

COMMUNITY ECONOMIC DEVELOPMENT ACTIVITIES COMMITTEE SPECIAL MEETING AGENDA

Upstairs Conference Room - Above Police Facility

303 North Mt. Shasta Boulevard

Tuesday, April 25, 2017; 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 |
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| 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: February 14, 2017 |
| 5. Online Marketing – Big Jim Mullins |
| 6. Tourism Improvement Update – Bethany Mueller |
| 6. Discussion regarding presentation to City Council June 12 <ol style="list-style-type: none">1. Current role and responsibility the committee, as they see it2. What has the committee felt it accomplished in the past year?3. What does the committee plan to do this year? Are there clearly defined goals?4. Has the committee created a multi-year vision for themselves and the City?5. What concerns or issues does the committee have?6. How can the City Council better support the committee?7. Does the committee feel it requires input from the City Council and what kind of input? |
| 7. Discussion and Possible Action Regarding CEDAC’s Budget Request |
| 8. Member Comments Advisory Members will have the opportunity to bring before the Committee current clients and projects that might benefit from Committee involvement. |
| 9. 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.

10. 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

February 14, 2017

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| Item |
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| 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, Seata Madison, Bethany Mueller (for Tonya Dowse), City Manager: Bruce Pope, City Planner: Juliana Lucchesi Members Absent: Josephine Wyatt, Nancy Swift Council Members Absent: Tim Stearns, Paul Engstrom Guest: Amy Lanier, Pamela Neronha, Bright Nichols-Stock |
| 3. Public Comment: Pamela Neronha gave CEDAC an update regarding her business. |
| 4. Consent Agenda: a. Approval of Minutes: Committee Action: Approve Regular CEDAC Meeting 10/18/2016 Motion to Approve: Jim Mullins Second: Seata Madison Ayes: All Noes: None Abstain: None |
| 5. Committee Role and Responsibilities -City Manager, Bruce Pope inquired as to what CEDAC’s purpose was. Committee gave Bruce an update on our role. |
| 6. Results of Conversion with Educators on Type of Businesses to Attract to Mt. Shasta -Bright gave an update on what her students see for the Future of Mt. Shasta. Something to do and a reason to stay were the main focus. |
| 7. Business Walkabout Results -Bruce gave results for the walkabout. The committee suggested alternating ‘walk’ years with compiling results and acting on a consistent complaint/need from our businesses. There was a suggestion to move the walk back a couple months to September also (for the next time we decide to poll the community.) |

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| <p>8. Downtown Economic Assessment -Juliana will be sending out a poll to the community and to tourists to get an idea of what is envisioned in “downtown” and what the people are looking for in our downtown area.</p> |
| <p>9. Presentation of Online Marketing - Jim and Amy gave an update on their test run with Propel marketing. Since the test went well, the committee would like to take this further. Jim will do more research and will bring back more information at our next meeting.</p> <p>Possible action item at next meeting:</p> <ul style="list-style-type: none">○ Will we take on a portion of this as a committee project.○ Should we entice hotels to offer a discount if “clicked on”○ How are going to pay for this? |
| <p>10. Future Agenda Items: -Item 9 will be a future agenda item</p> |
| <p>11. Adjourn: There being no further business, the meeting was adjourned at 4:10PM. Respectfully Submitted by: Tessa Montgomery</p> |