

15 MINUTES

## Evolving style

It's hard not to be inspired while running the first business to open (to the public) in Meriam Park. As Danielle Dietz watches the new Chico neighborhood grow around her, she envisions Da Capo Style House as a constantly evolving community spot. Its main function is as a salon, but Dietz also plans to host art shows, classes (i.e., makeup and styling tutorials, paint-and-sips and daddy-daughter hairstyle dates) and set up a retail area. Dietz, a first-time business owner, opened up shop on June 1, after working at Dimensions Salon for about a decade. Her team is a tight-knit group of stylists, some of whom have known and worked with one another for 10 years. So far, business has been great, she says: Some days Da Capo brings in 40 to 50 clients. Check out the salon's grand opening event on Sept. 20 from 6-10 p.m., with live music, hors d'oeuvres, wine and raffle prizes at 1925 Market Place, Unit 130. Go to [vagarog.com/dacapostylehouse](http://vagarog.com/dacapostylehouse), call 715-7183 or walk in to make an appointment.

### Why did you become a stylist?

I realized quickly that school did not come natural to me, but creating things did. Hair, to us, is a functional piece of temporary art.

### What services do you offer?

Fun fact: Da Capo actually translates into "starting from



the top." So all services here [are] neck up, pretty much. So we do makeup, special event styles and, more importantly, we're hair professionals. So all of us do cutting, all of us do coloring, and we all try to find our niche of what we like to do most and then fill our time with that.

### What do you love about what you do?

There's not any two days that are ever the same. And you get people that come in here that say they need a haircut, and really they need an emotional support hour. You have to [stand] there and pretend like you're cutting their hair so that they can talk (laughs). And they always leave with a new style or something like that. I guess just helping people got me here, too.

### What's it like being among the first businesses in Meriam Park?

I had one meeting with the developer, [Dan Gonzales], out here and he said, "skylight" and

"tall ceilings" and "walkable community," and I was pretty much sold. We see eye-to-eye, too. Everybody out here in Meriam Park has, like, a very creative vision. There's nothing cut-and-paste, nothing's being repeated. We're really fortunate to be the first one here, in that case—we get to build our business based upon what's happening around us, which I think is really fun. I know that there's a coffee shop going in next door and people might be walking by. It's encouraged us to really [be] like, we need more retail, we need more of a shop.

### What do you want people to know about Da Capo?

I try to create an atmosphere where anybody can feel comfortable coming in, and just create a space where it's fun to hang out for a couple of hours.

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PHOTO BY ASHIAH SCHARAGA

## THE GOODS

## Up-and-coming Meriam Park



by  
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Driving down East 20th Street toward Bruce Road, one can't help but feel like the area is on the cusp of awesomeness. The first building to go up was the courthouse, and it seemed like forever before ground was broken on the other pieces of the Meriam Park puzzle. But now things are going up fast, and I predict that six months from now the landscape on that edge of town will be very different indeed.

This past weekend, the Veteran's Administration of Northern California's new **Outpatient Clinic** held its ribbon-cutting ceremony. It's super energy-efficient, having received a Leadership in Energy and Environmental Design (LEED) silver rating. The best part: It will employ 50 additional staff (for a total of 150), so the agency will be able to provide more services to local vets.

There's more going on in the vicinity, too. I got a tour of **The Kitchen**, the "makerspace" commissary kitchen. It's impressive—so much stainless steel! Everything is brand-new and squeaky clean, as only a few tenants have claimed their corners. The first, naturally, was **Pacific Culture**, owned by **Carlos Gonzales**, son of Meriam Park developer **Dan Gonzales**. While I was there, with Director of Business and Development **Nicole Carter**, we ran into **John Ralston** and **Ryan Poirier**, owners of **The Joker's Bakery**. They're stoked on the space.

"The ovens have allowed us to improve our efficiency so that we can bake nearly twice as many cakes in about half the time," Poirier told me. (More of their cheesecake is never a bad thing.) Plus, the plan is to create a sort of co-op among the Meriam Park businesses. So, when **Daycamp Coffee Co.** opens up around the corner, expect to see Pacific Culture kombucha and slices of cheesecake. (And maybe sushi and other deliciousness, too? **Japanese Blossoms** is also a Kitchen tenant.)

In the same building as Daycamp, which is owned by Dan Gonzales and slated to open soon, is **Da Capo Style House** (see "Evolving style," this page). And next Friday (Aug. 30) there will be a ribbon-cutting at **Xytogen BioTech Lab**, which specializes in stem-cell-based skin care.

Also in what's being called the Tank District—the "social center"—is the bones of a century-old barn, recently moved from a property off of Meridian Road. That, Carter explained, will be an event space. Think food truck rallies and weddings, she said. And in the Dwell District, across the street, apartments are already completed, with more on the way. Apply online for **The Quads at MP**—two bedrooms for \$1,550-\$1,600 (go to [meriampark.com/quads](http://meriampark.com/quads) for more info).

**GET YOUR LEARN ON** I've written in this space about **Michael DaRe's** business classes through **Oroville Adult Education**, and they're expanding. DaRe is now teaching single classes focused on management skills. They're on Wednesdays through Sept. 4, and cost just \$20. He's still teaching four- and eight-week-long classes as well. Go to [orovilleadulthood.com](http://orovilleadulthood.com) or [michaeldare.net](http://michaeldare.net) for more info. □

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