

AGENDA

Yuba City DBA/BID Board Meeting Plumas Street Shopping District

August 3, 2023 ~ 8:30 am - 741 Plumas Street, Yuba City - (The Happy Viking)
Zoom Call Option - Meeting ID: 915 3781 3150 - Passcode: vee8gX

Meeting called to order	Santee Drown
Roll Call of Board Members	Natalie Syverson
Approval of Agenda.....	Santee Drown
Approval of YCDBA Board Meeting Minutes	July 6, 2023
Correspondence	Judy Brogden/Santee
Board Liaisons:	
Jesse Alexander - Yuba City Fire	
Drew Mitchell – Yuba City Community Policing Officer	
Troy Koski – Yuba City Police Homeless Officer	
Doug Libby – Yuba City Development Services	
Kristen Perry - Yuba Sutter Chamber of Commerce	
Introduction of Guests	Santee Drown
Treasurer’s Report (5 minutes)	Scott Sargent
a.....	Current Financial Reports
b	July – BID Billing
Coordinator’s Report (5 minutes)	Judy Brogden
a. Social Media	Facebook, Instagram and Website
b. Merchant Highlights	Weekly Schedule
c. Coordinators Time Update	July & August Monthly Activities
Membership (5 minutes)	Judy Brogden
a	Merchant Update
Committees	
Events (10 minutes)	Teresa Schmidt
a	National Night Out – Tuesday, August 1st
b	Trick or Treat – October 19, 2023
b.....	Steele House Coffee Events
Marketing (5 minutes)	Ryan Henshaw/Stacie Bedford
a	Member Highlights
Executive (15 minutes)	Santee Drown
a.	Clean CA Grant Update- Scott
b.	Presentation – Doug Libby
c.	Tree Maintenance

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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August 2023 YCDBA Meeting Dates

YCDBA Events Committee: 8/8 @ 10 am
YCDBA Marketing Committee: 8/8 @ 9 am
YCDBA Executive Board: 8/31 @ 8:30 am
Next YCDBA Meeting – Sept. 7, 2023
The Happy Viking @ 8:30 am

Local Government Meetings:

Yuba City Council: 8/15 @ 9 am
1201 Civic Center Blvd., Yuba City, CA 95993

Yuba City Planning Commission: 8/9 & 8/23 @ 6 pm
1201 Civic Center Blvd., Yuba City, CA 95993

Sutter County Board of Supervisors – 8/11 & 8/22 @ 3pm
1201 Civic Center Blvd., Yuba City, CA 95993

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.”

Yuba City Downtown Business Association
 Minutes of the Board Meeting July 6, 2023
 Meeting called to order by Sandee Drown: 8:36am

Roll Call

Name / Title	Present	Absent	Excused
Sandee Drown, President	X		
Ryan Henshaw, Vice President	X		
Scott Sargent - Treasurer		X	
Natalie Syverson- Secretary			X
Danielle Blackmer, Director	X		
Teresa Schmidt, Director	X		
Kenneth Wood, Director			X
Stacie Bedford, Director	X		
Rubi Ibarra, Director		X	
Marni Sanders, Director	X		
Jesse Alexander, Fire Liaison	X		
Michelle Brazil/Drew Mitchell Police Liaison	X		
Troy Koski, Homeless Liaison			X
Brad McIntyre, Park & Rec. Liaison		X	
Kristen Perry, Chamber Liaison		X	
Doug Libby - YC Development Services Liaison	X		

Agenda approved- Ryan/Teresa

Minutes approved- Teresa/Stacie

Correspondence- We receive the check for Summer Stroll from Sutter Co. Children & Families.

Liaison Reports:

Jesse: Busing from 4th of July events – 8 fires, report to The Happy Viking, false alarm. Scheduling a follow up meeting for the Summer Stroll.

Troy: N/A

Drew: National Night Out – August 1st @ Si-Jo-Vi Sawyers, 5-7 pm. Ice cream is available, Police and Fire will be there. Blue Zones will also bring their Smoothie Bike. Homeless tent behind Twin Cities.

Doug: Will let Code Enforcement know about Homeless issues. YC has launched online permit planner software. www.permits@yubacity.net. QR Code. He is working on a proposal to create an Entertainment District for Downtown.

Brad – Retiring in August.

Kristen: not here

Guests: Councilman, Dave Shaw – on Zoom. Start attending DBA meetings next month.

Sandee brought the Clean CA item up on the agenda. She mentioned the Water Tower project and wanted Dave's support for the Yuba City Downtown logo. The DBA has prioritized the logo which includes the word Downtown to be included in the new logo going on the water Tower. Dave didn't have grief over Option 1 (Yuba City) and Option 4 (including Downtown) and would take it to council and the City Manager.

Doug was in support of Option 4 (Downtown) and would circle back with Ben & Diana.

Treasurers Report- Ryan filled in for Scott. Balance sheet- \$53,158.96, Profit & Loss for June, (\$14,975) with Summer Stroll the money is earned before, and bills are paid in June. Initial profit from Summer Stroll looks like \$7,856.62, which gets split between Events & Marketing. Aging – lots of businesses still on the Aging. Moving forward with Collections, the City is looking at ways to help with these past due fees. 8 businesses making payments.

Social Media: Judy said June was a busy month- Summer Stroll. Posters went out, marketing in FB, IG, fliers and promoting the event. The website had all the Stroll information, including a list of sponsors, vendors, food and entertainment and Kid Zone activities listed with pictures. Good response from the public on the website. July newsletter is out, on the table for everyone to grab and it will be delivered and emailed to businesses this week. Vote for the 29 Downtown businesses for BEST OF (Appeal Democrat) and vote for the 2023 Summer Stroll as Best Local Event now through July 28th at midnight.

Events: Teresa said the Stroll was successful. Making almost \$7,900. Great feedback from the public on the event. Looking at creating new posters and signs for Summer Stroll and Christmas Stroll. Sandee said thank you to Teresa and Judy for all their hard work. Jordan – The Science Guy was great. Next event – Trick or Treat Plumas Street in October.

According to the YCDBA By-Laws- any Street Closures need to go through the DBA Board. Marni suggestion we do a walking Moi in Downtown. Next meeting, July 11 @ 10 am Twin Cities Floor Covering.

Marketing: Stacie reminded Board Members to complete their questionnaire. Marni suggestion we do a walking Moi in Downtown or a street closure area. Next meeting on July 11th, 9am @ Plumas Interiors. Drew said the Yuba City POA is bringing back Pig Feed, will be Sept. 30th at the fairgrounds with a dinner, silent and live auctions.

Executive: Moved to beginning of the meeting.

Meeting end: 9:34 am

Yuba City Downtown Business Assoc.

Balance Sheet

As of July 31, 2023

	<u>Jul 31, 23</u>
ASSETS	
Current Assets	
Checking/Savings	
Sutter Community Bank	52,320.15
Total Checking/Savings	<u>52,320.15</u>
Accounts Receivable	
*Accounts Receivable	(31.86)
Total Accounts Receivable	<u>(31.86)</u>
Other Current Assets	
Accounts Receivable	22,996.08
Allowance for Doubtful Accounts	24,811.13
NACC-TEL Shares	1,053.00
Security Deposit	(50.00)
Undeposited Funds	196.00
Total Other Current Assets	<u>49,006.21</u>
Total Current Assets	101,294.50
Fixed Assets	
Accum Depr	(1,849.40)
Bad Debt	4.03
Furn & Equipment	6,774.95
Total Fixed Assets	<u>4,929.58</u>
TOTAL ASSETS	<u>106,224.08</u>
LIABILITIES & EQUITY	
Liabilities	
Current Liabilities	
Other Current Liabilities	
Payroll Liabilities	614.54
Total Other Current Liabilities	<u>614.54</u>
Total Current Liabilities	<u>614.54</u>
Total Liabilities	614.54
Equity	
Retained Earnings	97,573.65
Net Income	8,035.89
Total Equity	<u>105,609.54</u>
TOTAL LIABILITIES & EQUITY	<u>106,224.08</u>

9:25 AM

07/31/23

Cash Basis

Yuba City Downtown Business Assoc.

Profit & Loss

July 2023

	<u>Jul 23</u>
Ordinary Income/Expense	
Income	
BID Dues	1,079.00
Event - Sponsorships	1,000.00
Event - Vendor Booths	300.00
Income - DBA Special Events	1,540.00
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Total Income	3,919.00
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Gross Profit	3,919.00
Expense	
Bank Service Charges	38.22
Contracted Employee	2,000.00
Dues and Subscriptions	19.99
Employee Expense; Workmans Comp	(432.00)
Event Expense	1,438.05
Insurance	446.20
Rent	
Storage	330.00
Total Rent	330.00
Security	702.09
Taxes	127.74
Telephone Expense	87.52
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Total Expense	4,757.81
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Net Ordinary Income	(838.81)
	<hr/>
Net Income	<u><u>(838.81)</u></u>

Yuba City Downtown Business Assoc.
A/R Aging Summary
 As of July 31, 2023

	Current	1 - 30	31 - 60	61 - 90	> 90	TOTAL
+# Enterprise Rancheria	0.00	0.00	0.00	0.00	500.00	500.00
+# Recology Yuba Sutter	0.00	0.00	0.00	0.00	750.00	750.00
+# Twin Rivers Polaris	0.00	0.00	0.00	0.00	250.00	250.00
+# YS Chamber of Commerce {C}	0.00	0.00	0.00	0.00	250.00	250.00
5 Guys Printing, Inc	0.00	0.00	0.00	0.00	500.00	500.00
As you Whish Salon & Beauty Bar	0.00	0.00	0.00	0.00	385.00	385.00
Babies to Teen Consignment Shop	0.00	0.00	0.00	0.00	385.00	385.00
Beck's Shoes	0.00	0.00	0.00	0.00	1,540.00	1,540.00
Best Collateral	0.00	0.00	0.00	0.00	250.00	250.00
Black Heart Tattoo & Art Gallery	0.00	0.00	0.00	0.00	770.00	770.00
Bombshell Salon	0.00	0.00	0.00	0.00	1,925.00	1,925.00
City Cafe	0.00	0.00	551.25	0.00	0.00	551.25
CoreCycle Fitness	0.00	0.00	0.00	0.00	193.00	193.00
Cupcake Magic	0.00	0.00	0.00	0.00	1,925.00	1,925.00
Daisy Nails (KV Nails) Salon	0.00	0.00	0.00	0.00	384.98	384.98
Dhillon's Pizza	0.00	0.00	0.00	467.00	0.00	467.00
DrapedNTaped	0.00	0.00	0.00	0.00	641.67	641.67
E & J Music Lounge	0.00	0.00	0.00	0.00	513.33	513.33
Ellis DDS, Inc.	0.00	0.00	0.00	0.00	(31.82)	(31.82)
Erica's Hair Studio	0.00	0.00	0.00	0.00	285.00	285.00
Fernando's Cali Kitchen	0.00	0.00	0.00	0.00	180.00	180.00
Hola Services	0.00	0.00	0.00	0.00	700.00	700.00
Iguana's Mexican Grill	0.00	0.00	560.00	0.00	0.00	560.00
Justin's Kitchen	0.00	0.00	0.00	0.00	1,120.00	1,120.00
Korean Karate	0.00	0.00	0.00	0.00	905.00	905.00
La Flor de Michoacan	0.00	0.00	0.00	0.00	1,058.72	1,058.72
Lee's Canton Restaurant	0.00	0.00	0.00	0.00	900.00	900.00
Natalie Syverson Photography	0.00	0.00	0.00	0.00	(0.04)	(0.04)
NEXA Mortgage	0.00	0.00	0.00	0.00	500.00	500.00
Novedades Chanito Perez	0.00	0.00	0.00	0.00	555.00	555.00
Novedades Espinoza	0.00	0.00	0.00	0.00	484.15	484.15
Obsidian Direct	0.00	0.00	0.00	0.00	140.00	140.00
Ocean Massage	0.00	0.00	0.00	0.00	673.00	673.00
Phoenix Martial Arts	0.00	0.00	0.00	0.00	385.00	385.00
Phoenix Ridge	0.00	0.00	0.00	0.00	385.00	385.00
Righteous Ink	0.00	0.00	0.00	0.00	1,925.00	1,925.00
Royal Jewelers	0.00	0.00	0.00	0.00	385.00	385.00
Shadd's Vacuum Service	0.00	0.00	0.00	0.00	180.00	180.00
Simply Divine Academy North	0.00	0.00	0.00	0.00	347.08	347.08
Stanton Optical	0.00	0.00	0.00	0.00	385.00	385.00
Stay Faded	0.00	0.00	0.00	0.00	1,925.00	1,925.00
Steele House Coffee	0.00	0.00	0.00	0.00	180.00	180.00
Studio 622	0.00	0.00	0.00	385.00	385.00	770.00
The Cellphone	0.00	0.00	0.00	0.00	1,540.00	1,540.00
The City Club	0.00	0.00	0.00	0.00	1,120.00	1,120.00
The Theater Gallery	0.00	0.00	0.00	0.00	770.00	770.00
Ubella Lash & Beauty	0.00	0.00	0.00	0.00	288.75	288.75
Visual Impact	0.00	125.00	0.00	0.00	192.50	317.50
Wilbur Ellis	0.00	0.00	0.00	0.00	180.00	180.00
TOTAL	0.00	125.00	1,111.25	852.00	29,205.32	31,293.57