

AGENDA

Yuba City DBA/BID Board Meeting Plumas Street Shopping District

August 7th, 2025 ~ 8:30 am - 741 Plumas Street, Yuba City - (The Happy Viking)
Zoom Call Option - Meeting ID: 937 0329 9971

Meeting called to order	Ryan Henshaw
Roll Call of Board Members	Ryan Henshaw
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	
Celeste Brown - Yuba Sutter Chamber of Commerce	
Josh Wolffe, City of Public Works	
Introduction of Speakers.....	Ryan Henshaw
Speakers:	
David Read, Tower Plaza Development	
Correspondence	Cameo Arrasmith
Coordinator’s Report (5 minutes)	Cameo Arrasmith
a. Merchant Highlights	Social Media
b. Coordinators Time Update	Map Update
Membership (5 minutes)	Cameo Arrasmith
a	Member Update
Treasurer’s Report (5 minutes)	Scott Sargent
a.....	Budget Update
Committees	
Events (10 minutes)	Teresa Schmidt
a.....	Car Show
a.....	Trick or Treat the Street
Marketing (5 minutes)	Jake Livingood
a	Lights
b.....	Pub Crawl
c.....	Farmers Market
Executive (15 minutes)	Ryan Henshaw
a.....	Bank Update
b.....	Summer Stroll Band Equipment
c.....	Board 2026
d.....	Center Street Process
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: 8/7 @ 9:45am & 8/14 @ 9am

Marketing Committee: 8/21 @ 11 am

Executive Board: 8/28 @ 9:00 am

Next YCDBA Meeting –TBD

The Happy Viking 9/4 8:30am

Local Government Meetings:

Yuba City Council: 8/5 @ 6pm

1201 Civic Center Blvd., Yuba City, CA 95993

Yuba City Planning Commission: 8/13, 8/27 @ 6pm

1201 Civic Center Blvd., Yuba City, CA 95993

Sutter Co. Board of Supervisors: 8/5, 8/19 @ 3pm

1201 Civic Center Blvd., Yuba City, CA 95993

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