

# MT. SHASTA CITY COUNCIL SPECIAL MEETING WORKSHOP MINUTES

Thursday, February 21, 2013; 6:30 p.m.

Approved As Submitted - March 11, 2013

**FACILITATOR: MERLE ANDERSON**

## **1. Call to Order and Flag Salute**

At the hour of 6:35 p.m. Mayor Moore called the meeting to order and led the audience in the Pledge of Allegiance.

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## **2. Roll Call**

**Present:** Council Members Michael Burns, Jeffrey Collings, Geoff Harkness, Tim Stearns, and Mayor Tom Moore

**Absent:** None

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## **3. Public Comment:**

No public comments were noted.

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## **4. Discussion of Opportunities & Constraints for Long Range Planning Efforts**

Mayor Moore turned the meeting over to facilitator Merle Anderson.

Mr. Anderson noted the City of Mt. Shasta had adopted a Community Action Plan about 10 years ago as a strategizing or economic recovery tool. Mr. Anderson made the observation that many here tonight have been through a strategic planning process in one way or another. Mr. Anderson noted that the Community Economic Development Advisory Committee (CEDAC) had led that process for the City of Mt. Shasta and therefore the City's plan has an economic focus to it. With that process there is the development of a Mission Statement and a Vision Statement. Tonight, we are going to consider Opportunities and Challenges and not spend a lot of time on the statements. Following that there will be the matter of identifying objectives and then prioritizing those objectives. Mr. Anderson suggested that would probably be as far as we would get this evening. Mr. Anderson suggested that everyone think of this as a "Think Tank" where ideas will be brought forward regarding a particular set of objectives and concerns of the community. Mr. Anderson stated that a priority process would be used in which the participants will have an opportunity to rate the items that are listed on flip charts by using some colored dots as a voting tool. Mr. Anderson pointed out that following tonight's discussions, Council would use this information to help them in setting priorities but would also have to take into account budget issues. Mr. Anderson made the observation that the priorities resulting from tonight's meeting would be reflective of the group who are present here tonight. Mr. Anderson noted that the Action Strategies are up to the City Council. Mr. Anderson pointed out that the goal of this meeting was not to write a new Community Action Plan but would provide some of the framework for that purpose should Council decide to do that. Mr. Anderson provided some ground rules for the participants of keeping an open mind, respecting others, withholding criticism, and recognizing that this is not the venue for debate. Mr. Anderson also asked that everyone share the meeting time appropriately by making their comments as brief as possible to allow for others to have time to share their thoughts and still end the meeting at a decent hour. Mr. Anderson stated the City Council had adopted a Mission Statement and that statement appears on the City Council Agendas. Mr. Anderson noted the current City Council has agreed that the mission statement adopted in 2002 is still valid and should be retained. Mr. Anderson noted the City's Vision Statement was developed through the use of meetings such as this one and it paints a picture of what the community hoped the City would look like in the future. Mr. Anderson began the community workshop by holding a brainstorming session to consider the opportunities and challenges for the City as follows:

# OPPORTUNITIES

1. BEAUTY OF THE AREA & THE WATER
2. LOW POPULATION

3. SENSE OF COMMUNITY
4. WHERE YOUNG PEOPLE CAN COME & LIVE & RAISE THEIR FAMILIES
5. CLEAN AIR, FOOD & WATER
6. LOCALLY GROWN FOOD
7. RETIREMENT/SECOND HOME LIVING
8. UNINTERRUPTED VIEW SHEDS
9. TROUT FISHING
10. WONDERFUL RECREATIONAL OPPORTUNITIES I.E. SWIMMING, SKIING, HIKING, BIKING, CAMPING
11. SAFE ENVIRONMENT
12. UNIQUE CULTURAL ENVIRONMENT
13. LOW CRIME RATE
14. INVOLVED COMMUNITY
15. FARMERS MARKET
16. LOCAL PRODUCE GROWERS
17. POLITICALLY & CULTURALLY ECLECTIC = DIVERSITY
18. GOOD HEALTH & EDUCATION SERVICES
19. NATIONAL FOREST CLOSE BY
20. OPEN SPACE FOR NEW BUSINESS OPPORTUNITIES
21. RECREATION & PARKS DISTRICT TO PROVIDE ACTIVITIES (160 ACRES+)

## CHALLENGES

1. HIGH UNEMPLOYMENT
2. LACK OF FUNDING
3. WASTEWATER TREATMENT PLANT (WWTP) INFRASTRUCTURE CHALLENGES
4. LOW WAGES
5. UNCONTROLLED SUBDIVISIONS
6. RURAL COMMUNITY – FAR FROM METROPOLITAN AREAS
7. COST OF TRANSPORTATION
8. POTENTIAL FOR FIRE – UNHEALTHY FOREST CONDITIONS
9. CLIMATE CHANGE
10. THREAT OF UNCONTROLLED CELL TOWER PROLIFERATION
11. CONDITION OF STREETS & SIDEWALKS
12. CLOUD SEEDING
13. CONFLICT OF INTEREST BETWEEN ENVIRONMENTAL CONSIDERATIONS & BUSINESS DEVELOPMENT
14. POLITICAL INFIGHTING
15. CONSOLIDATION OF SCHOOLS AFFECTING QUALITY OF SCHOOLS
16. FEW EXTRACURRICULAR ACTIVITIES FOR TEENS
17. LACK OF JOBS FOR GRADUATES
18. LACK OF RETAIL DIVERSITY
19. POPULATION IS BECOMING PROGRESSIVELY OLDER
20. HOW TO MARKET THE CITY – RURAL LOCATION & NEED TO ATTRACT OUTSIDERS
21. NEED TO INCREASE TOURISM
22. NOISY TRAINS

- 23. NO TRANSPORTATION SYSTEM FOR COMMUNITY USE
- 24. LACK OF ATTRACTIONS & SERVICES FOR OLDER CITIZENS
- 25. HEALTH CARE LIMITATIONS
- 26. NEED TO ATTRACT LIGHT & CLEAN INDUSTRY FOR JOB CREATION
- 27. SERVICE ECONOMY IS MORE PREVALENT NOW – IN PAST WAS RESOURCE EXPORTING
- 28. CITY NEEDS TO BE MORE TECHNOLOGICALLY ADVANCED I.E. NEED THE INFRASTRUCTURE TO SUPPORT TECHNOLOGY & TECHNOLOGY BUSINESSES

Mr. Anderson noted the City’s Community Action Plan contains 7 basic categories and those seven categories, with some minor amendments, would be discussed tonight and the goals and objectives to be pursued for them would be considered. Mr. Anderson noted that the goals and objectives for the 7 categories may or may not be something that would fall upon the City to implement. Mr. Anderson made the observation that some of the goals and objectives could be the responsibility of private industry or for community organizations or clubs to pursue. Mr. Anderson pointed out the Community Action Plan includes all the goals and objectives, not just those falling under the responsibility of city government. Mr. Anderson introduced the next area of discussion as that of focusing on specific objectives. Mr. Anderson suggested some of these might be new and others might be things already underway such as the upgrading of the WWTP. Mr. Anderson noted the WWTP project should not be overlooked simply because it is not something new.

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#### **5. Discussion of Goals & Objectives for Development of Long Range Planning Efforts**

Mr. Anderson proceeded to facilitate the discussions by asking the attendees at the meeting to provide a list of objectives for each of the 7 goals or categories which would be listed on a flipchart and would be posted on the wall. Mr. Anderson stated that after the last goal/category is considered, the attendees would be provided with colored sticky dots which they could use for casting their votes to rate the listed objectives as being most important to least important. The objectives receiving the most dots would be those objectives of highest priority and those receiving the lowest number of dots are those objectives with the lowest priority for those in attendance at the meeting this evening. Mr. Anderson made the observation that items getting only a couple of votes or no votes at all did not invalidate those items because the voting is all relative to the group here tonight. Mr. Anderson suggested the voting results would not throw out any of the ideas. Mr. Anderson suggested the voting results could be taken into consideration by the Council once they are tallied. The final count of the number of votes received for each objective is reflected below at the right margin:

## **GOALS & OBJECTIVES**

### **1. INFRASTRUCTURE**

- MAINTENANCE OF STREETS & SIDEWALKS - 13
- UPGRADE SEWER & WATER LINES 8
- USE OF SOLAR ENERGY AT PUBLIC FACILITIES 8
- ORDINANCE DELINEATING APPROPRIATE SITES FOR CELL TOWERS - 7
- UNDERGROUND UTILITIES 2
- PROMOTE NATURAL GAS AVAILABILITY 2
- TREE PLANTING ORDINANCE 2
- MAINTAIN RESONABLE PER CAPITA COSTS FOR UTILITIES (COMPARED TO OTHER COMMUNITIES) 1
- TAKING ADVANTAGE OF GRANT OPPORTUNITIES BY SETTING UP A RESERVE FUND TO PROVIDE GRANT MATCHING MONIES 1

- CONSERVATION/MANAGEMENT PLAN FOR WATER SUPPLY (ENSURING APPROPRIATE USE OF WATER SUPPLY) 1

## 2. TRANSPORTATION & PARKING

- ONE WAY STREET COUPLET ON CHESTNUT AND MT SHASTA BOULEVARD 12
- EXPANSION OF PEDESTRIAN & BIKE TRAILS/LANES (CITY & REGIONAL) & PROVIDE BIKE RACKS AT MORE PLACES IN THE CITY 11
- I-5 SIGNAGE (ABOUT A MILE OUT) THAT ALERTS DRIVERS TO THE FACT THEY ARE APPROACHING MT SHASTA 7
- ALTERNATIVE ENERGY FUELING STATIONS I.E. NATURAL GAS/ELECTRIC/BIODIESEL 6
- BETTER LOCAL BUS SERVICE (EAST WEST IN TOWN) & PARA TRANSIT (DIAL A RIDE) - DIVERSIFY AND ENHANCE LOCAL/REGIONAL TRANSPORTATION SERVICES 4
- QUIETER TRAINS – “QUIET ZONES” 3
- CHEAPER GASOLINE 2

## 3. ECONOMIC DEVELOPMENT/ COMMUNITY PROMOTION

- PROMOTE BICYCLE, PEDESTRIAN, HIKING EVENTS & IMPROVE OUTDOOR RECREATION INFRASTRUCTURE IN SUPPORT OF THE EVENTS 13
- MARKET MT SHASTA IN OTHER AREAS AS A BUSINESS FRIENDLY CITY 10
- PROVIDE LONG TERM CARE FACILITIES & OTHER HEALTH CARE SERVICES 10
- CITY’S SUPPORT OF EXISTING BUSINESSES I.E. THROUGH THE USE OF MARKETING, BUILDING INFRASTRUCTURE, ADOPTING ORDINANCES ETC. & PROMOTE BUYING LOCALLY 8
- DEVELOP LIVING WAGE JOBS 7
- HOLD MORE COMMUNITY EVENTS DURING THE SHOULDER SEASON (SPRING & FALL) 7
- MARKET THE OUTDOOR ACTIVITIES AVAILABLE HERE – AS A TOURIST DESTINATION TO ATTRACT ORGANIZED NATIONAL GROUPS 4
- TARGET TECHNOLOGY BUSINESSES (OWNED & STAFFED BY YOUNG ENTREPRENEURS) BY PROMOTING RECREATIONAL OPPORTUNITIES HERE 3
- PROMOTE THE BENEFITS OF THE CITY’S ENTERPRISE ZONE 2

## 4. DOWNTOWN DISTRICT

- IMPROVED SIDEWALK SNOW/ICE REMOVAL 17
- PROVIDE AL FRESCO DINING AREAS 11
- DESIGN STANDARDS FOR SIGNS THAT STIPULATE HOURS OF OPERATION OF LIGHTED SIGNS, INTENSITY OF LIGHTS USED IN SIGN ETC. 3

## 5. RECREATION RESOURCES

- EXPAND RAILS TO TRAILS 10
- TAKE ADVANTAGE OF GRANT OPPORTUNITIES BY SETTING UP A FUND TO HOLD MATCHING FUND DOLLARS THAT ARE READY AND AVAILABLE UPON A GRANT BEING AWARDED 8
- REGIONAL COLLABORATION OF EFFORTS I.E. CITY/COUNTY/COUNTY-WIDE 7
- ENCOURAGE SKI PARK TO EXPAND TO HIGHER TERRAIN 5
- COLLABORATE WITH LOCAL NON-PROFIT ORGANIZATIONS TO ENCOURAGE EXPANSION OF RECREATIONAL OPPORTUNITIES 5
- IMPROVE PARK SECURITY 4
- ROOF ON ICE SKATING RINK 3
- KEEPING THE ROADS OPEN DURING THE WINTER NEAR CASTLE LAKE & BUNNY FLAT 3
- EXPAND EXISTING PARK FACILITIES 2
- MORE STRATEGIC REALISTIC PLANNING WITH REGARD TO AVAILABLE FUNDS 1

## 6. CULTURAL & CONVENTION FACILITIES

- GREATER EMPHASIS ON EDUCATION FOR OUR CHILDREN – STRONG SCHOOL SYSTEM WITH A HIGH STANDARD OF EXCELLENCE 16
- OUTDOOR AMPHITHEATRE 8
- PERFORMING ARTS FACILITY 7
- NATURAL SCIENCES CENTER 7
- COMMUNITY CULTURAL CENTER – WITH TECHNOLOGY & ARTS HOUSED THERE 5
- IMPROVED ACOUSTICS IN THE UPPER LODGE AT THE CITY PARK 1

## 7. GOVERNMENT & COMMUNITY RELATIONSHIPS

- IMPROVED COORDINATION WITH COUNTY 8
- MORE TOWN MEETINGS 7
- SUPPORT FOR TRANSIENT POPULATION – REACH OUT & COLLABORATE REGIONALLY (LIKE SISKIYOU CRISIS CENTER) 6
- POLICE/FIRE SERVICES FACILITY 4
- EXCHANGE INFORMATION WITH OTHER COMMUNITIES 2
- ONGOING EDUCATION OF PUBLIC REGARDING AVAILABILITY OF SERVICES (Mentioned but Not listed on flipchart)

Mayor Moore provided the opportunity for members of the public to make any additional comments.

No additional public comments were noted.

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**6. Adjourn**

There being no further business before the Council, the meeting was adjourned at the hour of 9:00 p.m. to the next Regular City Council Meeting to be held on Monday, February 25, 2013 at 6:30 p.m.

Respectfully Submitted,

*Sandra K. Studer*

Sandra K. Studer, Deputy City Clerk  
For John E. Kennedy, City Clerk