



City of Yuba City
1201 Civic Center Blvd.
Yuba City, CA 95993
(530) 822-4602
(530) 822-7689 fax

TO: Mayor & City Council

cc: Department Heads
Timothy Hayes

FROM: Steven Jepsen, City Manager

DATE: October 2, 2009

SUBJ: **City Manager's Weekly Report**

Finance Department

- The Finance Department is utilizing the Franchise Tax Board's (FTB) Intercept Program to attempt to collect previously uncollectible bills. Kathy Magenheimer has taken the lead on attaching state income tax returns to collect unpaid fines and fees long past due to the City. Kathy is using a free trial version of a *skip-trace* software to find people and gather enough information to submit to the FTB. With the teamwork of Samantha Trujillo, Kathy has challenged herself to outperform the City's collection agency. In booking fees and parking citations, over 1,200 people owe, on average, \$100 each—totally \$120,000.

Community Development

- **Vending Operations:** Staff is finalizing its meeting with the vendor stakeholders' group this week on possible new standards and guidelines for vending operations within Yuba City. The group reached agreement on several key issues. This matter will be forwarded to the City Council for their review and consideration at their October 20th Council meeting.
- **CDBG Award:** Staff was notified by the Department of Housing and Urban Development (HUD) this week that the City has been awarded the 2009-2010 annual Community Development Block Grant (CDBG) funds. CDBG funds are to be used for a variety of community benefit needs and services including: homeless assistance; affordable housing through rehabilitation; and, public services, facilities and improvements that assist low income and special need populations. The City may now proceed with the implementation of the required Sub-Recipient Agreements with those agencies that were approved for funding as part of this year's award.

Economic Development

- This month water and sewer bills contain an insert directing residents to www.yubacity.net to take a "Shopper Survey." The City would like to hear the opinions and ideas from residents regarding Economic Development and the Shop Local program. The results of the online survey will be used to focus our efforts in improving businesses in our City. In addition, the City, in coordination with the Yuba-Sutter Chamber of Commerce, will conduct a similar online survey specifically directed to businesses.

Recreation

- The Recreation Department held their annual **Pepsi Punt Pass and Kick** on Thursday. A total of 15 participants enrolled for the event which gives kids a chance to advance all the way to the Super Bowl. Boys and girls that won their division will advance to the next round in Sacramento.
- **Youth Flag Football and Mighty Mite Football** began on Sept. 26 at Renzullo Field. The programs have **record numbers** of participants with 152 boys and girls in Mighty Mite Football (ages 4 -7) and 101 participants in Youth Flag Football (ages 8 - 12).
- On September 26th the Yuba City Youth Commission was proud to host their first event of the year, **Park Palooza**. The event took place at Sam Brannan Park and included live music (local rap artists), food (Mountain Mikes Pizza and Rozies Shaved Ice) and a sand volleyball tournament. We look forward to more great things from our Youth Commission.
- Gauche Park held the first annual **Picnic Day** on September 26th. Approximately 500 people attended and spent the day playing games. Over 250 swam during the last official Open Swim for the season.
- Gauche Aquatic Park officially ended Public Swim on September 13th and Swim Lessons on September 24th. This year approximately 51,300 people attended Public Swim and almost 1,300 six-month through adult participants took Swim Lessons. As the year continues Lap and Masters Swim, Adult/Senior and Deep Water Aerobics classes and the Feather River Aquatics Club continue using the facility on a daily basis.

Events Calendar

- October 2nd: **John Carter**, children's singer/songwriter, will be providing music at a **free concert** Friday, October 2nd at 6:00 pm located in Gauche Park.
- October 3rd: **California Beer & Wine Festival**, downtown Plumas Street from 1 to 5 pm. A charitable fundraiser organized by Hoagland Homes (tickets on line for \$25/ea)
- October 3rd: **Pink October's** Race for Awareness 5K, 8:00 am, Geweke Field. Bike rally at Guidera's Harley Davidson at 10:00 am.
- October 3rd: **United Way Elegant Soiree Wine and Culinary Extravaganza**, 5:30 pm at St. Isidore's Parish Hall. Cost \$50/person, 530-743-1847.
- October 3rd-4th: **Girl's Fast Pitch Softball** Tournament at Blackburn – Talley, Lindhurst High, River Valley High and Yuba City High. Games will begin at 8:00 am and run into the night.
- October 6: This years **United Way campaign** will begin with the annual Kick-Off BBQ on October 6th from 11:30 am – 1 pm – held at Gauche Aquatic Park. Tickets are available for \$5, and a bake sale will offer goodies for \$1 (all proceeds will go to the United Way). The BBQ will be the start of the Silent Auction and Santa Nominations. The Auction and Nominations will end at 5 p.m. on Wednesday, October 21st. The employees for the City of Yuba City contributed a total of \$9,278 to the 2008-2009 Campaign.
- October 17th: City departments will go head to head in the **United Way Softball Tournament** to see who will have the bragging rights for the following year. This is always a fun event whether you are a player or a spectator. Schedules will be ready later in the week.

