



What's Happening

PLUMAS STREET
SHOPPING DISTRICT

JANUARY 2008

WWW.YUBACITYDOWNTOWN.COM

Yuba City Downtown Business Association

Happy New Year! Plumas Streetscape 2008!

DBA Board Members:

- *Don Covey, President*
- *George Selland, Vice Pres*
- *Tanya Mullen, Secretary*
- *Ken Anderson, Treasurer*
- *Cashalyn Gillis, Crosspointe*
- *Jeff Milani, Milani Optical*
- *Alison Robinson, Independent*
- *Cindy Paine, Jerry's Stereo*
- *Chuck Brooks, Sutter
Community Bank*
- *Adel Mitchell, BFS Printing*
- *Anthony Pope, Pope's Uniform*
- *Mark Martin, Tooth & Claw*

**Meetings, 2nd
Thursday, 8:30 am @
Fremont Rideout
Health Group 405
Center St, Room 1**



2008 Events

**Friday Night
Farmers Market;
every Friday from
June 20—August
29th, 5:00—9:00**



**Star Spangled
Centennial
Celebration; July
5th**



**Christmas
Centennial Stroll;
December 5th**

The face of Plumas St continues to change with new merchants opening downtown. The past 7 months has been truly a challenge for all businesses; and the coming months will continue the process of change. As we start the New Year, Phase I of construction is nearing completion. We are now able to really see what a great project the construction has created. Soon, we expect to see cars parked in front of businesses in the "new" section of Plumas St in early February. Everyone who has seen the results of the construction project is amazed at the change that this is occurring downtown. It will be magnificent. Now we must take a look at our building and

businesses and make sure that they are also magnificent. Let's polish glass, clean-up buildings and change displays. We have new businesses opening downtown such as Posh Décor will open early February. Jerry & Cindy Paine have leased the entire remainder of their building to a new business. There is interest in the property formerly occupied by "Simple Fitness"; which means that there is a lot of interest in doing business on Plumas St. Mayor Ramirez has expressed his desire to see the entire construction project completed by November 2008. His plan will be implemented this week with Phase II starting with night crews laying gas and electric lines and water lines in Plumas

St. The street will be closed at night and will be open for traffic during the day. Work has started on Church St for water lines, and will soon start on Teegarden for storm drains and water lines. Marketing has been directed toward informing customers that all businesses in the Plumas St Shopping District are open. Any new ideas for promotion are welcome. We must keep our customers informed about convenient parking and offer incentives for making the effort to come downtown. Let's all work together to make 2008 the best and most exciting year. Let's make Yuba City and the rest of the area proud of that place we call Plumas Street Shopping District. *Author—Don Covey, President DBA*

New Logo for Downtown

With the new streetscape design for downtown this brings a new identity to Plumas Street as the "Plumas Street Shopping District". The Downtown Business Association Board voted on a new design logo for downtown Plumas Street. With the new look

and Plumas meaning "feather" a logo design was created and adopted the Egret as the new downtown logo. As the Plumas Streetscape continues on Plumas Street more and more of the new logo will appear. For more info contact 755-1620.



PLUMAS STREET
SHOPPING DISTRICT

Yuba City Downtown Business Association

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 Yuba City CA 95992
 Phone: 530-755-1620
 www.yubacitydowntown.com



Thank you Associate Members

●●●● *Butte Community Bank-*Cal-Yuba Investments-*City of Yuba City-*Comcast-Advertising Sales-*Express Personnel Svcs, Inc-*Fremont-Rideout Health Group-*Gold Country Ntl Bank-*Harlan Communications-*Meagher & Tomlinson-*One Stop-*Pepsi Cola Bottling Co-*Provco-*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 ●●●●

January 2008

sun	mon	tue	wed	thu	fri	sat
		1	2	3	4	5
6	7	8	9	10	11	12
		Events Mtg		Board Mtg		
13	14	15	16	17	18	19
				Construction Mtg 9:00 am		
20	21	22	23	24	25	26
27	28	29	30	31		

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"