

AGENDA – PBID BOARD MEETING JULY 8, 2026

Date: Wednesday, July 8, 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
Megan Kurtz, CSU Chico
Jennifer Mackall
Anika Burke Rodriguez
Mike O'Brien, Council Representative

Board Directors Advisors

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: July 3, 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.



Downtown Chico
Property-Based Improvement District

PO Box 3098
Chico, CA 95927



**Downtown Chico
Property-Based
Improvement District**
PO Box 3098
Chico, CA 95927
pbid-downtownchico.com
audrey@pbid-downtownchico.com

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Anika Burke Rodriguez

Advisors
Sgt David Bailey
Jennifer Ellingson
Eric Gustafson
Olivia Henderson
Skyler Lipski
Sergio Sanchez

Meeting Agenda – July 8, 2026

Monthly Board 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 – June 10, 2026 meeting minutes.

2.2 Financial Statements – as of July 2, 2026. Report from Treasurer David Halimi.

ACTION: *Call for questions/discussion, call 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, 3 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

Per request of the Board, Jennifer will provide guidance and opinion on

- 1) Signing contract with the City of Chico for PBID/Block by Block (Ambassadors) to handle cleaning maintenance of the parking garage. PBID responded with a proposal in accordance with bid requirements and was selected to perform services. PBID would assume these responsibilities through its contract with BBB as soon as contract is signed and all insurance papers are filed.
- 2) Advise on Board's appropriate role and response to issues brought forth to them as it relates to landlord/tenant relationships and contractual obligations and requests for businesses assistance.

4.2 Initiative Updates

1) **Park & Go – Report by David Halimi & Anika Rodriguez**

The 2-hr Free Parking pilot program went live on July 1. David and Anika have been activating promotional campaigns – TV, Radio & Social Media and will present. Anika to update on business assisting with metrics.

2) **Fresh Coat – Carrie Welch & Jason Colabove**

The first Fresh Coat building enhancement has been completed on the former Ellis Building. PBID program is for storefront only. The Ellis Building has a back entrance where the sides and back are customer facing, the building owner covered the cost of painting the back and sides. Sherman-Williams provided the Fresh Coat paint discount for the whole building.





Next buildings in the queue is the new location for Ali Baba, 146 2nd with power washing and paint and Gentleman's Barber Shop removing awning and freshening entrance. Awaiting final approval.

A sandwich board will promote the projects.



3) **Safe Street – Greg Scott**

Report on meeting with Chief Alridge regarding safety and discuss submitting request to Traffic Department regarding reducing speed limit and light signal timing on Main & Broadway. Sgt Bailey to coordinate on specific areas potentially needing lighting.

4) **Oper Doors – Audrey Taylor**

One of the new spaces on the market is, the 330-350 Salem, the former PGE building has nearly 20,000 sq ft. with parking. It is being actively marketed however office space is not in high demand and there is also other downtown office space in a large footprint on the market. The Salem building is close to the core and central to South Campus and student housing. Other uses have been identified to increase the mix of businesses downtown, such as, grocery store, drug store, restaurant, retail. Currently the area is zoned OC, office commercial, this zone designation does not permit grocery stores or drug stores above 4k square feet; requires a (very expensive) use permit for restaurants over 5k square feet; does not permit retail stores which some drug stores get characterized as retail depending on the per cent of sales from pharmaceuticals.

As part of PBID's Initiative Open Doors, the opportunity to fill these spaces, finding users and tenants, would increase if there was more flexible zoning, not incurring expensive use permits, for this block.

The Open Doors goal is to help diversify the downtown mix and refill vacant space. PGE created a large economic impact which is hard to replace and with the continued higher than normal vacancy with office space it could mean this building may stay vacant longer.

Discussion: Should the Board enter into discussion with city staff regarding introducing flexibility with zoning and permit use in Downtown while we are trying to fill buildings?



Commercial/Office Districts

- OR Office Residential
- OC Office Commercial
- CN Neighborhood Commercial
- CC Community Commercial
- DS Downtown South
- DN Downtown North
- CS Services Commercial
- CR Regional Commercial

- 5) **Investment Ready** – update on Opportunity Zone Application. Audrey Taylor

4.3 Council Presentation – June 16, 2026 – Audrey Taylor

June 16 PBID presents to Council Annual Report and Initiatives. This was originally scheduled for March 17, but was bumped. The annual report is a required reporting to notify both City and County there are no fee increases for the next fiscal year. Attached is the March 17 presentation for discussion. It will need to be modified for the June 16 presentation.

5.0 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 – Sergio Sanchez / Block by Block
- 5) CSU Chico – Megan Kurtz
- 6) Waste Management – Olivia Henderson, Doug Hipche

6.0 Reports & Communications . Information only.

7.0 Old Business . Update on Board Candidates

Downtown Chico PBID
PO Box 3063
Chico, CA 95927

Update to Property Owners **PBID Board Openings**

Three (3) positions on the PBID Board of Directors will be open for election.

- ▶ **Eligibility:** A property owner within district boundaries in good standing
- ▶ **Term:** Four years (assuming district renews in 2027)

Your written notification of desire to be a candidate must be received **no later than 5:00 p.m. on Friday, July 10, 2026**. Mail or email your notification to: audrey@pbid-downtownchico.com

Voting will occur in Oct-Nov. Election results will be announced at the December Annual Meeting.

More: www.pbid-downtownchico.com/about-pbid

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

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

Attached

- 1) Consent Agenda – Minutes, Financial Reports June

CONSENT AGENDA



**Downtown Chico
Property-Based
Improvement District**
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Mike O'Brien
Anika Burke Rodriguez

Advisors
Sgt David Bailey
Jennifer Ellingson
Eric Gustafson
Olivia Henderson
Megan Kurtz
Skyler Lipski
Avery Williams

Meeting Minutes – June 10, 2026

Date: Jun 10, 2026

Time: 9:00

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

BOARD DIRECTORS IN ATTENDANCE: Eric Hart, Greg Scott, David Halimi, Anika Burke Rodriguez, Jennifer Mackall

BOARD ADVISORS: Erik Gustafson, Asst. City Manager, Olivia Henderson, Waste Management.

ABSENT DIRECTORS & ADVISORS: Mike O'Brien, Chris Daniels, Megan Kurtz, CSU Chico, Jennifer Ellingson, PBID Attorney, Skyler Lipski, Public Works; Sergio Sanchez, Ambassadors; Sgt. Bailey.

PUBLIC MEMBERS IN ATTENDANCE: Dale Bennett, Celeste Cramer, Barbara Steinberger, Lili Da Silva (Lili's Bistro), Raishaud Pinkney, Action News, Debra Barger, Jacques Vos, Public Works, Jeramie Struthers, Police.

Call to Order – Eric Hart, President

President Eric Hart called the meeting to order at 9:00 and asked for self-introductions.

2.0 Consent Agenda (5 minutes)

Treasurer David Halimi provided financial report.

ACTION: *M/S Anika Rodriguez/Greg Scott to accept the financial report and May 13 meeting minutes. All in favor.*

3.0 Public Comments (10 minutes)

Lili Da Silva asked to present to the Board her operating conditions at current location that have caused difficulty for her to do business (A/C system and lease). Requested that assistance be made available to businesses such as hers to navigate leases, regulations and contracts. Barbara Steinberger also spoke to the need for business assistance to help business succeed and building conditions improvement for operations. Eric Hart thanked her for her comments and input.

4.0 Regular Agenda Items

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

No report due to absence. Audrey Taylor distributed and reminded all board members to complete the Conflict-of-Interest form.

4.2 Initiative Park & Go – Report by David Halimi & Anika Rodriguez

David Halimi reported on council's approval of the Park N Go (suggested by Councilmember Addison to be called Park N Walk) to start July 1 to end of September. The purpose is to entice people to come downtown and shop. Interaction with the kiosk was still a discussion point, David hoping this would not be requirement as this was a "friction" point heard by customers visiting downtown and the intent was to make it easy to come downtown. The free parking would only be in the lots, no street parking as those lots and currently underutilized.

Reconfirmed that \$5,000 would be allocated to TV, Radio and Print to promote the program. Anika volunteers to put together and manage a social media campaign.

Action: Motion/Second by Eric Hart/David Halimi to allocate \$2000 to the social media campaign. All in favor.

4.3 Council Presentation – removed from agenda Erik Gustafson reported the item would be on consent agenda and no need for a formal presentation.

4.4 PBID Renewal Process

PBID District term will expire in December 2027. If the Board is to renew should begin planning the renewal process. Board member Jennifer Mackall suggested gauging the pulse of the property owners regarding a renewal even though fees had not increased. Prepare a letter reviewing the PBID role and purpose, Warren Settlement expiration, city's plan, request feedback as to renewing the PBID to continue programs and enhancement of downtown.

4.5 Downtown Cleanliness Sighting and Report of Rats – Eric Hart brought up the concern of seeing rodents during the day on the streets (3rd Street). Public Works to report back.

4.6 Initiative Updates

Block by Block – Anika Rodriguez – working on identifying Block captains. Working closely with Sergio to have eyes on every block.

Safe Streets – Greg Scott – scheduling meeting with Chief Alridge to discuss enforcement of nuances and slowing traffic.

Open Doors – Audrey Taylor -

Fresh Coat – Audrey Taylor

Investment Ready – Audrey Taylor

5.0 Partner Update (10 minutes)

- 1) City of Chico – Erik Gustafson, Asst City Manager – provided status on Entertainment Zone meeting with stakeholders, June 23, 9:30-11:00
- 2) City of Chico – Skyler Lipski, Public Works - absence
- 3) City of Chico PD, Downtown Target Team – Sgt. Bailey - absence
- 4) Ambassador Program – Sergio Sanchez / Block by Block - absence
- 5) CSU Chico – Megan Kurtz – absence
- 6) Waste Management – Olivia Henderson, Doug Hipche – reported on Drop & Dash program and bin graffiti repair.

6.0 Reports & Communications . Information only.

7.0 Old Business . Parking Structure Proposal. Discussion of proposal and city contract process. Greg Scott request approval and authorization for President to sign contract. Jennifer Mackall requested Jennifer Ellingson review contract and report back to Board and at that time vote for signing. If necessary, hold a special 1 item meeting to finalize. Audrey and Skyler to sent J. Ellingson boilerplate contract language.

7.0 Other & New Business . Discussion regarding the Board's role and response to landlord/tenant issues. Request J. Ellingson to bring back to the board the appropriate handling of such situations.

8.0 Adjourn Regular Meeting. President will call for motion to adjourn, motion and second by Greg Scott/Jennifer Mackall, all in favor. Meeting adjourned 10:30.

Respectfully submitted,



Audrey E. Taylor
PBID Coordinator in the absence of Secretary

Downtown Chico PBID, Inc.

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

January - December 2026

	TOTAL			
	ACTUAL	BUDGET	REMAINING	% OF BUDGET
Revenue				
3000 General Benefits Income	19,000.00	21,738.00	2,738.00	87.40 %
3200 County Tax Assessments	248,123.38	492,053.91	243,930.53	50.43 %
Total Revenue	\$267,123.38	\$513,791.91	\$246,668.53	51.99 %
GROSS PROFIT	\$267,123.38	\$513,791.91	\$246,668.53	51.99 %
Expenditures				
5100 Interest Expense		150.00	150.00	
Administration				
5400 Bank Charges		500.00	500.00	
5510 Government Fees		500.00	500.00	
6320 Prof. Services - Contract Staff				
PBID Coordinator	13,190.00	25,000.00	11,810.00	52.76 %
Willdan Services		2,000.00	2,000.00	
Total 6320 Prof. Services - Contract Staff	13,190.00	27,000.00	13,810.00	48.85 %
6330 Professional Fees - Accounting				
Bookkeeper	352.50	750.00	397.50	47.00 %
CPA		2,500.00	2,500.00	
Total 6330 Professional Fees - Accounting	352.50	3,250.00	2,897.50	10.85 %
Insurance				
4800 CGL Insurance	675.00	667.00	-8.00	101.20 %
4830 D&O Insurance	2,610.00	2,407.00	-203.00	108.43 %
Crime Insurance	1,870.00	1,870.00	0.00	100.00 %
Total Insurance	5,155.00	4,944.00	-211.00	104.27 %
Total Administration	18,697.50	36,194.00	17,496.50	51.66 %
Communations				
6105 Marketing Printing Copies Postage	3,513.06	5,500.00	1,986.94	63.87 %
Database Management	93.75	2,250.00	2,156.25	4.17 %
Website	7,269.30	6,500.00	-769.30	111.84 %
Total Communations	10,876.11	14,250.00	3,373.89	76.32 %
Eligible Management Activities				
Beautification & Placemaking	30,668.75	44,500.00	13,831.25	68.92 %
Clean & Safe-Block by Block	300.00		-300.00	
6310 Block by Block Fees	183,208.74	366,760.00	183,551.26	49.95 %
7030 Utilities -PBID Office	599.03	1,100.00	500.97	54.46 %
Computer and Internet Expense	162.00	900.00	738.00	18.00 %
Total Clean & Safe-Block by Block	184,269.77	368,760.00	184,490.23	49.97 %
Economic Vitality	5,043.75	27,500.00	22,456.25	18.34 %
Total Eligible Management Activities	219,982.27	440,760.00	220,777.73	49.91 %
Taxes Paid		150.00	150.00	
Total Expenditures	\$249,555.88	\$491,504.00	\$241,948.12	50.77 %
NET OPERATING REVENUE	\$17,567.50	\$22,287.91	\$4,720.41	78.82 %

Downtown Chico PBID, Inc.

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

January - December 2026

	TOTAL			
	ACTUAL	BUDGET	REMAINING	% OF BUDGET
NET REVENUE	\$17,567.50	\$22,287.91	\$4,720.41	78.82 %

Downtown Chico PBID, Inc.

Statement of Financial Position

As of Jul 2, 2026

	TOTAL
Assets	
Current Assets	
Bank Accounts	
1001 Checking Account - TCBK	\$111,616.18
1002 Cash Reserve	2,228.85
Total for 1001 Checking Account - TCBK	\$113,845.03
Total for Bank Accounts	\$113,845.03
Accounts Receivable	
Accounts Receivable (A/R)	21,738.00
Total for Accounts Receivable	\$21,738.00
Other Current Assets	
Undeposited Funds	0.00
Total for Other Current Assets	\$0.00
Total for Current Assets	\$135,583.03
Total for Assets	\$135,583.03
Liabilities and Equity	
Liabilities	
Current Liabilities	
Accounts Payable	
2000 Accounts Payable (A/P)	0.00
Total for Accounts Payable	\$0.00
Credit Cards	
CC 2333	0.00
Total for Credit Cards	\$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 Revenue	46,081.72
Total for Equity	\$135,595.53
Total for Liabilities and Equity	\$135,583.03



Be Our Guest

~ Downtown PBID & City of Chico ~

VISIT OUR BEAUTIFUL DOWNTOWN.
SHOP, DINE, SIP, STROLL.

2 HOURS FREE PARKING
JULY 1-SEPT 30

(details on back)



2 Hours Free Parking

Shop, Dine, Sip, Stroll

July 1 - Sept. 30

Downtown Parking Lots Only

Here's How: Free parking in lots only. Registration at kiosk or on Passport app is necessary to activate your 2 hours free parking and avoid a ticket.

- P** 1st & Wall
- P** 1st & Salem*
- P** 2nd & Salem*
- P** 2nd & Flume
- P** 3rd & Salem
(parking structure)
- P** 5th & Salem

*2 hours max in these lots, including free parking.

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RETURN SERVICE REQUESTED