

AGENDA

Yuba City DBA/BID Board Meeting Plumas Street Shopping District

October 2nd, 2025 ~ 8:30 am - 741 Plumas Street, Yuba City - (The Happy Viking)
Zoom Call Option - Meeting ID: 937 0329 9971

Meeting called to order	Natalie Syverson
Roll Call of Board Members	Natalie Syverson
Approval of Agenda	Natalie Syverson
Approval of YCDBA Board Meeting Minutes, prior month	Natalie Syverson
Introduction of Guests	Natalie Syverson
Board Liaisons:	Natalie Syverson
Josh Hubbard - Yuba City Fire Department	
Mike Gwinnip - Yuba City Police Department	
Chad Cornwell – Yuba City Police Homeless Officer	
Doug Libby – Yuba City Development Services	
Ann Gillen – Yuba City Parks & Recreation	
Josh Wolffe – Yuba City Public Works	
Celeste Brown - Yuba Sutter Chamber of Commerce	
Introduction of Speakers.....	Natalie Syverson
Speakers:	
Correspondence	Cameo Arrasmith
Coordinator's Report (5 minutes)	Cameo Arrasmith
a. Merchant Highlights	Social Media
b. Coordinators	Box update
c. Correspondence	Chamber
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
b.....	Trick or Treat the Street/ Christmas Stroll
Marketing (5 minutes)	Jake Livingood
a	Lights
b.....	Pub Crawl/Night Market
c.....	WhatsApp/CRM
Executive (15 minutes)	Natalie Syverson
a.....	Board Recruitment/Installation 2026
b.....	Coordinator Position

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: 10/2 @ & 10/9 @ 9am
Marketing Committee: 10/16 @ 11 am
Executive Board: 10/30 @ 9:00 am

Next YCDBA Meeting

The Happy Viking 11/6 8:30am

Local Government Meetings:

Yuba City Council: 10/7 @ 6pm
1201 Civic Center Blvd., Yuba City, CA 95993

Yuba City Planning Commission: 10/8, 10/22 @ 6pm
1201 Civic Center Blvd., Yuba City, CA 95993

Sutter Co. Board of Supervisors: 10/7, 10/21 @ 3pm
1201 Civic Center Blvd., Yuba City, CA 95993

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