

**AGENDA**  
**Yuba City DBA/BID Board Meeting**  
**Plumas Street Shopping District**

February 2, 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 .....	Sandee Drown
Roll Call of Board Members .....	Natalie Syverson
Approval of Agenda.....	Sandee Drown
Approval of YCDBA Board Meeting Minutes .....	January 5, 2023 Minutes
Correspondence .....	Judy Brogden
<b>Board Liaisons:</b> Jesse Alexander - Yuba City Fire Department Drew Mitchell – Yuba City Community Policing Officer Troy Koski – Yuba City Police Homeless Officer Brad McIntire - Yuba City Community Services Director ??? - Yuba Sutter Chamber of Commerce	
Introduction of Guests .....	Sandee Drown
Treasurer's Report (5 minutes) .....	Scott Sargent
a.....	Current Financial Reports
b .....	February – BID Billing
Coordinator's Report (5 minutes) .....	Judy Brogden
a. Social Media .....	Facebook, Instagram and Website
b. Merchant Highlights .....	Monthly Schedule – Business Participation
Membership (5 minutes) .....	Judy Brogden
a .....	Merchant Update
<b>Committees</b>	
Events (10 minutes) .....	Teresa Schmidt
a .....	Bunny Hop – April 1, 2023
Marketing (10 minutes) .....	Ken Wood / Ryan Henshaw
a .....	Member Highlights
Executive (5 minutes) .....	Sandee Drown
a. ....	Newsletter – February Issue
b. ....	Strategic Planning Meeting Review

**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.”*

# **AGENDA**

## **Yuba City DBA/BID Board Meeting**

### **Plumas Street Shopping District**

February 2, 2023 ~ 8:30 am - 741 Plumas Street, Yuba City - (The Happy Viking)  
Zoom Call Option - Meeting ID: 915 3781 3150 - Passcode: vee8gX

---

#### **January 2023 YCDBA Meeting Dates**

YCDBA Events Committee: TBD  
Marketing Committee: TBD  
YCDBA Executive Board: Feb. 23<sup>rd</sup> 8:30 am  
**Next YCDBA Meeting – March 2, 2023**  
The Happy Viking @ 8:30 am

#### **Local Government Meetings:**

Yuba City Council: Feb. 7<sup>th</sup> and 21<sup>st</sup> @ 9 am YCDBA  
1201 Civic Center Blvd., Yuba City, CA 95993

Yuba City Planning Commission: Feb. 8<sup>th</sup> and 22<sup>nd</sup> @ 6 pm  
1201 Civic Center Blvd., Yuba City, CA 95993

Sutter County Board of Supervisors:  
Feb. 14<sup>th</sup> & 28<sup>th</sup> @ 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 January 5, 2023  
Meeting called to order by Sandee Drown: 8:33am

Roll Call

<b>Name / Title</b>	<b>Present</b>	<b>Absent</b>	<b>Excused</b>
<b>Sandee Drown, President</b>	<b>X</b>		
<b>Ryan Henshaw, Vice President</b>	<b>X</b>		
<b>Scott Sargent - Treasurer</b>		<b>X</b>	
<b>Natalie Syverson- Secretary</b>	<b>X</b>		
<b>Danielle Blackmer, Director</b>		<b>X</b>	
<b>Rick Rummelhart, Director</b>	<b>X</b>		
<b>Teresa Schmidt, Director</b>	<b>X</b>		
<b>Kenneth Wood, Director</b>	<b>X</b>		
<b>Stacie Bedford, Director</b>	<b>X</b>		
<b>Rubi Ibarra, Director</b>	<b>X</b>		
<b>Steve Kroeger, Director</b>	<b>X</b>		
<b>Jesse Alexander, Liaison</b>		<b>X</b>	
<b>Michelle Brazil/Drew Mitchell Liaison</b>	<b>X</b>		
<b>Troy Kloski, Liaison</b>	<b>X</b>		
<b>Brad McIntyre, Liaison</b>		<b>X</b>	
<b>Marni Sanders, Liaison</b>		<b>X</b>	

Agenda approved- Rick/Natalie/Ken

Minutes approved- Steve/Rick

Correspondence- Notes of sadness of not having the stroll. Some holiday cards came in.

Liaison Reports:-

Drew: Business academy will be over 2 weeks and 2 days in the morning. Bridge gaps w/everyday dealings. Monday & Wednesday 8-12 @ the PD end of April

Troy: overnight camping area 12or 13 have come, open from 430pm-8am. Moving people that way due to river rising. Adventist health grant to use old Freemont on Plumas meeting Jan 17.

Guests:

Melanie- Sejovias and Sawyers sweets and build a bear

Debbie - BFS printing

Erica Soloria- Taking ofver Sergios

Treasurer: Scott not present. Judy discussed numbers as follows: \$1073.93

Invoicing Exhibit A-focus on financial and dues. To understand worth of dues and work for those businesses to get people downtown. Working on updating contact info to make sure all communication

is getting to the right people. Roll call and voted on to add Exhibit A - New YCDBA Billing Process Timeline to bi-laws. 8 yes votes.

<b>Board Members</b>	<b>X- indicates yes vote</b>
<b>Sandee Drown, President</b>	<b>X</b>
<b>Ryan Henshaw, Vice President</b>	<b>X</b>
<b>Scott Sargent - Treasurer</b>	<b>NOT PRESENT</b>
<b>Natalie Syverson- Secretary</b>	<b>X</b>
<b>Danielle Blackmer, Director</b>	<b>NOT PRESENT</b>
<b>Teresa Schmidt, Director</b>	<b>X</b>
<b>Kenneth Wood, Director</b>	<b>X</b>
<b>Stacie Bedford, Director</b>	<b>X</b>
<b>Rubi Ibarra, Director</b>	<b>X</b>
<b>Steve Kroeger, Director</b>	<b>X</b>

Social media: 2 business/ week to highlighting

New members: Iguanas opened, go visit! 5 bars on the street now we can do a bar crawl.

Events: Stroll canceled, Tree lighting had some vendors along with Santa and Mrs. Clause.

Marketing: Drew with the lights is changing so will have to figure out.

Sandee Exec: Installation was great. Newsletter is working. Jan 19<sup>th</sup> is Strategic Planning - 989 Plumas St. Thank you to Rick Rummelhart for his work for the DBA. We will miss him and wish him the best on his new adventures.

Meeting end: 9:30 am

7:01 AM

01/31/23

Cash Basis

## Yuba City Downtown Business Assoc.

## Balance Sheet

As of January 31, 2023

	Jan 31, 23
<b>ASSETS</b>	
<b>Current Assets</b>	
Checking/Savings	
Sutter Community Bank	42,943.61
<b>Total Checking/Savings</b>	42,943.61
Accounts Receivable	
*Accounts Receivable	(211.88)
<b>Total Accounts Receivable</b>	(211.88)
<b>Other Current Assets</b>	
Accounts Receivable	22,996.08
Allowance for Doubtful Accounts	24,811.13
NACC-TEL Shares	1,053.00
Security Deposit	(50.00)
Undeposited Funds	560.00
<b>Total Other Current Assets</b>	49,370.21
<b>Total Current Assets</b>	92,101.94
<b>Fixed Assets</b>	
Accum Depr	(1,849.40)
Bad Debt	4.03
Furn & Equipment	6,774.95
<b>Total Fixed Assets</b>	4,929.58
<b>TOTAL ASSETS</b>	<b>97,031.52</b>
<b>LIABILITIES &amp; EQUITY</b>	
<b>Liabilities</b>	
<b>Current Liabilities</b>	
Other Current Liabilities	
Events Pending	1,100.00
<b>Total Other Current Liabilities</b>	1,100.00
<b>Total Current Liabilities</b>	1,100.00
<b>Total Liabilities</b>	1,100.00
<b>Equity</b>	
Retained Earnings	98,108.65
Net Income	(2,177.13)
<b>Total Equity</b>	95,931.52
<b>TOTAL LIABILITIES &amp; EQUITY</b>	<b>97,031.52</b>

7:00 AM  
01/31/23  
Cash Basis

**Yuba City Downtown Business Assoc.**  
**Profit & Loss**  
**January 2023**

	Jan 23
Ordinary Income/Expense	
Income	
Event - Sponsorships	2,500.00
Total Income	2,500.00
Gross Profit	2,500.00
Expense	
Contracted Employee	3,000.00
Dues and Subscriptions	14.99
Marketing & Promo	131.65
Office Supplies	331.76
Postage and Delivery	15.94
Printing and Reproduction	339.95
Professional Fees	
Accounting	289.00
Total Professional Fees	289.00
Rent	
Storage	415.00
Total Rent	415.00
Supplies	22.50
Total Expense	4,560.79
Net Ordinary Income	(2,060.79)
Other Income/Expense	
Other Expense	
Penalty	116.34
Total Other Expense	116.34
Net Other Income	(116.34)
Net Income	(2,177.13)

7:23 AM

01/31/23

## Yuba City Downtown Business Assoc.

## A/R Aging Summary

As of January 31, 2023

	Current	1 - 30	31 - 60	61 - 90	> 90	TOTAL
+ County of Sutter	0.00	0.00	0.00	2,500.00	0.00	2,500.00
+ Praise Chapel	0.00	0.00	0.00	0.00	250.00	250.00
+# Enterprise Rancheria	0.00	0.00	0.00	0.00	250.00	250.00
+# Recology Yuba Sutter	0.00	0.00	0.00	0.00	500.00	500.00
5 Guys Printing, Inc	0.00	0.00	0.00	0.00	250.00	250.00
A&E Kings Boutique	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	1,155.00	1,155.00
Black Heart Tattoo & Art Gallery	0.00	0.00	0.00	0.00	385.00	385.00
Bombshell Salon	0.00	0.00	0.00	0.00	1,540.00	1,540.00
Center Street Salon & Spa	0.00	0.00	0.00	0.00	60.00	60.00
Cupcake Magic	0.00	0.00	0.00	0.00	1,540.00	1,540.00
DrapedNTaped	0.00	0.00	0.00	0.00	385.00	385.00
E & J Music Lounge	0.00	128.33	0.00	0.00	0.00	128.33
Ellis DDS, Inc.	0.00	0.00	0.00	0.00	(31.82)	(31.82)
Hola Services	0.00	0.00	0.00	0.00	350.00	350.00
IQ Fit	0.00	0.00	0.00	0.00	385.00	385.00
Justin's Kitchen	0.00	0.00	0.00	0.00	560.00	560.00
Korean Karate	0.00	0.00	0.00	0.00	920.00	920.00
KV Nails ~ Spa Salon	0.00	0.00	(0.02)	0.00	0.00	(0.02)
La Flor de Michoacan	0.00	0.00	0.00	0.00	673.72	673.72
Lee's Canton Restaurant	0.00	0.00	0.00	0.00	720.00	720.00
Natalie Syverson Photography	0.00	0.00	(0.04)	0.00	0.00	(0.04)
NEXA Mortgage	0.00	0.00	0.00	0.00	250.00	250.00
Novedades Chanito Perez	0.00	0.00	0.00	0.00	170.00	170.00
Novedades Espinoza	0.00	0.00	0.00	0.00	484.15	484.15
Ocean Massage	0.00	0.00	0.00	0.00	288.00	288.00
Phoenix Martial Arts	0.00	0.00	0.00	0.00	385.00	385.00
Queen Penny	0.00	0.00	0.00	0.00	70.00	70.00
Queen Penny Display Shop	0.00	0.00	0.00	0.00	930.40	930.40
Righteous Ink	0.00	0.00	0.00	0.00	1,540.00	1,540.00
Simply Divine Academy North	0.00	32.08	0.00	0.00	0.00	32.08
Stanton Optical	0.00	0.00	0.00	0.00	385.00	385.00
Stay Faded	0.00	0.00	0.00	0.00	1,540.00	1,540.00
Sutter Buttes Real Estate	0.00	0.00	(180.00)	0.00	0.00	(180.00)
Teegarden House & Event Center	0.00	0.00	0.00	0.00	350.00	350.00
The Cellphone	0.00	0.00	0.00	0.00	1,155.00	1,155.00
The City Club	0.00	0.00	0.00	0.00	560.00	560.00
The Theater Gallery	0.00	0.00	0.00	0.00	385.00	385.00
<b>TOTAL</b>	<b>0.00</b>	<b>160.41</b>	<b>(180.06)</b>	<b>2,500.00</b>	<b>19,154.45</b>	<b>21,634.80</b>