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# HUSA QUARTERLY NEWS

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Volume 2, Issue 1

July 2010

## New District Park Taking Shape

Over this past year your HUSA board has been working on your behalf to bring a new park to the district. Working with the City of Susanville and the individual property owners, a new park is beginning to take shape which is planned to be located between Leslie's Jewelry and Johnson Shoes. Although the final plans have not yet been approved, the preliminary work is in place. HUSA wishes to thank those involved especially The City of Susanville whom has provided expertise and encouragement to the project. As the park continues to develop into a reality we will keep you advised of its progress. If you would like more information on this project or other work that is being done on your behalf to the district, please come to our monthly meeting which occurs at noon on the first Tuesday of the month. The meeting location is above Susanville Real Estate with the entrance located on Lassen Street.

## Summer Clean Up Time

With a cooler and wetter spring there is an extraordinary amount of weeds throughout our Historic District. Also, winter debris is visible in some areas as well. Now is the time to make a big effort to show the better side of your business. The summer traffic is here and with the traffic is the potential to draw more customers to your business. Look around your business as a customer visiting you for the first time. What impression are you presenting to your customers and visitors? Just a little more effort to show off your business could make the difference in bringing in more sales.

## HUSA Completes a Successful Year

Historic Uptown Susanville Association has just finished its 2009 - 2010 fiscal year ending June 30. Looking over last year's activities, the district restructured its Corporate By Laws to better fit the purpose of HUSA, reorganized the Board of Directors, and allocated funds received from district assessments for new and replacement trash receptacles and benches throughout the district. Funds from your assessment fees were appropriated to continue *The Main Cruise, Safe N Sane Halloween, and A Magical Country Christmas* that take place in our district. These events have become community traditions that provide positive exposure. Also, a radio campaign promoting the district is also in place.

All of the aforementioned projects could not be accomplished unless your volunteer Board of Directors took the time out of their business schedules to carry out the necessary work. Finally, without your assessment fees The Historic Uptown District cannot continue to be improved upon. Remember, your fees go directly back into the Historic Uptown to constantly improve the district. None of the fees go towards paid personnel. Your organization is directed by all volunteers.

The HUSA Board encourages everyone to get involved in our district. You can start by attending our monthly meetings that take place at noon on the first Tuesday of the month and meet upstairs of Susanville Real Estate. See you there!!

Any suggestions to improve our district and/or market our district would also be appreciated. Please remember that your valuable comments and contributions make a better district for all of us to enjoy.

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## What is The Historic Uptown Susanville Association?

The Historic Uptown Susanville Association (HUSA) can best be described by quoting the mission statement for the district: *The mission of the Historic Uptown Susanville Association is economic enhancement, historic preservation and commercial revitalization to keep business in the district, attract new businesses and promote the district to the local and tourist markets.* The district was established by the City of Susanville and is managed by a Board of Directors comprising interested individuals approved by the City Council and voted by the Board of Directors. If you are interested in the well being and future of the district, please consider joining the HUSA Board. Currently, the Board has need for one additional member.

## New Crosswalks planned for Uptown District

Pedestrian safety is a major concern of our district. Located on Highway 36, a major Northern California thorough fare, the HUSA Board has been working with Caltrans to provide better visibility to our crosswalks crossing Main Street (Hwy 36). Your HUSA board has come up with several designs that will provide more visibility. However, before the new crosswalk designs can move forward with Caltrans, we as a district must "sign on" to the new crosswalk plan. In the near future you will be visited by crosswalk project representatives that will review the plans with you and ask for your signature. Your signature is required to show Caltrans there is a strong desire to improve our district crosswalks. The HUSA Board will keep the district advised as the project continues.

## Need additional information regarding HUSA?

The following individuals make up the current HUSA board:

Kathie Garnier – President  
257-6991  
Penny Artz – Treasurer  
257-5538  
Michelle Zubillaga – Secretary  
257-7254  
John Shaw  
257-2010  
Susan Baxter  
310-0585  
Lisa Bernard  
260-6191  
Geoff Pregill  
257-7254

Please contact one of the above board members if you have any questions or concerns for the district.

## Welcome new business to the Historic Uptown Susanville Community

HUSA welcomes the following new businesses to our district:

Bicycle Bananas	702 Main Street
Cosmic Computers	55 S. Lassen Street
Elise's Barber Shop	724 Main Street
Great Basin Antiques	623 Main Street

Please be sure to stop by and say hi to our new neighbors.

## Historic USA Promotes District Through Radio Advertising

One of the primary reasons for the establishment of The Historic Uptown District is to provide district wide promotion. Currently your association is one of the major sponsors of *The Main Street Cruise, Safe and Sane Halloween, and A Magical Country Christmas* events held in our district. In the past, the district advertised using radio commercials and the HUSA board felt now is a good time to once again promote our district through radio ads. Beginning in April, HUSA has radio spots running on KSUE and JDX and will continue the campaign through the end of the year.

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