

Mt. Shasta CEDAC Regular Meeting Minutes

Upstairs Conference Room – Above Police Facility
303 North Mt. Shasta Blvd.
October 18, 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 2:35PM, Nancy Swift called the meeting to order.
2. Roll Call: Members Present: Jim Mullins, Nancy Swift, Logan Smith, Seata Madison, Council Members Tim Stearns and Geoff Harkness. City Manager Bruce Pope Members Absent: Josephine Wyatt, Mark Clure
3. Public Comment: Pamela Neronha spoke about her technology business regarding detection of water contamination and offered to become more involved in the City of Mt Shasta CEDAC.
4. Approval of Minutes Committee Action: Approve Regular CEDAC Meeting 8/9/2016 Motion to Approve: Jim Mullins Second: Tim Stearns Ayes: All Noes: None Abstain: None.
5. Follow up of budget for marketing and proposal by Pusher, Inc and reporting of statistics and best practices of similar ad campaigns – Mark and Bethany – Logan Smith gave an update on Bethany’s behalf and Jim Mullins added to the update regarding a meeting with On-Target.
6. Review of Business Walk – Tabled until next meeting. Most participants regarded the event positively.
7. Member Comments: Logan Smith mentioned the Humboldt Prosperity Network as an example that Mt. Shasta may find interesting regarding business attraction targeting. Jim Mullins requested help with events including Winter Magic, Chamber Gala, and a Farm to Fork event next fall.
8. Future Agenda Items: Logan Smith offered to send out 2016 targets of opportunity document from the State EDD.
9. Adjourn: There being no further business, the meeting was adjourned at 4:05pm – Minutes respectfully Submitted by: Logan Smith