

Mt. Shasta Downtown Enhancement Advisory Committee DRAFT Meeting Minutes

City Hall Conference Area
305 North Mt. Shasta Blvd.
Wednesday February 17, 2016; 8:30 AM

“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 <u>Present:</u> Councilmember Tim Stearns, John Uttech, Afa Garrigan, Councilmember Kathy Morter, City Manager Paul Eckert.
3. Special Presentations & Announcements
4. Public Comment <u>John Kennedy</u> – Comment regarding attendance indicating that he is here to observe. Would like to be on the committee but his building is just outside the “boundaries”. There is a push for the community to increase jobs and help bring downtown back. John is leading a new group about Mt. Shasta Citizens for jobs – the reason for the committee is that we need an increase of new companies in downtown that can succeed. Question about exposure off the freeway lacking to get them downtown and past the Ray’s parking lot. Help get people downtown. What can we do? <u>Paul Eckert, City Manager</u> - Comment that he would follow up on the sign from north Shasta that is covered up.
5. Meeting Recess
6. Staff & Member Comments
7. Consent Agenda: a. Approval of Minutes: None.
8. Festival Ideas (moved up from agenda item 9) <u>Committee Action:</u> Group discussion including Lisa Diane. Lisa came to discuss Sand Castle Building downtown. The closest place around here that does this type of thing is Portland or San Francisco. Getting more popular and is designed to benefit a nonprofit, but the event often draws a significant number of people from around the state. Event would help bridge community. Contest is 6 hours from beginning to end. Training is offered before the event so anyone can participate. The event includes novice teams and master sculptors. Each team pays for a plot, and expense would include recruiting, materials, promotion, and paying for a master sculptor to come to town. A plot usually consists of 5 yards of sand, and about 12 people work on it at any given time. Each plot cost a team \$700-\$800. Pair it with a downtown Food Event or an Evening Gala. Wrap it around a larger weekend? Lisa suggested

starting with approx. 4 teams. Alternatively this could be done with pumpkin carving or ice sculpting. There could be an auction of the items after they've been done. General discussion about 'Major Event vs Small Event.'

9. Snowflake Festival

Committee Action: Group discussion regarding promotion time (it was limited). Everyone who attended had a good time. Suggestion of doing it after Christmas, during a warmer weekend, after holidays to get them back downtown. It was a lot of work for the few people that volunteered to get it done. Suggestion of doing a diversity weekend around Martin Luther Weekend.

10. Parker Plaza Proposal

Committee Action: Receive update. Group discussion regarding doing a weekly event at parker plaza that helps bring people downtown. We are on the forward edge of enhancing the plaza and using it for more events and functions.

11. Update on Impressions Downtown Revitalization

Committee Action: Tabled.

12. Support For E-Puppets

Committee Action: Receive update. Group discussion regarding what is our role when it comes to companies who come to us asking for help. As neighbors can we go visit show him our support, etc. Should we be doing or connecting others to present in our community presentations to enhance our exposure.

13. Committee Reports on Attendance at Appointed/Outside Meetings

14. Future Agenda Items (Appearing on the agenda within 60-90 days):

- Special Meeting regarding 'Mission, Roles & Responsibilities' on March 4 @ 8:30am (next regular meeting March, 16 2016)
- Downtown signage to get people to downtown Mt. Shasta
- Jim Mullins at every meeting – making him an associate member?
- Downtown mural project, design, when, who
- Diversify downtown businesses
- Parker plaza – how do we use it more?
- Ordinance for DEAC
- Enhancing tree's in front of every building
- Downtown master plan
- Roll clarification
- Pet rock idea

15. Adjourn

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