

ODBA Board of Directors Meeting MINUTES

8:30-10 am, Thursday, November 7th, 2024
Gray Nurse: 1359 Huntoon St, Oroville, CA 95965

<u>BOARD OF DIRECTORS</u> Natalie Sheard, President The Carleton Natalie Aguirre Vice President Knockouts Extension & Color Bar Robin Zanon, Treasurer Gallery Interiors Karissa Nelson, Nelson's Footwear TJ Jensen Century 21 Select Real Estate Rori Summers, Bird Street Vendors Erin Lackey, Erin Lackey Photography Sara Nolind, Shake Tea Dominique Hass, Victoria Rose Salon Sean Rivera, The Lord's Gym <u>Board Advisors</u> Ashley Baer, EBC Candy Knauth, VillaVino Lori Pierce, Provisions Cindy Daniluke, State Theater <u>STANDING COMMITTEES</u> Events & Marketing Robin Zanon - Chair Heather Johnson Natalie Aguirre Bernadette North Lori Pierce Daniel Ballard Beautification & Preservation Karissa Nelson - Chair Natalie Sheard Lori Pierce TJ Jensen Sean Rivera Welcome & Retention Erin Lackey - Chair Heather Johnson Natalie Sheard	<i>MISSION: The Oroville Downtown Business Association, also known as Downtown Oroville, works to promote and enhance the Historic Downtown Oroville district through an ongoing program of events, tourism initiatives, and improvements to safety and beautification.</i> <i>VISION: The ODBA's vision is to create a sustainable, vibrant, and beautiful business community. This is done by attracting customers to our downtown commercial district through events and marketing AND by working with the city to create a welcoming place to do business.</i> OPEN MEETING <i>Call to Order & Roll Call: 08:34 am. Absent: Dominique Hass and Sean Rivera</i> PUBLIC COMMENT (3 minutes each) - <i>Lake Oroville Area Garden Club - thank you for the new hose bib to have water access.</i> - <i>Billy Speers - new business office building - acquired PG&E building on Huntoon- wants to do a grand opening.</i> - <i>Curtis with Butte Film Festival, entire weekend December 6th-8th, looking for ways to get people to the downtown shops and eateries during the breaks.</i> - <i>Chamber of Commerce - Amber - parade of lights, vendors, over 12,000 people at the parade in 2023.</i> - <i>TJ - just listed 2041 Bird Street - \$267,000 - also, windows are available at the old Galley building if any businesses would like to display in them.</i> - <i>Ashley Baer - Explore Butte County- reminder of Butte 365 to put your events.</i> - <i>Feather River Parks and Rec (Brian) - lots of games and recreational activities happening at the Oroville Convention Center.</i> - <i>Veterans Day Parade on Monday 11/11.</i> - <i>Lori Pierce - Oroville's Liberty Poll from "Jim" - read a newspaper article about the Liberty Poll & James Huntoon (Huntoon Exchange).</i> - <i>Amber Miland - her mom loves the red Christmas flags.</i> CONSENT CALENDAR Approve of October Minutes <i>Sara Nolind motions, TJ seconds, motion passes.</i> ACTION ITEMS & ANNOUNCEMENTS: 1. Organization Documents Committee Recommends the following bylaw changes: <i>Next month we will be voting to change the BID voting to match the city ordinance code for the ODBA. Members are encouraged to come to the meeting in December.</i> Bylaws Section 4 should change from one vote per member to one vote per dollar assessed. City Ordinance 5.06.03 reads " all voting within the district regarding the election of board members and any actions regarding the normal and routine conducting of District Business shall be based on one vote per assessed dollar."
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Organizational Documents

Natalie Sheard - Chair

Natalie Aguirre

Heather Johnson

Robin Zanon

Sarah Noland

Cindy Daniluk

Interpretation:

Whenever we vote it is done by assessed dollar.

We must hold a vote for the Board of Directors AND can hold a vote for any other actions deemed necessary.

MOU #9 reads "All voting within the BID regarding election of Board Members as well as any other action shall be restricted to those businesses that have currently paid their annual benefit assessment."

A yes vote will change bylaw Section 4 from "voting members, in good standing, will be accorded one vote per member" to "voting members, in good standing, will be accorded one vote per dollar assessed."

[Link to current Bylaws for reference](#)

COMMITTEE CHAIR and EXECUTIVE REPORTS

Treasury (Robin)

[Profit-Loss-Month](#)

[Profit-Loss-Class](#)

[Profit-Loss-November](#)

Sara and Robin have been working together on the numbers. Robin gave breakdowns of 3rd Friday Events and Farm to Table (we made \$4000 thanks to EBC funding Gracie, our event coordinator).

[Events & Marketing Committee Minutes](#) (Robin Zanon)

Past October Events:

- *Haunted Miner's Alley - Nikki Smalls - contact person, we need to make her a thank you note! They estimated double the attendance as last year., and appreciated that the city turned off the street light, which made it much more spooky.*
- *Bloody Mary Contest - a great time was had, over 70 attended - for next year, we will have businesses host instead of having one location.*

Upcoming EVENTS:

- *Christmas Preview - lots of activities: hopefully fiddlers, free popcorn from Bird Street Vendors, ballerinas in the windows of Gallery Interiors and Mini Mall near Villavino, horse and carriage rides, Duane Zanon the magician, craft market in Grey Nurse, and LP/O band under the State Theatre marquee*
- *Shop Small - Daniel will have a booth from 10-5, and plan is to do the same as last year.*
- *Tree lighting - Robin is going to offer GIANT ornaments to be sponsored for the tree. \$150/250 for the sponsorships from businesses. Lori Pierce suggested we could also hang the ornaments across Miner's Alley, if we have any extras.*

November Events: Christmas Preview: Saturday, November 23, Shop Small: Saturday, November 30.

Please let us know if you want to participate and if you are doing something special.

Christmas Tree Lighting, Dec. 6th. (See full list and promotion below)

[Welcome Committee](#) (Erin Lackey and Natalie Sheard)

We went to businesses and welcomed all the new businesses and created packets for new businesses. [Welcome Committee Report](#)

[Beautification & Preservation Committee Minutes](#) (Karissa Nelson)

They went through all of the holiday decorations for the garland that runs across the streets. Will need about \$1,600 worth of new lights since a lot of the lights were broken and had construction plaster on them from being stored under the convention center. Robin said the Christmas decorations in downtown, including the lighted garland for the light poles, we had a past agreement with the City to help in a coordinated effort to hang all of the garland and lights.

Letter to the City, Bathroom Update

walk-through of bathrooms and want to restore them, not tear down and replace.

Eric Smith said he would look into getting a city budget item to help with the Christmas

Decorations and see if there is a city storage space available for the ODBA and the chamber.

Organizational [Documents Special Committee](#) (Natalie Sheard)

- Working on Conflict of Interest and Board Member Agreement.
- Next meeting mid-November *Natalie Sheard*

If you want to be part of a committee, just come to the meetings.

*Open Discussion: The lines on the street that the city is doing have helped slow down traffic on Montgomery. **The parking on Montgomery is confusing though since some think it's a bike lane.***

ADJOURNMENT: Meeting adjourned at 9:42am. The next meeting will be on December 6th.

Event	ODBA Promotion
Christmas Preview Saturday, November 23	Social Media, Website Event, Facebook Event, Butte 365, Email Blast, Counter Cards, Poster, City Billboard, Shop & Win Raffle, Press Release, Oroville MR Article, Northstate Parents Magazine, Radio, Action News Now, Event Booth
Shop Small Saturday, November 30	Social Media, Website Event, Facebook Event, Butte 365, Email Blast, Counter Cards, Poster, CC Billboard, Shop & Win Raffle, Press Release, Oroville MR Article, Northstate Parents Magazine, Radio, Action News Now, Event Booth.
First Friday, Community Christmas Tree Lighting Friday, December 6th	Social Media, Website Event, Facebook Event, Butte 365, Email Blast, Counter Cards, Poster, City Billboard, Press Release, Oroville MR Article, Northstate Parents Magazine, Radio, Action News Now, Event Booth.
Parade of Lights Hosted by the OACC Saturday, December 14th	Social Media, Website Event & Host Backlink, Counter Cards