

# AGENDA

## Yuba City DBA/BID Board Meeting Plumas Street Shopping District

May 2nd, 2024 ~ 8:30 am - 741 Plumas Street, Yuba City - (The Happy Viking)  
Zoom Call Option - Meeting ID: 915 3781 3150 - Passcode: vee8gX

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<b>Meeting called to order</b>	<b>Ryan Henshaw</b>
<b>Roll Call of Board Members</b>	<b>Marni Sanders</b>
<b>Approval of Agenda</b>	<b>Ryan Henshaw</b>
<b>Approval of YCDBA Board Meeting Minutes, prior month .....</b>	<b>Ryan Henshaw</b>
<b>Introduction of Guests .....</b>	<b>Cameo Arrasmith</b>
<b>Board Appointee</b>	<b>Ryan Henshaw</b>
<b>Introduction of Speakers.....</b>	<b>Sandee Drown</b>
<i>Speakers: Diana Langley, City of Yuba City, Revenue Measure</i>	
<i>Tim Bybee and Ernie Hernandez, City of Yuba City, Tree/Bird update (5 mins)</i>	
<i>Josh Wolffe, City of Public Works, Cal Trans Grant update (5 mins)</i>	
<i>Diana Langley, City of Yuba City, Revenue Measure</i>	
<i>Sarah Eberhardt-Rios, Pathways to Work Program</i>	
<b>Correspondence .....</b>	<b>Cameo Arrasmith</b>
<b>Board Liaisons: .....</b>	
Jesse Alexander - Yuba City Fire	
Troy Koski – Yuba City Police Homeless Officer	
Doug Libby – Yuba City Development Services	
Ann Gillen – Yuba City Parks & Recreation	
Ben Moody – Yuba City Public Works	
Janell Willis - Yuba Sutter Chamber of Commerce	
<b>Treasurer’s Report (5 minutes) .....</b>	<b>Scott Sargent</b>
a.....	Current Financial Reports
<b>Coordinator’s Report (5 minutes) .....</b>	<b>Cameo Arrasmith</b>
a. Social Media .....	Facebook, Instagram, and Website
b. Merchant Highlights .....	Social Media Posts
c. Coordinators Time Update .....	Monthly Activities
<b>Membership (5 minutes) .....</b>	<b>Cameo Arrasmith</b>
a .....	Merchant Update
<b>Committees</b>	
<b>Events (10 minutes) .....</b>	<b>Teresa Schmidt</b>
a .....	Summer Stroll June 15, 2024
<b>Marketing (5 minutes) .....</b>	<b>Stacie Bedford</b>
a .....	Video for Downtown
b.....	Quarterly Social May 30th

**Executive (15 minutes)** ..... **Ryan Henshaw**  
a..... Letter to City Council

**Adjourn meeting.**

***MISSION STATEMENT***

*“To preserve, promote and encourage aspiring businesses and provide a safe, clean center of culture and community life for residents and visitors alike.”*

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**This Months YCDBA Meeting Dates**

Events Committee: 5/9 & 5/23 @9am, 5/30 @10:30am  
Marketing Committee: 5/16 @ 9:15 am  
Executive Board: 5/30 @ 9 am  
**Next YCDBA Meeting – June 6, 2024**  
The Happy Viking @ 8:30am

**Local Government Meetings:**

Yuba City Council: 5/7 @ 6pm  
1201 Civic Center Blvd., Yuba City, CA 95993  
  
Yuba City Planning Commission: 5/8, 5/22 @ 6pm  
1201 Civic Center Blvd., Yuba City, CA 95993  
  
Sutter Co. Board of Supervisors: 5/7, 5/21 @ 3pm  
1201 Civic Center Blvd., Yuba City, CA 95993

***MISSION STATEMENT***

*“To preserve, promote and encourage aspiring businesses and provide a safe, clean center of culture and community life for residents and visitors alike.”*

**Yuba City Downtown Business Association  
Minutes of the Board Meeting April 4, 2024  
Meeting called to order by Ryan Henshaw: 8:35 AM**

Roll Call

<b>Name / Title</b>	<b>Present</b>	<b>Absent</b>	<b>Excused</b>
<b>Ryan Henshaw, President</b>	X		
<b>Natalie Syverson, Vice President</b>	X		
<b>Scott Sargent - Treasurer</b>		X	
<b>Marni Sanders - Secretary</b>	X		
<b>Sandee Drown, Director</b>	X		
<b>Tiffany Heryford</b>	X		
<b>Teresa Schmidt, Director</b>	X		
<b>Kenneth Wood, Director</b>		X	
<b>Stacie Bedford, Director</b>		X	
<b>Justin Rankin</b>	X		
<b>Ben Moody, Public Works</b>			
<b>Jesse Alexander, Fire Liaison</b>			
<b>Michelle Brazil/Drew Mitchell Police Liaison</b>			
<b>Troy Koski, Homeless Liaison /Tamera Leonard</b>			
<b>Janell Willis, Chamber Liaison</b>			
<b>Doug Libby City Development Services Liaison</b>			
<b>Ann Gillen – Yuba City Parks &amp; Recreation</b>			

- Agenda Motion to approve: Sandee 1st Teresa 2nd. Motion carries
- March 7 Minutes Motion to approve: 1<sup>st</sup> Marni 2<sup>nd</sup> Sandee. Motion carries
- Correspondence - Cameo
  - none

**Board Liaison Reports/Updates:**

**Jesse Alexander - Yuba City Fire**

- Annual report done Jesse will share with DBA
- New fire vehicle- off road

**Yuba City Community Policing**

- Jamboree at the policy station – resources for the community. Probably May 18

**Parks and Rec – Ann and crew**

- Tree removal – sycamores at the end of Forbes and in front of Stanton optical and the marquee at YS Arts Council
- Birds – City has funding to address the bird/crow migration in the fall.
- Pruning is being scheduled. Removals are being scheduled first. Pruning is recommended for the full street. Looking at end of May for the pruning. Class 1 pruning takes a little more time.

## **Public Works – Josh**

- Addressing spotlights on the water tower to see if it can be enhanced. There may need to be modifications made. They have held off on paying them until this is resolved.
- Heard complaints against the green color of lighting and looking for recommendations of lighting.
- Water tower plaza update – more to come for next meeting – 75% -80% is planned out. City is meeting with them today and will know more soon. Need to get an update to Ad Hoc meeting directly after meeting with contractors/engineers. Working on electrical design.
- Center Street to install the lighting – getting easement granted by building owner – Hawkins building.
- Mural design – working through contracts and options for the mural.
- Gateway Arch – no real updates at this point – looking for more quotes.
- Digital events board – visual impact had a great estimate and city is going with them!
- Name of park - getting community input and ad hoc committee
- Councilman Shaw recommended a shared landing page for updates on Downtown Plumas street happenings: Tower park, birds and trees and etc.
- Flashing stop lighting on Plumas Street. On order and will be installed. They will flash 24 hours but they do have dimming features.

## **Guests Comments/Updates:**

- David Read Yuba Sutter Arts Council– Mural Marathon – Rotary got \$50,000 for this program April 19-21. Music, health and art, etc. On Plumas Street
- Guests: Lee Jones, Chris Drown Jake Livingood, Jeff Milani, Alfredo A&E Boutique
- Councilman Dave Shaw – hears about traffic issues a lot and seeing what the city can do to address it. Schools traffic safety, and traffic calming projects (Josh)
- Lee Jones update: Garden Tour May 4. Harkey House is 150 years old!
- Dave Jensen and Rosa Jensen – new owners of Sopa Thai
- Brett Miles – BFS printing 33 years in business

## **Treasurers Report – Scott (Absent)**

- P&L – Net income \$4,167.17
- Balance Sheet – Total Assets and Liabilities - \$176,814.86

## **Coordinator's Report**

- Bunny Hop – March 23 – 200 children attended
- March 20 – Shop talk from the City at Sopa Thai

## **Membership Report**

- Regent USA (in Estrada's Location) they hey handle construction, maintenance, and remodeling options to achieve your senior living and residential facility goals
- Sopa Thai has new business owners David and Rosa Jenson

## **Committees**

- **Events – Teresa**
  - Summer Stroll in the works, next meeting is April 11th at 9am
- **Marketing**
  - Will be making a video for downtown, meeting is on April 18th 9:15am

Newsletter is going well

- **Executive**

Treatment Center proposed, DBA will generate letter for City Council

**Adjourned: 9:35am**