

COMMUNITY ECONOMIC DEVELOPMENT ACTIVITIES COMMITTEE REGULAR MEETING AGENDA

Upstairs Conference Room - Above Police Facility

303 North Mt. Shasta Boulevard

Tuesday, August 9, 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: Regular Meeting Minutes of June 14, 2016
5. Follow-up of budget for marketing and proposal by Pusher, Inc. – Tim, Geoff
6. Follow up on bloggers to advertise Mt. Shasta - Tessa
7. Review of Driven and On Target Marketing - Jim
8. Business Walk – Set Date
9. Member Comments Advisory Members will have the opportunity to bring before the Committee current clients and projects that might benefit from Committee involvement.
10. 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.
11. 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

June 14, 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 2:32PM, Mark Clure called the meeting to order.
2. Roll Call: Members Present: Jim Mullins, Mark Clure, Tessa Montgomery, Nancy Swift, Bethany Mueller, Obie Hamrich, Tonya Dowse, Seata Madison Council Members Tim Stearns and Geoff Harkness. City Planner Juliana Members Absent: Josephine Wyatt Guest: Nathan Johnson, Pamela Nerona, Amy Lanier
3. Public Comment: None
4. Consent Agenda: a. Approval of Minutes: Committee Action: Approve Regular CEDAC Meeting 4/12/2016 Motion to Approve: Jim Mullins Second: Nancy Swift Ayes: All Noes: None Abstain: None
5. Follow up of Proposal by Pusher, Inc. -Nathan Johnson gave a presentation of possible options provided by Pusher, Inc. The City of Mt. Shasta will have a clear idea of a budget in the next several weeks and will make a decision at that time.
6. Bloggers to advertise Mt. Shasta: Tessa Montgomery -Tessa will contact to bloggers to visit and review Mt. Shasta.
7. Follow-up Report on Buying an Advertisement: Jim and guest Amy Lanier -Amy and Jim discussed the advertising opportunities for ‘On-target’ and ‘Re-target’ for advertising Mt. Shasta via online marketing. Jim discussed a golf show called ‘Driven” that wants to do a 30 minute episode dedicated to Mt. Shasta area for \$3,500 with 4 ad spaces. Action: Amy will generate a 90 day proposal to present at the next meeting Committee Action: CEDAC recommends the City persue Driven and On Target marketing: \$1500 for

Target and \$3500 for Driven
Motion to Approve: Nancy Swift
Second: Tessa Montgomery
Ayes: All
Noes: None
Abstain: None

8. Report on Local Investment Strategies: Tonya Dowse
-Tonya provided feedback on her brewery research. If there is a need felt by the group, Tonya will develop a strategy for localizing a brewery. Tonya will invite Mark with 3 Core to join the next meeting.

9. Business Walk:
-We will plan the day at the next meeting.

10. Member Comments:
-Members gave their respective updates

11. Future Agenda Items:
-Items 5-9 will be future agenda items

12. Adjourn: There being no further business, the meeting was adjourned at 4:30PM. Respectfully
Submitted by: Tessa Montgomery and Bethany Mueller