

## Mt. Shasta Downtown Enhancement Advisory Committee Special Meeting Agenda

City Hall Conference Area  
305 North Mt. Shasta Blvd.  
Wednesday *July 13, 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
3. Special Presentations & Announcements
4. Public Comment <p>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.</p> <p>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.</p> <p>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 agendaized for further consideration at a subsequent committee meeting.</p>
5. Meeting Recess
6. Staff & Member Comments
7. Consent Agenda:  a. Approval of Minutes: Regular Meeting Minutes, June 15, 2016

**8. Festival Ideas / Projects**

- 1 Mural Project
  - a. Ideas Presented
- 2 Cool Mountain Nights – Labor Day Weekend
  - a. Parish – How can we / do we get involved?

**9. Way Finding Signs update**

**10. Committee Reports on Attendance at Appointed/Outside Meetings**

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

- a. Parking Tickets
- b. Parker Plaza Renewal
  - i. schedule of events – Friday night music – Friday night art show
- c. Shasta skies by night
- d. Enhancing trees in front of every building
- e. Pet rock idea
- f. Downtown parking district - remove parking district – set fee – some not paying – paying by “spaces”?

**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 Downtown Enhancement Advisory Committee Regular Meeting **DRAFT** Minutes**

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Item
1. Call to Order
2. Roll Call: <b>All Present – Jaime was not present</b> <b>*conversation continued about finding 2 more members for the board – and expanding the district.</b>
3. Special Presentations & Announcements
4. Public Comment 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 agendaized for further consideration at a subsequent committee meeting.
5. Meeting Recess
6. Staff & Member Comments
7. Consent Agenda:  a. Approval of Minutes: <b>Motion made – 2<sup>nd</sup> – all in favor aye -</b>

<p><b>8. Our Purpose</b></p> <p><b>1 Festival Ideas / Projects</b></p> <p>2 Cool Mountain Nights – Labor Day Weekend</p> <p>a. Entire festival weekend that pairs with the Blackberry Festival and the car show – Chamber is not involved – Parish has been running this with the help of The Mason’s. Is the event is big enough? Do we need to add something ? Food Truck show? Event to learn something (yoga)</p> <p>3 Mural Project</p> <p>a. Napa Building – Retaining wall by parking lot – burger express – Coldwell Banker – apartment building – Kathy brought up do we have to bid this out – or can we select our artist. Do we need to get public input on what we are going to do? Working with COS department – and High school Art department</p> <p>Locations to start</p> <p>b. Start with the retaining wall behind burger express</p> <p>i. Do this to increase usage of lot – food truck pilot – involve beautification committee to help improve it as well.</p> <p>ii. Next meeting – tom o’hara – john &amp; (fifth season painter)</p> <p>c. 402 N. Mt. Shasta Blvd – first private building</p> <p>d. Castle Street (wassayaks)</p> <p>4 Expanding Downtown “area”</p> <p>a. The reason for this was through a self assement – and outlying businesses want to be participants. (Petals &amp; Berryvale, etc) however if we do – are we going to need more parking if we expand? Do we need more parking downtown? Do we need to remove the “parking district” and just assess businesses a set fee. Moved to future agenda items.</p> <p><b>How do we keep downtown businesses informed of our events -</b></p>
<p><b>9. Fourth of July Events</b></p> <p>a. 3pm no parking from Friday 1<sup>st</sup> – From Saturday we have 5 bands – including a 60 piece bugle band &amp; shasta yama, and Yoga Man Burning Band as the headliner and more! Sunday is a country band out of sacramento – and Jimmy Limo, Secret Society Handshake &amp; Monday is the run / walk &amp; Parade including a \$1,000 award for best float in the parade.</p>
<p><b>10. Way Finding Signs - Tabled</b></p>
<p><b>11. Team Shasta Update – Kathy Morter - Tabled</b></p>
<p><b>12. Committee Reports on Attendance at Appointed/Outside Meetings</b></p>
<p><b>13. Future Agenda Items (Appearing on the agenda within 60-90 days):</b></p>

- a. Parking Tickets
- b. Parker Plaza Renewal
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NEXT MEETING July 13<sup>th</sup> – 8:30am.