

## **Downtown Enhancement Advisory Committee Regular Meeting**

Wednesday, September 27, 2023; 8:30 AM  
305 N. Mt. Shasta Blvd  
Mt. Shasta, CA

“Our mission is to maintain the character of our “small town” community while striking an appropriate balance between economic development and preservation of our quality of life. We help create a dynamic and vital City by providing quality, cost-effective municipal services and by forming partnerships with residents and organizations in the constant pursuit of excellence.”

<b>Item</b>
<b>1. Call to Order</b>
<b>2. Roll Call</b>
<b>3. Public Comment</b> Welcome to our meeting. The committee invites the public to address the committee on matters on the Consent Agenda and matters not listed on the agenda that are within the committee’s subject matter jurisdiction. If the Public wishes to comment on matters that are on the agenda, the committee will request comment when the matter is heard. The committee reserves the right to limit public comment on matters that are outside its subject matter jurisdiction.  The committee may regulate the total amount of time on particular issues and for speakers (typically 3 minutes). The committee may place additional time limits on comments, to ensure members of the public have an opportunity to speak and the committee is able to complete its business. A group may be asked to choose a spokesperson to address the committee on a subject matter, or the committee may limit the number of persons addressing the committee whenever a group of persons wishes to address the committee on the same subject matter. Speakers may not cede their time to another. If there is an item of great community significance/interest and is within the committee’s subject matter jurisdiction, the committee may request the item be agendized for further consideration at a subsequent committee meeting.
<b>4. Staff &amp; Member Comments</b>
<b>5. Consent Agenda:</b> a. Approval of Minutes: August 30, 2023 Regular Meeting
<b>6. Flower of Life</b> Update on progress, discussion regarding slab set, next steps.
<b>7. Power Box Art</b> Discuss progress and installation

<b>8. Façade Improvements</b> Plan of action, funding, defining budget, sending out letters to businesses
<b>9. Streetscapes</b> Discussion regarding steps needed to begin the process.
<b>10. Events</b> Discuss progress and future projects.
<b>11. Bike Racks</b> Discussion regarding parking spaces for bike racks and spring project
<b>12. Involvement with Community</b> Discuss progress and future projects.
<b>13. Parkers Plaza</b> Discussion regarding events.
<b>14. Downtown Expansion</b>
<b>15. Communication</b> Discuss newspaper and social media
<b>16. Future Agenda Items</b> <ul style="list-style-type: none"> <li>a. Flower of Life</li> <li>b. Parker's Plaza</li> <li>c. Power Box Art</li> <li>d. Bike Racks</li> <li>e. Streetscapes</li> <li>f. Volunteers Assistance</li> <li>g. Downtown Expansion</li> <li>h. Façade Improvements</li> <li>i. Involvement in public events</li> <li>j. Communication</li> </ul>
<b>17. Adjourn</b> Availability of Public Records: All public records related to an open session item on this agenda, which are not exempt from disclosure pursuant to the California Public Records Act, that are distributed to a majority of the legislative body will be available for public inspection at City Hall located at 305 North Mt. Shasta Blvd., Mt. Shasta, CA at the same time the public records are

distributed or made available to the members of the legislative body. Agenda related writings or documents provided to a majority of the legislative body after distribution of the Agenda packet will be available for public review within a separate binder at City Hall at the same time as they are made available to the members of the legislative body.

The City of Mt. Shasta does not discriminate on the basis of race, color, national origin, sex, religion, age or disability in employment or provision of services. In compliance with the Americans with Disabilities Act, persons requiring accommodations for a disability at a public meeting should notify the City Clerk or Deputy City Clerk at least 48 hours prior to the meeting at (530) 926-7510 in order to allow the City sufficient time to make reasonable arrangements to accommodate participation in this meeting.

**DOWNTOWN ENHANCEMENT ADVISORY COMMITTEE**  
**Special Meeting Minutes**  
**Mount Shasta City Council**  
**Wednesday, August 30, 2023, 8:30am**

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**STANDING AGENDA ITEMS**

**1. Call to Order:** Committee Member Dani called the meeting to order at 8.31 a.m.

**2. Roll Call:**

Present: Erika Bruser, Dani Williams, Jake Pritchard

Absent: Ashley Hagge

**3. Public Comment:** None

**4. Staff / Member Comments:** None

**5. Consent Agenda: Approval of Minutes:** Dani/Erika

**6. Art Public Spaces / Sculptures / Murals:**

Flower of Life: Centered on island, inscriptions facing pavement and mountain. Jake to check in with Ray on timing of installation date.

**7. Bike Racks:** On Hold at the moment, as not sure direction City Council is taking regarding the Castle Street parking area as a whole.

**8. Parker Plaza/ Castle parking lot improvements:** As above.

**9. Power Box Art** Installation person away until next week. Art contest parameters set for poster. Poster to be amended and sent to committee members for final sign off and distribution to art councils and schools.

**10. Streetscapes/Wayfinding/Logo signs:** on hold until we Revisit in October to develop guidelines for artist.

**11. Façade Improvements** Email Kathy regarding sending out Façade Improvement packet to business and building owners, as well as hand deliver. Send out as soon as approved by Kathy for distribution.

**12. Budget:** No information at the moment.

**13. Events & Biketoberfest:** Start looking towards WinterFest, set meeting with Kayla and Chamber. Jake to email Kayla to coordinate.

**14. Downtown Expansion Communication:** On hold until Ashley/Todd discuss.

**15. Communications** Social media photo opportunities to organize.

**16. Future Agenda Items:**

- a. Budgeting
- b. Art in Public Places / Sculptures / Murals
- c. Power Boxes / Events

- d. Bike Racks
- e. Downtown Expansion
- f. Streetscapes / Wayfinding Signs / Branding
- g. Parker Plaza
- h. Castle Street Carpark Improvements
- i. Communications
- j. Façade Improvements

**12. Adjourn: 9.12 am**