
- Erik Gustafson commented that those homeless in the plaza now (and other areas) are service resistant. There are some maintenance needs in plaza which will lead to conducting operations and clearing the area, pushing people into other places. Lindo Channel just had 17 days' notice then clear plaza. DCBA is going to keep the plaza activated in effort to prevent encampments. DCBA did this last year.

4.0 Special Meeting Agenda Items

4.1 Board Director Seat – Chico City Council

Board Director Tom van Overbeek has submitted notification of resignation as the City Council appointment to the Board.

ACTION: M/S/Vote Jennifer Mackall/Anika Rodriguez to accept resignation effective immediately. All in favor.

4.2 Board Director Seat – Chico City Council

Mayor Kasey Reynolds has appointed Councilmember Mike O’Brien to replace Councilmember Tom van Overbeek.

ACTION: M/S/Vote Jennifer Mackall/Anika Rodriguez to formally seat Councilmember Mike O’Brien to the vacated seat on the PBID Board of Directors representing the City of Chico. All in favor. President welcome Mike O’Brien to Board.

4.3 Resolution 2026-04 – Board of Directors 2026 Meeting Schedule

A survey of the board indicates the preferred time for Directors is 9:00am on second Wednesday of the month, at City Hall third floor conference area.

ACTION: M/S/Vote Anika Rodriguez/Jennifer Mackall to accept the Resolution 2026-04 to change and post the time of the regular board meetings at 9:00am for the remainder of 2026. All in favor.

4.4 PBID 2026 Initiatives – President’s Proposal

Board review and discussed the **DRAFT “PBID 2026 Initiative Package”**. Park & Go initiative will go back to committee for further discussion and preparation of proposal to City Council.

Patty Hess, Executive Director, 3CORE spoke to the Fresh Coat Initiative confirming 3CORE would be fiscal administrator for the program and that they would stand up an additional program alongside for property owners only to borrow at low-interest up to \$100,000 funds for other building and tenant improvements to ready space for occupancy.

ACTION: M/S/Vote David Halimi/Jennifer Mackall to finalize the initiatives, having meeting with parking committee and prepare roll-out and presentation to City Council. All in favor.

ACTION: Initiative : Investment Ready requires action by the City Council. **M/S/Vote** Jennifer Mackall/Anika Rodriguez to request the city to submit to the Governor’s Office an application for designation of Census 06007001000 as a federal Opportunity Zone 2.0 which PBID would assist. All in favor.

5.0 Reports & Communications . Information only.

6.0 Other & New Business . Items may be introduced for discussion or placement on a future agenda.

- Anika Rodriguez brought up the grass at the Plaza. Who cleans, it has been dirty and with pet waste. Erik Gustafson responded this was Public Work, they should be there every Thursday.

- Eric Hart commented on arresting a person for indecent exposure. Noted there were a lot of new faces. Are they being shipped to Chico because of the Warren Settlement? Commented that it is was all of our responsibility to have these individuals arrested when doing such things as indecent exposure.
- Megan Kurtz updated Board on Wildcat Wednesday and March 7 Choose Chico.
- Jesse Horgan updated Board on University parking. Also working on idea for incubating student small businesses. Recommended that Jesse and Patty Hess of 3CORE get together as their programs are complementary.
- Chris Daniels brought up the parking structure – cleanliness and also parking for customers. Chris also commented that the comment “it is only 10 months” is insulting to downtown businesses who are trying to last that long. There is need for more presence and boots on the ground.
- Muir Hughes as if the Revitalization Project would be a discussion of the Board. Eric Hart said he would agendize at future meeting.

7.0 Adjourn Regular Meeting. President will call for motion and second to adjourn.
M/S/Vote adjourn special meeting.

Respectfully submitted,

Chris Daniels, Secretary

Downtown Chico PBID, Inc.

Budget vs. Actuals: Budget_FY26_P&L - FY26 P&L

January - December 2026

	TOTAL		
	ACTUAL	BUDGET	% OF BUDGET
Income			
3000 General Benefits Income		21,738.00	
3200 County Tax Assessments	248,123.38	492,053.91	50.43 %
Total Income	\$248,123.38	\$513,791.91	48.29 %
GROSS PROFIT	\$248,123.38	\$513,791.91	48.29 %
Expenses			
5100 Interest Expense		150.00	
Administration			
5400 Bank Charges		500.00	
5510 Government Fees		500.00	
6320 Prof. Services - Contract Staff			
PBID Coordinator	4,315.00	25,000.00	17.26 %
Willdan Services		2,000.00	
Total 6320 Prof. Services - Contract Staff	4,315.00	27,000.00	15.98 %
6330 Professional Fees - Accounting			
Bookkeeper	120.00	750.00	16.00 %
CPA		2,500.00	
Total 6330 Professional Fees - Accounting	120.00	3,250.00	3.69 %
Insurance			
4800 CGL Insurance		667.00	
4830 D&O Insurance		2,407.00	
Crime Insurance		1,870.00	
Total Insurance		4,944.00	
Total Administration	4,435.00	36,194.00	12.25 %
Communations			
6105 Marketing Printing Copies Postage	112.50	5,500.00	2.05 %
Database Management	37.50	2,250.00	1.67 %
Website	5,391.20	6,500.00	82.94 %
Total Communations	5,541.20	14,250.00	38.89 %
Eligible Management Activities			
Beautification & Placemaking			
Clean & Safe-Block by Block			
6310 Block by Block Fees	61,069.58	366,760.00	16.65 %
7030 Utilities -PBID Office	192.60	1,100.00	17.51 %
Computer and Internet Expense		900.00	
Total Clean & Safe-Block by Block	61,262.18	368,760.00	16.61 %
Economic Vitality	1,668.75	27,500.00	6.07 %
Total Eligible Management Activities	63,230.93	421,760.00	14.99 %
Taxes Paid		150.00	
Total Expenses	\$73,207.13	\$472,504.00	15.49 %
NET OPERATING INCOME	\$174,916.25	\$41,287.91	423.65 %

Downtown Chico PBID, Inc.

Budget vs. Actuals: Budget_FY26_P&L - FY26 P&L

January - December 2026

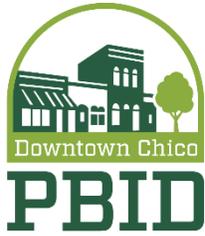
	TOTAL		% OF BUDGET
	ACTUAL	BUDGET	
NET INCOME	\$174,916.25	\$41,287.91	423.65 %

Statement of Financial Position

Downtown Chico PBID, Inc.

As of February 28, 2026

DISTRIBUTION ACCOUNT	TOTAL
Assets	
Current Assets	
Bank Accounts	
1001 Checking Account - TCBK	\$268,964.93
1002 Cash Reserve	2,228.85
Total for 1001 Checking Account - TCBK	\$271,193.78
Total for Bank Accounts	\$271,193.78
Accounts Receivable	
Accounts Receivable (A/R)	0.00
Total for Accounts Receivable	\$0.00
Other Current Assets	
Undeposited Funds	0.00
Total for Other Current Assets	\$0.00
Total for Current Assets	\$271,193.78
Total for Assets	\$271,193.78
Liabilities and Equity	
Liabilities	
Current Liabilities	
Accounts Payable	
2000 Accounts Payable (A/P)	0.00
Total for Accounts Payable	\$0.00
Other Current Liabilities	
2310 Line of Credit	-12.50
Short Term Loan	0.00
Total for Other Current Liabilities	-\$12.50
Total for Current Liabilities	-\$12.50
Total for Liabilities	-\$12.50
Equity	
Retained Earnings	89,513.81
Net Income	181,692.47
Total for Equity	\$271,206.28
Total for Liabilities and Equity	\$271,193.78



PBID Parking Committee Meeting

Date: March 4, 2026

Attendees: David Halimi, Chair, Anika Rodriguez, CoChair, Erik Gustafson, Assit City Manager, Jesse Horgan, CSU Chico Parking, Audrey Taylor, PBID Coordinator



Overview

The PBID Parking Committee discussed strategies to revitalize downtown Chico:

- David Halimi proposed a campaign with free parking to attract customers, emphasizing immediate action.
- Anika Rodriguez suggested a free parking initiative starting in April, with enforcement to ensure turnover.
- Jesse Horgan highlighted the need for data on underutilized parking stalls and proposed a three-month trial and request from city data to analyze the parking. Also provided insight to the need for proper signage.
- Erik Gustafson emphasized the importance of maintaining restricted parking funds for maintenance and capital costs, cautioning against losing this revenue (which is also the fund for PBID assessment). Erik also suggested summer holiday campaign.
- The committee agreed to present a proposal to the PBID board, including a marketing outline, suggest parking program and enforcement, aiming for council request on March 17.

Parking Initiative Options

- The committee reviewed and further discussed the three options provided in the Committee Working Paper (attachment 1).

Final Recommended Park & Go Initiative to PBID

After review of the Options provided and the in-depth discussion the Committee suggests to the PBID Board submitting a request to the City Council for a modified Option 2.

OPTION 2 - Two Hours Free – No Registration Required

Description

Establish two hours free in Downtown Zone A – 1st-5th, Salem to Wall, includes the Parking Structure. No payment or registration requirement. Enforcement based solely on time limits.

Key Features

- First two hours free
- No kiosk interaction required
- Time limits enforced – city may need to schedule more eyes on these parking spaces than currently to ensure enforcement
- Clear customer-focused messaging

Intent

- Support retail and dining customers while preserving turnover.
- Position as a business retention strategy and investment in Downtown.

Pros

- Customer-focused
- Removes payment barrier
- Encourages retail activity
- More structured than unlimited free
- An active PSA campaign

Concerns From City Perspective

- Enforcement clarity and scheduling
- Monitoring turnover without digital tracking
- Revenue implications – loss to the fund of up to \$100,000

Request Long-term Planning with City

- Jesse Horgan provided excellent comment on ability to review the current parking data to analyze underutilized parking spaces and working with city how we could model a program similar to other cities that have address similar issues to be more customer focused.

PBID Budget Allocation

- **\$5,000 from Economic Vitality Fund**

Committee Member Action Items

- Audrey Taylor - Prepare and present the committee's parking proposal (including potential 'shot in the arm' options and any data-backed pilot suggestions) to City Council on the scheduled meeting date (Council meeting on the 17th), coordinating with Erik as needed
- Jesse Horgan - Request and obtain LPR (license plate reader) occupancy heat maps and time-period parking data from the city's system for targeted streets and time windows (for example Fridays, specific hours, and recent six-month periods) to inform parking policy decisions
- Jesse Horgan - Analyze collected parking occupancy data to identify low-occupancy streets and propose a pilot for two-hour free parking zones in those specific areas, including recommended pilot period and success metrics
- David Halimi – Prepare request PBID board approval for a \$5,000 budget allocation and coordinate with local media partners to produce and run a summer 'Be Our Guest / shop downtown' campaign (target campaign timing June–August) to promote downtown and communicate temporary parking relief
- Erik Gustafson - Confirm current number and status of city parking enforcement vehicles (verify whether two vehicles are operational) and report back to the committee



PBID Park & Go Initiative

Proposal to Chico City Council

DRAFT



The PBID Parking Committee brings this recommendation forward as part of its ongoing partnership with the City of Chico to strengthen downtown economic vitality and support the continued success of local businesses.

1.0 Background

Downtown Chico is experiencing increasing pressure on its small business community. Several recent business closures and growing public perception challenges have raised concerns among downtown stakeholders about maintaining economic vitality in the city's core.

Parking continues to be one of the most frequently cited barriers to downtown visitation. While Chico offers substantial parking capacity, customer experience with payment systems, kiosks, and uncertainty about parking rules can discourage short visits to local businesses.

Recognizing these challenges, the PBID Parking Committee has been meeting to discuss short-term actions that could improve downtown accessibility while longer-term parking strategies are evaluated.

This proposal is requesting two actions 1) a short-term parking pilot program and 2) longer-term discussions on customer-facing parking models.

2.0 Why Now

Downtown businesses are facing a difficult operating environment. Retail operators report that while sales may fluctuate, *new customer visitation remains limited and declining*, and negative perceptions about downtown continue to circulate in the community.

Small businesses depend heavily on convenient, short-term customer parking. When parking is perceived as difficult or confusing, customers often choose alternative locations.

The committee and Board know this is not the main factor keeping residents and visitors from being downtown, *but it is one the council has control over*, and we believe taking a **visible** step to improve downtown access now can help:

1. Encourage residents to return downtown
2. Support retail and restaurant visitation
3. Reinforce confidence in downtown Chico
4. Demonstrate the City's commitment to downtown business and business retention

A temporary pilot program provides an opportunity to test a customer-focused parking approach while gathering information to inform future parking policy.

3.0 Understanding Impacts on City & City Staff Resources

The Parking Committee did research on other communities facing similar issues and during the PBID Parking Committee discussion and review, *Erik Gustafson, Asst. City Manager*, as well as Jesse Horgan, Parking Services Manager, Chico State provide extensive information to fully understand operational considerations associated with any short-term parking adjustments. The committee recognizes:

- 1) There may be a parking revenue impact estimated at up to \$97,000 for a three-month pilot program (which affects the restricted fund and maintenance fund),
- 2) Parking enforcement would still be required to maintain turnover and compliance, and may need to increase in the pilot area,
- 3) Some temporary signage adjustments may be necessary depending on implementation requirements.
- 4) Parking is an "Enterprise Fund" and the city (as good fiscal managers) is looking for this program to be self-supporting. Prior to 2020, the parking revenue covered all expenses. Every year since 2023, revenues have been flat while expenses have increased at least \$400,000 per year.

The committee has taken these factors into consideration in developing this proposal.



While these impacts are real, the committee believes that a short-term pilot program represents a **strategic investment in downtown economic activity and business retention** during a challenging period for many small businesses. Long term how can we work together to review models that are customer-facing, and that at least address how to return to a balance Enterprise Fund.

4.0 PBID Parking Committee Request

The PBID Parking Committee respectfully requests that the Chico City Council authorize a temporary Park & Go Initiative pilot program, "**Be Our Guest**" designed to improve customer access to downtown businesses.

The Committee reviewed three programs would implement a **modified version of Option 2 discussed by the committee:**

The Committee reviewed three potential short-term program options, including:

Option 1 – Total Free Parking Pilot Period (no payment or time limits)

Option 2 – Two Hours Free Parking with No Registration Required

Option 3 – Two Hours Free Parking with Registration through the existing system

After discussion and review of the operational and revenue considerations, the Committee recommended a modified version of Option 2. This approach is expected to have the least impact on parking revenues while providing the greatest opportunity to change public perceptions about downtown parking and support customer visits. It also provides an opportunity for the City and PBID to evaluate parking utilization and consider longer-term parking management strategies.

4.1 Council Request: Two Hours Free – No Registration Required Pilot Parking Program & Long-Term Strategies

1) Key Elements of the “Be Our Guest” Pilot Program

The Committee recommends implementing a **two-hour free parking pilot with no registration requirement**, designed to remove friction for customers while maintaining responsible parking management. Key elements of the program include:

- 1) **First two hours free parking**
- 2) **No kiosk interaction required**
- 3) **No registration or mobile app required**
- 4) **Time limits enforced to maintain turnover**
- 5) **Core downtown commercial area (Zone A – Premium), Parking Structure first floor**
- 6) **Three-month Campaign: Option A – Immediate Pilot** April through June or **Option B – Summer Parking Holiday** June through August
- 7) **PBID will launch a Be Our Guest media campaign**

Pilot Area

The committee recommends the pilot only covers **core downtown commercial area (Zone A)** where customer turnover is most critical for retail businesses.

- 1st Street to 5th Street
- Salem Street to Wall Street

The pilot would also include the **Downtown Parking Structure**:

- First floor converted to **customer-priority parking**
- 2-Hour Free during the pilot period
- Upper floors remain available for longer-term parking

Aligning the structure’s first floor with retail customer parking would improve visibility and access for visitors.

Pilot Timeline

The Committee has provided two options for the 3 month pilot but prefers Option A as the downtown needs a “shot in the arm” now.

Option A – Immediate Pilot - April through June

Option B – Summer Parking Holiday - June through August



2) A Longer-Term Parking Strategy

The PBID Parking Committee views this pilot program as an **initial step**, not a permanent parking policy change. The committee would like to work collaboratively with City staff to explore longer-term parking improvements, including:

- Reviewing **downtown parking utilization data**
- Identifying **underutilized parking locations**
- Evaluating opportunities for **customer-focused curb management**
- Aligning parking supply with downtown business needs

A more intentional and data-driven approach could help create a customer-friendly parking model that supports downtown businesses while maintaining effective system management and hopefully increasing city revenues.

The committee welcomes the opportunity to participate in this discussion with City staff and Council. Included in this request are the Implementation/Operations Tasks which may need to be further flushed out after approval.

5.0 Implementation and Operations

Successful implementation of the “**Be Our Guest**” **Park & Go pilot program** will require coordinated actions by both the City and the PBID.

1) Anticipated City Implementation Actions

If authorized by City Council, City staff would implement the operational components of the pilot program, which may include:

- **Parking System Programming** – Adjust parking system settings to allow the first two hours of parking to be free within the pilot area while maintaining time-limit enforcement.
- **Signage and Public Notice** – Evaluate whether temporary signage or messaging adjustments are needed to clearly communicate the pilot program to visitors and ensure compliance with applicable parking regulations.
- **Parking Enforcement Operations** – Continue active enforcement of time limits to maintain turnover within the downtown core.

Based on operational input from staff, typical patrol coverage can be achieved within approximately one hour for the premium and economy downtown zones when two enforcement vehicles are operating. An approach to consider during the pilot would be to:

- Assign **one parking enforcement vehicle primarily to the premium and economy downtown zones** during the pilot program
- Utilize the **second vehicle to patrol other parking areas and assist downtown when needed**

This approach maintains visible enforcement to the 2-hour free parking while supporting customer turnover in the pilot area and limiting student parking.

2) PBID Support Actions

The PBID would support the pilot program through **marketing and public communication efforts** designed to encourage visitation to downtown businesses, including:

1. Launching the “Be Our Guest” campaign promoting the free parking program

The PBID “**Be Our Guest**” parking campaign is a welcoming and positive campaign designed to support Downtown Chico businesses. The campaign features the beauty and uniqueness of our Downtown and invites the community to rediscover our Downtown without the barrier of registration, kiosk, or paid parking.

The campaign positions **free two-hour parking** as a gesture of hospitality—inviting and encouraging residents, students, and visitors to explore our beautiful Downtown and visit the local shops, dine, and spend time in the district.

PBID TV SPOT Be Our Guests Parking Campaign	
AUDIO	VIDEO
Downtown Chico, the heart, and soul of our City!	Scenery of Downtown
We invite you to come visit our beautiful Downtown,	City of Chico and PBID logos
..... with unique specialty stores,	Rotating store pictures
..... amazing restaurants,	Rotating restaurant pictures
..... and friendly people.	Smiling Ambassadors
Downtown Chico, clean and safe!	Cleaning sidewalks
“Be Our Guests, Shop Downtown With No Parking Fees!”	Tag by property owners or their designated tenants
Just park and walk our beautiful friendly Downtown.	Appearance by rotating property owners or their designated tenant(s) Logo: Downtown Chico Graphic: “Park and Walk” Graphic: “Enjoy Shopping and Dining”

2. Leveraging media partnerships, social media, and community outreach to highlight downtown businesses and encourage visits during the pilot period

The media is very much in support of this campaign and have pledged to partner with PBID to bring this message to the community as a public service announcement. With a \$5,000 contribution from PBID, to cover production costs, and contributions by our media partners, this campaign will be amplified and leverage an estimated **\$50,000 media value**.

The messaging will be shared through TV spots, social media, radio, print, and billboards. All messaging centers around the simple invitation: *Be Our Guest, Shop Downtown With No Parking Fees*.

3. Coordinating messaging with downtown businesses and stakeholders

The campaign provides an opportunity for downtown businesses, DCBA, Chamber of Commerce and other entities to personally invite the community via a tag in the spots.

PBID's marketing efforts are intended to ensure the public is aware of the pilot program and to maximize its potential impact on downtown visitation and economic activity.

Council Action Request Summary – Supporting Downtown Businesses

The PBID Parking Committee respectfully requests that the Chico City Council authorize a temporary **“Be Our Guest” Park & Go pilot program** starting in April through June to improve customer access to downtown businesses.

The proposed pilot would provide **two hours of free parking in the downtown Zone A Core** while maintaining time-limit enforcement to ensure parking turnover. The program is intended to remove friction associated with parking kiosks and payment systems and encourage residents and visitors to return downtown.

While the pilot may have a short-term revenue impact within the City's parking enterprise fund, the Committee believes this limited program represents a **targeted investment in downtown business retention and economic activity**.

The PBID Parking Committee respectfully asks the City Council to:

1. *Authorize a three-month Park & Go pilot program in the Zone A downtown core*
2. *Authorize staff to work with downtown stakeholders to implement the operational adjustments needed for the pilot*
3. *Work collaboratively with PBID and stakeholders to evaluate results and explore longer-term parking strategies*

Thank you for your continued support of downtown Chico and its local businesses.

On behalf of Downtown Chico PBID Board of Directors,

Eric Hart, President



2026 PBID Initiative Package

A Layered Strategy to Strengthen Downtown Chico

Downtown Chico faces real pressures. Customer patterns have shifted. Businesses are navigating economic uncertainty. Perception influences visitation and investment decisions. Like many downtowns across California, Chico is also managing visible homelessness and evolving public expectations.

The PBID cannot solve every downtown challenge. But we can lead with deliberate, visible, and sustained actions.

The PBID 2026 Initiative Package organizes our work into a clear three-tier strategy designed to:

1. Stabilize the district
2. Improve day-to-day conditions
3. Restore business confidence
4. Position downtown for long-term reinvestment

This is not a single program. It is a coordinated framework.



FOUNDATION TIER

Clean, Safe & Managed Environment

A stable downtown begins with consistent on-the-ground operations.

The Ambassador Program is PBID's Operational Backbone. Since 2017, PBID Ambassadors have maintained daily presence downtown — removing trash and graffiti, supporting businesses, logging incidents, and assisting visitors. In 2025 alone they:

- Removed 2,000+ bags of trash
- Cleared 1,374 cardboard accumulations
- Abated 891 hazardous waste instances
- Removed 1,800+ graffiti tags
- Conducted 9,055 hospitality assists
- Logged over 2,000 business contacts
- This remains the non-negotiable foundation of the district.

ACTIVATION TIER

Visible Improvement & Business Support. Activation focuses on tangible, visible improvements that strengthen the customer experience and support business vitality.

1. Block by Block

Proactive daily identification of maintenance, lighting, and aesthetic issues — before they become larger problems.

Mapping. Reporting. Raising the standard.

2. Safe Streets

Structured coordination with Chico Police and CSU Campus Police to increase visible presence, improve response to quality-of-life violations, and reinforce standards in the downtown core.

3. Park & Go

A proposed shift from “pay-to-park” to a customer-focused managed access model.

Designed to reduce friction, improve turnover, and position parking as an economic vitality tool — not a barrier.

4. Open Doors

Active commercial vacancy reduction through business recruitment, matchmaking, and startup navigation. Downtown must convert foot traffic into occupancy.



5. Fresh Coat

A targeted building enhancement initiative delivering visible exterior improvements to key properties.

Small, high-impact façade refreshes designed to change perception from decline → care → reinvestment.



POSITIONING TIER

Long-Term Investment & Competitiveness

Downtown Chico must compete for capital. Investment follows clarity and preparedness.

6. Investment Ready

Positioning downtown as predictable, coordinated, and strategically aligned for private investment. Includes:

- Exploration of Opportunity Zone 2.0 designation
- Development pathway clarity
- Identification of catalytic project opportunities
- Alignment with infrastructure and capital sources

7. Downtown Living

Advancing the City's adopted Downtown Element by activating upper-story housing and mixed-use projects. More neighbors. More energy. More 24-hour presence.

This initiative focuses on removing barriers — not rewriting policy — and turning adopted vision into practical implementation.

How the Layers Work Together

This package is structured intentionally

Foundation → **Activation** → **Positioning**. Each tier builds momentum upward.

- Clean and safe conditions support business confidence.
- Visible improvements restore public trust.
- Clarity and readiness attract investment.

What This Is — And What It Is Not

This initiative package:

- Does not replace City responsibility
- Does not duplicate existing efforts
- Does not promise instant transformation

It does:

- Provide structure
- Create accountability
- Align PBID leadership
- Deliver measurable, visible actions

PBID's Goal

To help Downtown Chico turn the corner. Through steady, deliberate work. Through layered momentum. Through visible standards and long-term positioning.

Downtown vitality is not restored by one action. It is rebuilt through consistent, coordinated effort.



2026 PBID Initiatives

March 17, 2026
Chico City Council

Background

- PBID is a 501c6, formed under the California Streets & Highway Code in 2017
- PBID is a property owner self-assessed district in which the City of Chico is a member
- PBID operates within a District Management Plan, an operating agreement with the City of Chico and under the Brown Act
- Self-assessed annual funds may be expended in four areas:
 - 1) Clean & Safe
 - 2) Beautification & Placemaking
 - 3) Economic Vitality
 - 4) Administration & Compliance

BOARD OF DIRECTORS & ADVISORS

Eric Hart, President
Greg Scott, Vice President

David Halimi, Treasurer

Chris Daniels, Secretary

Jennifer Mackall, Mid-Valley Title

Anika Rodriguez, Anika Burke

Mike O'Brien, Council Liaison

Jennifer Ellingson, PBID Attorney

Megan Kurtz, CSU Chico Liaison

Olivia Henderson, Waste Management

Erik Gustafson, Asst. City Manager

Skyler Lipski, Public Works

Sgt. Bailey, Chico Police

A Layered Strategy for Downtown Chico



Strengthening Downtown Chico

FOUNDATION

Ambassador Program

- Removed **2,000** bags of trash,
- Cleared **1,374** cardboard boxes,
- Abated **891** instances of hazardous waste,
- Cleaned **8,000+** garbage cans,
- Removed **1,800+** graffiti tags/stickers,
- Conducted **9,055** hospitality assists.
- Logged over **2,000** business contacts and
- Had over **3,400** interactions with unsheltered individuals.



New Foundational Initiatives

Creating the baseline conditions for business confidence and visitation.

1) Block by Block, Director Lead Anika Rodriguez.

Proactive daily identification of maintenance, lighting, and cleanliness issues, throughout District, with structured reporting and coordination to address issues quickly so they don't grow to larger problems.

2) Safe Streets, Director Lead Greg Scott, Mike O'Brien

Enhanced coordination with Chico Police and CSU Campus Police to support visible presence and reinforce standards of conduct in the downtown core.

3) Park & Go, Director Lead David Halimi, Anika Rodriguez.

Introduce to council a customer-oriented parking pilot, and review with City longer-term models that could improve perceptions and reduce friction for parking in downtown.



Fresh Coat:
DOWNTOWN CHICO

Activation Initiatives

Demonstrating momentum and improving the physical and economic environment.

4) **Open Doors**, PBID Building Enhancement Committee, Chair Carrie Welch

Active vacancy reduction efforts and business recruitment support to strengthen downtown's commercial mix.

5) **Fresh Coat**, PBID Building Enhancement Committee, Co-Chair Jason Colabove

Targeted exterior building enhancements to accelerate visible reinvestment. Partners: 3CORE and Sherman-Williams

Positioning Initiatives

Preparing Downtown to compete for capital and major reinvestment.

6) Investment Ready, President Lead, Eric Hart



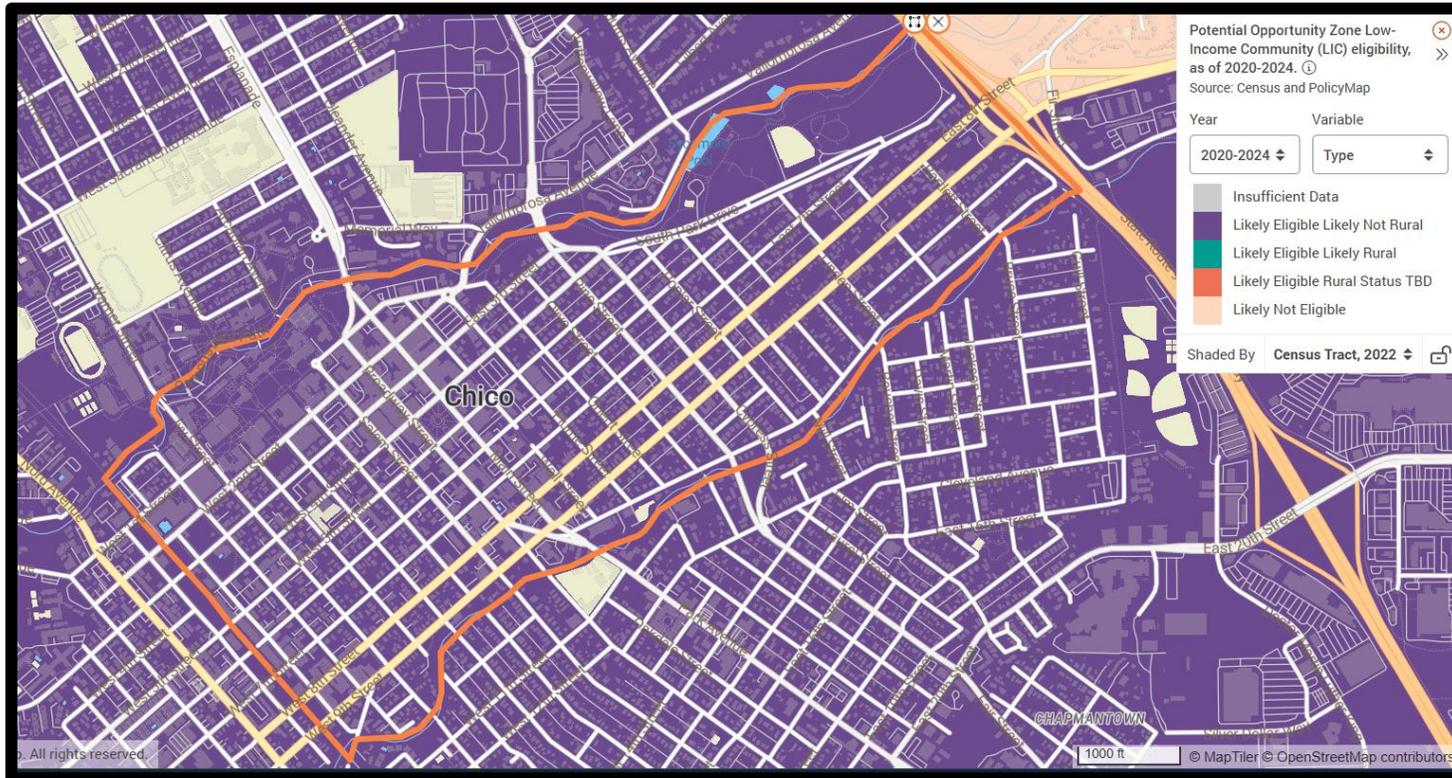
Positioning downtown to compete for private capital through project pipeline development, application for Opportunity Zone 2.0 designation, and collaboration on other resources pathways to open reinvestment opportunities.

7) Downtown Living Implementation

Convert adopted policy into action by advancing upper-story residential and mixed-use activation downtown conversations - remove barriers, clarify reuse pathways, develop tools and resources to help support activating the adopted vision of 24-hour presence, economic stability, and long-term vitality.

Opportunity Zone 2.0

Tract Census Tract 06007001000



Why? Attract Investment to Downtown making project feasibility – tool for private sector investment.

PBID Request of the City

- Federal designation to attract private investment through tax incentives
- Qualifying tract – Downtown
- City must submit competitive application
- Over 2,000 tracts eligible – Governor submits 600
- 3CORE assisting with eligibility analysis confirmation and application
- PBID support information needs
- Timeline – est Spring due July 1.

“Be Our Guest” Pilot Program

PBID – Council Proposal

- First two hours free parking
- No kiosk interaction required
- No registration or mobile app required
Time limits enforced to maintain turnover
- Core downtown commercial area (Zone A – Premium), Parking Structure first floor
- Three-month Campaign: Option A – Immediate April through June or Option B – Summer Parking Holiday June through August
- PBID will launch a Be Our Guest media campaign

DOWNTOWN CHICO

2 HOURS FREE – PARK & GO

NO KIOSK, NO APP, NO FEE

5th Street

2HR

2HR

P DOWNTOWN
PARKING
STRUCTURE
(1st Floor Participates)

ZONE A PILOT AREA

2HR

2HR

1st Street

Wall Street Main Street Salem Street

✓ NO KIOSK ✓ NO APP ✓ NO FEE

PBID cannot solve every challenge facing downtown.

We can act with commitment to deliberate, sustained work efforts — doing our part to help downtown turn the corner.



To: PBID Board of Directors
From: Audrey Taylor, PBID Coordinator
Date: February 6, 2025-March 7, 2026
Subject: Coordinator Report – February 2026

The following activities have been moving forward for PBID:

1. Administration

- 1) Posting of Ambassadors Report
- 2) Prepare Board Meeting packet 2/11/26. Prepare handout on the year over year tracking of Ambassadors work effort.
- 3) 2.12.26 attend Board Meeting and follow-up actions including:
 - E to City Clerk Conflict of Interest Forms
 - E with Jennifer Ellingson to review attorney's email and made determination or request an alternative Conflict of Interest.
- 4) E from Tom van Overbeek re City Attorney advise resigning re conflict of interest. Thank Tom for service. E to Mayor re appointment of another Council member, enclosed PBID 2026 Priorities and PBID Overview. Edit document PBID-DCBA comparison and include to provide to new appointee.
- 5) Outreach to Anika and Megan re presentation of initiatives to DCBA
- 6) E with Jennifer Ellingson re City Resolution and confirmation expiration of PBID is Dec 31, 2027 and conflict of interest forms.
- 7) Finalize package and resolutions for Final Annual Report submittal to City of Chico, pkg and delivered.
- 8) In response to Mayor's request, worked with Eric Hart to package a set if initiatives to take to the Board for approval and then to council.
- 9) Mayor notified Councilmember Mike O'Brien appointed to Tom van Overbeek's vacated seat. Sent Mike welcome information and initial background.
- 10) E to Jennifer Mackall regarding her inquiry to terms.
- 11) Prepare agenda packet and finalized 2026 Initiative packet for Special Meeting 2.25.26. Attended meeting and follow-up with business members attending, Mike O'Brien new Board Member. Review council tapes on agendized items.
- 12) E with Erik G. re-agendizing presentation to council March 17. Listen to Feb 17 council meeting and request from Mike O'Brien and Mayor.
- 13) Prepare PPT presentation for March 17 council meeting, tentative as Park & Go initiative may be ready to go.
- 14) Drafted Downtown Exterior Building Improvement Guide requesting approval from City
- 15) Received email of Avery's letter of resignation.

2. Financials

- 1) Communications with Heather City of Chico regarding assessment and handbills, check to be ready Friday Feb 13.
- 2) File credit card copy, card is with Treasurer David Halimi.
- 3) Pick up and deposit the first Assessment check from city, \$249,123.38
- 4) Inform Martha of approved budget shift, \$10,000 from Economic Vitality to Beautification 2026 Initiatives, per board approval 2.11.26.
- 5) Outreach to Marsha Mayer re all insurance up-to-date.
- 6) Run Feb statements, check budget.

3. Coordination with the City of Chico and other entities:

- 1) Calls and discussions with Erik regarding downtown Starbucks, Eric's press release and guest opinion pieces sent to Erik and Kasey to handle media inquiries, sent to media.
- 2) Schedule meeting with Dustin Vaught regarding letter to editor about 37 vacant spaces. Meet shared information. Follow-up on helping change the downtown narrative and also collaborate with Arts Commission on mini-mural.
- 3) Request from Bidwell Pres to meet and coordinate, involved DCBA. What they can do to help downtown. Meeting schedule for March 2 with DCBA. Avery underable to attend.
- 4) Call with Megan Kurtz re Fresh Coat, University wants to support all initiatives not just one. Provided more background for review. Discussed potential of students informally meeting with Board regarding types of business for the student audience. Discussed potential of any classes and the Living Downtown Initiative.
- 5) Coordinate meeting with Avery and Lindsey, CARD, about 4th July Parade collaboration.
- 6) Skylier re Parking Garage and Diamond Alley cleaning under PBID/Ambassadors, and Mini-Mural Project with Arts Commission, next steps (included Dustin Vaught).
- 7) Avery and Audrey meeting with CARD regarding 4th July Parade and PBID providing services.

4. Clean & Safe

- 1) Discussed with Greg Scott his interest to led the 2026 Initiative Safe Streets, drafted initiatives
- 2) 2/13 email/discussions with Anika re Downtown Walks as an initiative – draft an initiative outline for submittal to Eric Hart for consideration.
- 3) 2.25.26 discussion at Board re arrest of Bakersfield man, business owner fears of retaliation, escalation of crime, indecent exposures and trash.

5. Beautification & Placemaking

- 1) 2./12 Carrie Welch, chair of the BEC called to set meeting to discuss all negative publicity, closures and how to navigate a better response. Prepared materials and suite on initiatives for committee and for Eric Hart.
- 2) 2.16.26 Building Enhancement Committee meeting. Meeting review details and check list to launch Fresh Coat program including assignments to Carrie to get painters on board, Dale to get meeting with Brendan Veig re permitting. Prepare proposal to 3CORE for fiscal administration of the program. Outreach to Committee for any support in putting the program together

- 3) 2.19.23 Fresh Coat - Meeting with 3CORE regarding fiscal administration of the Fresh Coat program. They have said yes. Also offering to overlay the program with a low-interest loan program.
- 4) Draft contract agreement for fiscal administration, sent to 3CORE for review and approval. Patty Hess approved and sent back need program Executive Summary.
- 5) Carrier Welch providing introduction to painters for contracts.
- 6) Program to Megan and Steve Perez regarding participation as a sponsor.
- 7) Outreach to NVCF and Love Chico foundations for sponsorships.
- 8) Patty Hess and Carrie Welch to attend Feb 25 Special to report
- 9) Prepare proposal for Sherman -William
- 10) Proposal sheets to possible partners.
- 11) Love Chico to be a major sponsor, received check.
- 12) Inquiry from Asset Management re a donor wants to contribute to PBID.

6. Economic Vitality

- 1) 2/13 David and Audrey discussion of concept paper and letter to city council to change parking. Draft concept paper. Coordinate with Anika. David draft letter, Audrey summarize concepts and research of other cities. Package for initiatives for board.
- 2) Various emails Anika, David and Greg on the Park & Go program. More discussion after 2/25/26 Board meeting. E mail from Greg Scott regarding next steps.
- 3) Carrie Welch provided access to Audrey and Thatch for timely updating of the PBID storymap.
- 4) Skyler forwarded inquiry on the Library. Carrier reaching out to her client on possible locations downtown, schedule meeting with property owner and county on possible space for 2.26.26.
- 5) After Feb 25 meeting and Board approval of initiative. Further discussions among David, Greg, Anika, Jesse re putting a request to the council, 1) short-term immediate and 2) longer-term. Drafted all comments into working paper sent to committee, schedule meeting to discuss before next PBID meeting.
- 6) 3.24.26 Parking Committee meeting to discuss Park & Go Initiative and recommendations.

7. Communications – Marketing, Database Management, Website

- 1) Prepare Starbuck Press Release and Guest Opinion, review with EH, sent out.
- 2) Prepare Letter to Council, transmittal of Annual Report.
- 3) Prepare email to Council regarding Starbuck's, media mis-information.
- 4) Inquiry from Pres Church re downtown, referred to DCBA.
- 5) Skyler sent inquiry from county Library regarding the need for short term location during their renovations. Gathered additional information from county and began outreach to possible downtown buildings.
- 6) 2..25.26 inquiry from reporter on PBID actions.
- 7) **Prepare short PPT for President for Annual Report and PBID Initiatives.**