

# AGENDA

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

April 3rd, 2025 ~ 8:30 am - 741 Plumas Street, Yuba City - (The Happy Viking)  
Zoom Call Option - Meeting ID: 937 0329 9971

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Meeting called to order	Ryan Henshaw
Roll Call of Board Members	Marni Sanders
Approval of Agenda	Ryan Henshaw
Approval of YCDBA Board Meeting Minutes, prior month .....	Ryan Henshaw
Introduction of Guests .....	Ryan Henshaw
Board Liaisons: .....	Ryan Henshaw
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	
<i>Josh Wolffe, City of Public Works</i>	
<i>Alicia Benge, Yuba City Police Department</i>	
Introduction of Speakers.....	Ryan Henshaw
<b>Speakers:</b>	
Ben Moody, Ground Lights and Removed Trees	
<i>Josh Wolffe, Center Street Project</i>	
<i>Elicia Stewart -Alheimerz Walk Downtown</i>	
Correspondence .....	Cameo Arrasmith
Coordinator’s Report (5 minutes) .....	Cameo Arrasmith
a. Merchant Highlights .....	Social Media Posts
b. Coordinators Time Update .....	Monthly Activities
c. Parking/Event Map.....	Events and Website
Membership (5 minutes) .....	Cameo Arrasmith
a .....	Member Update
Treasurer’s Report (5 minutes) .....	Scott Sargent
a.....	Current Financial Reports
b.....	Budget
<b>Committees</b>	
Events (10 minutes) .....	Teresa Schmidt
a .....	Bunny Hop
c.....	Summer Stroll
Marketing (5 minutes) .....	Jake Livingood
a .....	Marketing Changes
b.....	Pub Crawl

Executive (15 minutes) ..... Ryan Henshaw

a..... Event Protocol

b..... Ribbon Cutting

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: 4/3 &4/10 @ 9:00 am  
Marketing Committee: 4/17 @ 11:00am  
Executive Board: 4/24 @ 9:00 am  
**Next YCDBA Meeting –05/01**  
@ The Happy Viking @ 8:30am

Local Government Meetings:

Yuba City Council: 4/1 @ 6pm  
1201 Civic Center Blvd., Yuba City, CA 95993  
  
Yuba City Planning Commission: 4/9, 4/23 @ 6pm  
1201 Civic Center Blvd., Yuba City, CA 95993  
  
Sutter Co. Board of Supervisors: 4/1, 4/15 @ 3pm  
1201 Civic Center Blvd., Yuba City, CA 95993

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