

Downtown Enhancement Advisory Committee Special Meeting

Wednesday, March 13, 2024; 8:30 AM
305 N. Mt. Shasta Blvd, Mt. Shasta, CA

“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 |
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| 1. Call to Order |
| 2. Roll Call |
| 3. 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. |
| 4. Staff & Member Comments |
| 5. Consent Agenda: a. Approval of Minutes: January 31, 2024 and February 28, 2024 |
| 6. Power Box Art: Check on status of Artist, sign art agreement |
| 7. Façade Improvements: Finalize mailers for business |

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| <p>8. Murals in Public Places: Funding for murals and business locations</p> |
| <p>9. Events: Biking event for October 2024</p> |
| <p>10. Future Agenda Items</p> <ul style="list-style-type: none">a. Budgetb. Art in Public Places/Sculptures/Muralsc. Eventsd. Power Box Arte. Bike Racksf. Streetscapes/Wayfinding Signs/Brandingg. Downtown Expansionh. Parking Lot Improvementsi. Façade Improvementsj. Communications/New DEAC Banner/Photo op with bike racks |
| <p>11. Adjourn</p> <p>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.</p> <p>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.</p> |



MOUNT SHASTA

DOWNTOWN ENHANCEMENT ADVISORY COMMITTEE

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MEETING MINUTES - Mount Shasta City Council - Friday, January 31, 2024, 8:45am

STANDING AGENDA ITEMS

1. **Call to order:** Committee Member Ashley Hagge called the meeting to order at 8.45am

2. **Roll call:**

Present: Ashley Hagge, Jake Pritchard, Erika Bruser, Dani Williams (remotely.)

3. **Public Comment:** Observation, Eric & Shashell from Power Organics

4. **Staff & Members Comment:** None

5. **Consent Agenda:** Approval of Minutes: *Dani/Ashley*

6. **Minutes:** Jake/Ashley

7. **Biketober Event:**

Scheduling, permits, need to start now. Winter Magic the Chamber of Commerce may not be proceeding with running it next year, so DEAC may need to spearhead it. Bike groups did have a fun day event at the start the idea growing. Small scale debut. Chamber could help get the word out, but need to get the course defined and cleared. There is one section that makes it difficult to finish the course at Shastice Park. We could include the Boys and Girls club.

Keep regular meeting to focus on this event Feb 28th.

8. **Flower of Life:** Gary Mt Shasta Crane can't contribute to help. Jake reaching out to others to see if he can find someone who is qualified to do. Erika to tell Ashley update.

9. **Power Box Art:**

Submissions to review (Jake on computer) Voting proceeded. Jake to contact the artists with the contract. Also contact the high school for submissions. Placement of which boxes will be defined next meeting. Big box to be the children art collage. Social media for winning artists.

10. **Façade Improvements:** Dani to do letter to be sent. Signage not included because it's approval through planning.
11. **Parkers Plaza:** There are too many living in cars in the plaza. And incidents of interactions with homeless that are involving valdalism. Can ask to put sign up that states 24 hours only parking, not 72 hours as current. Unless snow removal conditions exist. Ashley to send email to Robert Gibson police chief, copy Todd. Critical infrastructure ordinance.
12. **All other articles on hold**

Adjorn: Meeting adjourned at 9:50am. Next meeting Feb 28, 8.30am at City Hall.



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MEETING MINUTES - Mount Shasta City Council - Friday, Feb 28, 2024, 8:45am

STANDING AGENDA ITEMS

1. **Call to order:** Committee Member Ashley Hagge called the meeting to order at 8.38am

2. **Roll call:**

Present: Ashley Hagge, Jake Pritchard, Erika Bruser, Dani Williams.

3. **Public Comment:** None

4. **Staff & Members Comment:** None

5. **Consent Agenda:** Approval of Minutes: *Dani/Ashley*

6. **Power Box Art:**

Artworks have been voted and selected, an proceeding with getting artists agreements out for disclaimers for winning artists, and then announce on social media the winners. Erika to send scanned artwork to Ashley. DAC to choose placement once agreements returned.

7. **Façade Improvements:** Dani received a list of business/building owners. Once Kathy has printed the letters and provided envelopes Dani will coordinate mail out. Todd to print letters.

8. **Art in Public Places:** Flower of Life, Reaching out to Redding/Medford crane companies to get quotes.

Other Art in public places, looking at murals and how to incorporate, thinking that it will be a separate project.

9. **Biketober Event:**

Considering committees we will ask to be incorporated into the project. Boys and girls club (utilize the Art Van); Siskiyou County Art Council (art cart or similar booth?); Concert in the Park (stage, band contacts, etc); Bike Shasta (trail, race event, permits, full running & receive entry proceeds, trike race for kids? fun side events); Vendors for parking area, work out cost of vendor booths to cover space rental; T-shirt (Dani check with Bike Shasta to go halves) or mug (metal); wrist bands for beer garden (under/over 21); Ashley email Shannon to review previous application for permits; Update map at next meeting. Ashley email Kaila regarding vendors list. Thrive (for non-alcoholic kombucha). Main Costs: Insurance, permits, license, band, toilets, beer, marketing (token. Banners, etc). Biketoberfest banner across Mt Shasta Blvd a month before. Set up meeting with Shannon/ Mike Kellog, to review the site and make sure we have everything covered. Race times usually 9-3, have band

start 1-2, then 3-5, then a headliner 5-7. Have three bands. Finish around 7pm. Music playing all day. Seating (Jonathan/Solanos). Possible sponsorship to cover band. Mulled wine option for none beer drinkers. Pepsi for sodas. Lederhosien for bar workers. Date TBA. Tentative 5th October.

10. **Parkers Plaza:** On hold.

11. **Future Agenda Items:** Alleyway spaces. Mural Projects.

Adjorn: Meeting adjourned at 10.14am. Next meeting Mar 13th, 8.30am at City Hall. Meeting after that 17th April, Dani remote.
