

COMMUNITY ECONOMIC DEVELOPMENT ACTIVITIES COMMITTEE REGULAR MEETING AGENDA

Upstairs Conference Room - Above Police Facility

303 North Mt. Shasta Boulevard

Tuesday, October 18, 2016; 2:30 p.m.

“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.”

Item
1. Call to Order
2. Roll call
3. Public Comment: Members of the public may address the Committee on items within the jurisdiction of the Committee and not listed on the agenda. The public will have an opportunity to comment on any agenda item during Committee discussion of that item. The Committee may ask questions but may take no formal action on items addressed during the Public Comment period. The Committee reserves the right to limit the length of individual comments. If you desire a written response, please provide your mailing address.
4. Approval of Minutes: Approve Regular CEDAC Meeting 8/9/16
5. Follow-up of budget for marketing and proposal by Pusher, Inc and reporting of statistics and best practices of similar ad campaigns. – Mark and Bethenny
6. Review of Business Walk- All
7. Member Comments Advisory Members will have the opportunity to bring before the Committee current clients and projects that might benefit from Committee involvement.
8. Future Agenda Items/Comments by Committee Members Members of the Committee may ask questions of staff, request reports be made at a later date, or ask to place an item on the agenda, on any subject within the Committee’s jurisdiction. In addition, the members may take this opportunity to make comments on any topic which is not on this agenda, provided however, that no deliberation may be conducted, and no decision may be made on such topics.
9. Adjourn 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

Mt. Shasta CEDAC Regular Meeting DRAFT Minutes

Police Station

August 9, 2016

“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.”

Item
1. Call to Order: At the hour of 2:30PM, Mark Clure called the meeting to order.
2. Roll Call: Members Present: Jim Mullins, Mark Clure, Tessa Montgomery, Josephine Wyatt, Bethany Mueller, Obie Hamrich, Council Members Tim Stearns and Geoff Harkness. Acting City Manager: Parish Cross Members Absent: Tonya Dowse, Seata Madison, Nancy Swift Guest: Nathan Johnson, Pamela Neronha
3. Public Comment: Pamela Neronha asked if CEDAC and the Open for Business group are doing a collaborative business walk. Mark Clure explained that we are not.
4. Consent Agenda: a. Approval of Minutes: Committee Action: Approve Regular CEDAC Meeting 6/14/2016 Motion to Approve: Tessa Montgomery Second: Bethanny Mueller Ayes: All Noes: None Abstain: None
5. Follow up of budget for Proposal by Pusher, Inc. -City Council tabled the funding for Pusher since it isn't a tangible return on investment. Bethanny will research statistics and best practices of similar ad campaigns and report back to the group. Mark will meet with Pusher and report back to the group.
6. Bloggers to advertise Mt. Shasta: Tessa Montgomery -Nothing to report; Mark Clure added that Tom Steinstra is marking Mt. Shasta through the Chronical.
7. Review of Driven and On Target Marketing- Jim -Jim gave an update that Driven has filmed and was a success. It will air on Comcast Sports- Bay area. Jim also gave an update that 'A Wrinkle in Time' Disney production is considering using Lake Shastina as a filming site.

<p>8. Set Date for Business Walk -9/14 at 2:30; CEDAC members will meet upstairs of the police station. Parish Cross will supply the materials.</p>
<p>9. Member Comments - Members gave their respective updates</p>
<p>10. Future Agenda Items: -Item 5 will be a future agenda item</p>
<p>11. Adjourn: There being no further business, the meeting was adjourned at 3:40PM. Respectfully Submitted by: Tessa Montgomery</p>