

Mt. Shasta CEDAC Regular Meeting Minutes

Police Station

June 14, 2016

Approved as Submitted

“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 pursue 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