

## Mt. Shasta City Council Special City Council Meeting Minutes

Mt Shasta City Hall – 305 N. Mt Shasta Blvd.

Wednesday, April 30, 2014; 3:00 p.m.

Approved as Submitted on May 12, 2014

“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.”

Page	Item
	<p>1. Call to Order</p> <p>Mayor Stearns called the meeting order at 3:01 p.m.</p>
	<p>2. Roll call</p> <p><b>Councilmembers Present:</b> Collings, Harkness, and Mayor Stearns <b>Councilmembers Absent:</b> Burns and Moore</p> <p>Councilmember Burns arrived to the meeting at 3:03 p.m.</p>
	<p>3. Public Comment:</p> <p>Mayor Stearns called for public comment; hearing no public comment, this agenda item was closed.</p>
	<p>4. Continuation of City Council Strategic Planning Session 2014-2017</p> <p><u>Background:</u> The City Council will meet again to review and discuss the proposed 2014-2017 Mt Shasta Strategic Plan, setting goals and priorities for the City and City staff.</p> <p><u>Report By:</u> City Manager</p> <p><u>Recommended Council Action:</u> None</p> <p>The City Manager opened the meeting with acknowledging the accomplishments of the City Planner, the Fire Chief, and the Public Works Director.</p> <p>The City Manager reviewed the process for today’s meeting.</p> <p>A discussion was held regarding the enhancement and development of community events. Several concepts were documented, including family outdoor movie events, music events, expanding farmers market, and enhancing the art walk.</p> <p>Further discussion was held surrounding economic development, which agency should be driving local economic development, the creation of a diversified economic development brand, and the importance of creating and implementing economic</p>

	<p>development fundamentals.</p> <p>The City Manager revealed the economic development webpage for the City website, including the economic development team.</p> <p>The City Manager reviewed the E-Newsletter with the Council and City staff and discussed the use of multimedia and social media venues for the purpose of promoting the City of Mt Shasta.</p> <p>Discussion was held regarding what the next steps will be and what business development strategies will be instrumental in growing the economic base of the City, which included the use of "Site Selectors".</p>
	<p>5. Adjourn</p> <p>There being no further business before the Council, the meeting was adjourned at the hour of 5:17 p.m. to the next Regular City Council Meeting to be held on Monday, May 12, 2014 at 5:30 p.m.</p>

Respectfully Submitted,

*Tammy Laphorne*

Tammy Laphorne,  
Deputy City Clerk