

COMMUNITY ECONOMIC DEVELOPMENT ACTIVITIES COMMITTEE REGULAR MEETING AGENDA

Upstairs Conference Room - Above Police Facility

303 North Mt. Shasta Boulevard

Tuesday, June 13, 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
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: Special Meeting May 16, 2017
5. Committee Role and Responsibilities – Mark Clure
6. Economic Base Assessment – Bruce Pope
7. Discussion Regarding 2017 Focus, One Project
8. Develop Action Plan
10. Member Comments Advisory Members will have the opportunity to bring before the Committee current clients and projects that might benefit from Committee involvement.
11. 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.
12. 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 Community Economic Development Activities Committee

Upstairs Conference Room – Above Police Department

Special Meeting **DRAFT Minutes**

303 N. Mt. Shasta Boulevard

Tuesday, May 16, 2017

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Item
1. Call to Order: At the hour of 2:32PM, Chair Mark Clure called the meeting to order.
2. Roll Call: Members Present: Jim Mullins, Mark Clure, Seata Madison, Logan Smith (for Tonya Dowse), City Manager: Bruce Pope Members Absent: Josephine Wyatt, Nancy Swift, Tessa Montgomery Council Member Present: Paul Engstrom Guest: Pamela Neronha, Sean Smith
3. Public Comment: <u>Pamela Neronha</u> - Gave CEDAC an update regarding her business.
4. Consent Agenda: a. Approval of Minutes: February 14, 2017 Committee Action: Approve Regular CEDAC Meeting 2/14/2017 Motion to Approve: Jim Mullins Second: Seata Madison Ayes: All Noes: None Abstain: None
5. Online Marketing <u>Big Jim Mullins</u> – Comments regarding the Driven golf show, new commercials, new Visitor’s Center, July 4 th events, and the sound system upgrade.
6. Tourism Improvement Update <u>Bethany Mueller</u> – Gave TBID update.
7. Discussion regarding presentation to City Council June 12 Committee discussion regarding roles and responsibilities, goals, and working with the City Council.

8. Discussion and Possible Action Regarding CEDAC's Budget Request Discussion regarding On Target Marketing.
9. Member Comments Comments regarding next steps for the Committee.
10. Future Agenda Items/Comments by Committee Members
11. Adjourn: There being no further business, the meeting was adjourned.