

JANUARY 5, 2023

DOWNTOWN DIGEST



MEMBERSHIP CALENDAR

This one's for you! I've put together a calendar that shows information such as events, holidays, PD Days, schedule changes for garbage, time changes, and more.

I will continue to add to this calendar throughout the year as road closures, committee meetings, etc come are confirmed.

[CLICK HERE TO ACCESS THE CALENDAR](#)

BOARD OF MANAGEMENT UPDATE

Thank you for helping to elect a new Board for the 2023-2026 term.

City Council needs to approve the election results as their next meeting; this is scheduled for January 17th.

After council approves the results, the Board will start to meet and will choose a Chairperson and Committee Chairs.

WHAT'S INSIDE:

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WHAT'S HAPPENING IN YOUR BUSINESS?

If your business is planning to host events, workshops, entertainment, classes or day camps, let the office know. We want to help you promote it, and fill your spaces. We will also add it to our event page on the Downtown website.

REVIEW YOUR BUSINESS LISTING ONLINE

It's time to have a look at your business listing on the Downtown website. Please let the office know if there are updates needed, such as changes to hours, phone numbers, email addresses, contact person, updated photos to include, and if you want to change your business' description.

CLICK HERE, then type in your business name to the search bar to review your listing.

CITY OF NORTH BAY EVENT HOSTING PROGRAM

If you're planning to host an event, the city's Event Hosting Program is accepting applications; **APPLICATION DEADLINE IS JANUARY 27TH.**

CLICK HERE to check out the program's information, or to apply.

WHAT IS A BIA?

OBIAA has created a great video explaining what a Business Improvement Area (BIA) is. **CLICK HERE** to watch it.

SOCIAL MEDIA

GOOGLE BUSINESS UPDATES:

If you have claimed your Google Business listing, then you can post updates to your Google Business similar to social media. The size for the graphic/video is 400px x 300px. You can also include a link.

[Click here to check out an example.](#)

HOW TO CREATE INSTAGRAM REELS WHEN YOU DON'T HAVE A VIDEO TEAM:

If you've got 7 minutes to spare, **[READ THIS ARTICLE](#)** from Later.com.

Below is what you will find in the aforementioned article.

Introduction

#1: Bring Tweets to Life

#2: Create Quote Graphics

#3: Turn Static Photos to Trending Audio

#4: Make Memes

#5: Partner With Creators

#6: Add Motion to Your Text

#7: Share User-generated Content (UGC)

#8: Turn Instagram Stories Highlights Into Reels

#9: Create a Timelapse

#10: Answer FAQs

MEMBERSHIP INFORMATION

Beautification & Safety Committee Meeting	Promotions & Marketing Committee Meeting
Next meeting TBA	Next meeting TBA

LET ME KNOW IF YOU WOULD LIKE A STANDING INVITATION TO THESE MEETINGS.



EMAIL
AMBER

GARBAGE PICK UP	CARDBOARD PICK UP
Every Tuesday & Friday morning. Please hold off on putting garbage bags out until after 5pm Monday and Thursday.	Weekly on Friday morning. Please hold off on putting your cardboard out for pick up until after 5pm on Thursday evenings.

PREVIOUS
NEWSLETTERS



BOARD
MINUTES



COMMITTEE
REPORTS



Drop me a line and let me know what you'd like to see and read. I look forward to hearing from you!

Cheers,
Amber

The mission of each BIA is a “collective good” - The work is “not to make any one business better, but to make the area a better place to do business.”. BIAs do this through beautifying and maintaining the public realm and promoting the area as a good place to do business.

