



What's Happening



Questions or comments contact
Judy Sanchez at 755 1620 or email
jsanchez@yubacitydowntown.com



Plumas Streetscape

Board of Directors

President -Don Covey,
Yuba City Florist

Vice Pres -George Selland,
Rose Ins Agency Inc

Secretary -Kristine Cassidy,
Fremont Rideout

Treasurer -Al Colston,
Alvin Colston CPA

Board Members

Cashalyn Gilliss, Crosspointe

Tom McKinney, McNally's App

Jeff Milani, Milani Optical

Linda Nolan, Runway Rags

Harj Mahil, Indian Fusion

Steve Voelker

Vanessa Marshal, Wild Birds
Unlimited

Stacey Battista, The Beauty Fix

On December 5, 2006, at the Yuba City City Council meeting, Yuba City City Council authorized staff to proceed with amendment of the plans and specifications for the project.

PLANNING DOWNTOWN 2007-2012

Be Part of Downtown's Exciting Future: The Yuba City DBA is in the process of developing a strategic plan focused on strengthening downtown's economic position in the marketplace. The objective of the plan is to assist the community with charting a course of action for the next three to five years and develops a strategic approach to address priorities. To assist with this task, the **DBA Board of Directors is hosting a workshop on Thursday, January 18th from 8:30 a.m. to 11:00 a.m. at Fremont-Rideout Conference Room at 989 Plumas St.** All interested business owners, property owners, sponsors, associate members, organizations and/or interested citizens are encouraged to come and share their thoughts and opinions in regards to:

- Downtown's niche
- Identifying an optimum business mix
- Ideas of how to market and promote downtown
- Techniques to sustain and

grow existing businesses

- The importance of engaging the community in supporting downtown's future

Ms. Lani Lott, from L.L. Consulting will be conducting the workshop and is asking those individuals who will be attending the meeting take a few minutes and answer the enclosed questions and bring their answers with them on January 18th. If you are unable to attend, your thoughts are still valuable and we would encourage you to answer the questions and return them to the Yuba City DBA office by mail at: POB 146 Yuba City, 95992 or by email jsanchez@yubacitydowntown.com. We understand that everyone has busy schedules but we hope that you can take an hour or so out of your day to be part of Downtown's future and come share your thoughts and energy on January 18th from 8:30 a.m. to 11:00 a.m.

For information please call Judy Sanchez at the DBA office 755-1620. We look forward to your participation. And remember **What WE envision, can be!**

Downtown Beat



The Downtown Beat will start its monthly meeting in January! **Mark your calendars for January 9th at 9:00 am at 633 Plumas Street.** Meet the officers that patrol downtown. Questions please call Judy Sanchez 755-1620.

DBA BOARD MEETINGS

2ND THURSDAY OF EACH MONTH; 8:30 AM

633 Plumas St

Downtown Business Association 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"



January 2007 - *What's Happening Downtown Yuba City*



SUN	MON	TUE	WED	THU	FRI	SAT
	1	2 City Council; 7:00 pm	3	4	5	6
7	8	9 Marketing Mtg 1:30 pm—439 Center St	10	11 DBA Board Mtg 8:30 am 633 Plumas St	12	13
14	15	16 City Council; 7:00 pm	17	18 DBA STRATEGIC PLANNING 8:30—5:00 989 Plumas St	19	20
21	22	23	24	25	26	27
28	29	30	31			

*Here is your opportunity to get involved, you are invited to any of the above mentioned meetings.
Stop by and see what's going on!*

Thank you Associate Members! Butte Community Bank, Cal-Yuba Investments, Cambridge Career College, City of Yuba City, Comcast-Advertising Sales, Craig Starkey State Farm Ins, EasyBusinessFinder.Com, Express Personnel Svcs, Inc, Farmers Market, Fremont-Rideout Health Group, Gold Country Ntl Bank, Harkey House Inn, Meagher & Tomlinson, One Stop, Pepsi Cola Bottling Co, PIP Printing, Provco, River City Printing, Sutter North Medical, The Garden Gate Florist, Tuscano Construction, Twin Rivers Polaris, Up & Running Computers, Umpqua Bank, Valley Truck & Tractor, Wheeler Oldsmobile, Yuba-Sutter Chamber of Commerce, Yuba-Sutter Regional Arts Council

2007 Events

Summer Stroll, June 22
Harvest Festival, Oct 27
Christmas Stroll, Dec 7