

**MT. SHASTA CITY COUNCIL REGULAR MEETING MINUTES**  
**Monday, March 11, 2013; 6:30 p.m.**  
**Approved As Submitted - April 8, 2013**

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

At the hour of 6:30 p.m. Mayor Moore called the meeting to order and led the audience in the recitation of the Pledge of Allegiance.

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**2. Roll Call**

Present: Council Member Michael Burns Sr., 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. Approval Of Minutes:** Minutes of February 11, 2013 Regular City Council Meeting  
Minutes of February 21, 2013 Special City Council Community  
Workshop Meeting

**Council Action:** Council Member Harkness made a motion to approve the Minutes of the February 11, 2013 Regular City Council meeting and the Minutes of the February 21, 2013 Special City Council Meeting as submitted.

**Council Action:** Council Member Stearns seconded the motion with a suggested amendment to the third paragraph on page 8 of the February 11, 2013 Regular City Council Meeting minutes by changing the word "would" to "could" in the second sentence.

**Council Action:** Council Member Harkness accepted the amendment to the February 11, 2013 Regular City Council Meeting Minutes as suggested by Council Member Stearns whereupon Council Member Stearns seconded the motion to approve the Minutes of the February 11, 2013 Regular City Council meeting as amended and the Minutes of the February 21, 2013 Special City Council meeting as submitted. Motion carried on a voice vote of 5-0.

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**5. Special Presentations & Announcements**

Council Member Stearns announced that State Senator Ted Gaines would be having an open house event at his new Redding Constituent Service Center in Redding on March 13<sup>th</sup> from 6:00 PM – 8:00 PM. Council Member Stearns stated his offices are located at 1670 Market Street, Suite 244 in Redding. Council Member Stearns announced State Senator Ted Gaines would be having a Town Hall Meeting on Thursday, April 18<sup>th</sup> from 6:00 PM – 8:00 PM at the Shasta County Board of Supervisors Chambers located at 1450 Court Street, Suite 263 in Redding. Council Member Stearns suggested anyone interested in communicating with our State Senator for our District or meeting him or expressing their concerns to him regarding State issues and discussion of goals and priorities can attend one of those two functions.

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**6. Consent Agenda:**

- a. Approval of Disbursements:** Accounts Payable: 02/20/13, and 02/21/13  
Total Gross Payroll: For Period Ending 03/03/2013

**Council Action:** At the hour of 6:35 p.m. Council Member Stearns made a motion seconded by Council Member Collings to approve Consent Agenda Item No. **6a**. Motion carried on a voice vote of 5-0.

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**7. Discussion and Possible Action RE: Authorizing An Agreement with Consultant to Provide Professional Services for City Manager Recruitment (City Manager)**

At the hour of 6:36 p.m. City Manager Marconi presented the staff report.

No public comments were noted.

Council Member Harkness stated the sub-committee had the opportunity to meet with Mr. Butzlaff last week and Mr. Butzlaff had presented the process involved in recruitment of a City Manager. Council Member Harkness noted that much of that process is outlined in the information presented in tonight's agenda item on pages 31-34. Council Member Harkness stated that in speaking with Mr. Butzlaff he had received the assurance that Mr. Butzlaff would guide Council through the process in a manner that would meet Council's need and allow Council to become involved in that process. Council Member Harkness stated he had asked Mr. Butzlaff why the Council should hire him as opposed to doing the recruitment ourselves and he would like to share some of the points that Mr. Butzlaff had made as follows:

- Mr. Butzlaff mentioned has past successful experience with providing these same services to other cities and noted his out-of-state city management experience which would be helpful in terms of recruitment should there be out-of-state applicants.
- Focus. It is more efficient to have one person leading the effort as opposed to interrupting day-to-day duties of the city management team. Mr. Butzlaff would become the funnel not only to help Council hone down our ideas, needs, and requirements but Mr. Butzlaff would be the person of contact for others, making the process more efficient.
- Professionalism. The ability to present a good image of the City in dealing with outside candidates and Mr. Butzlaff would be flexible to Council's needs.
- Immediately available. Mr. Butzlaff is not currently working on any other projects and could therefore focus his efforts on Mt. Shasta's recruitment process.
- Mr. Butzlaff is local and therefore he can be very responsive.
- Mr. Butzlaff has a vested interest because this is his home town and he plans on continuing to live here for many years to come.

Council Member Harkness made the observation that were he to have any reservations they would be solely his concern as to the cost of the recruitment services because of the City's limited budget. Council Member Harkness added that he had the opportunity to talk with Ken Palfini, City Council Member in Weed, who had also used Mr. Butzlaff's services to recruit their current City Administrator and Mr. Palfini spoke very highly of Mr. Butzlaff and stated his satisfaction with the recruitment experience and the number of candidates who had submitted applications to fill the vacancy in Weed. Mr. Palfini had indicated the Weed City Council had full participation in the process and he noted that Mr. Butzlaff had done a good job in guiding them through the process. Council Member Harkness stated that Mr. Palfini had indicated that any hiccups during the search had occurred during the contract negotiation period and he did not attribute them to Mr. Butzlaff's leadership or work but rather with the Council itself. Council Member Harkness stated that Mr. Palfini recalled the whole process had cost the City of Weed about \$40,000 which included travel expenses to bring the candidates to Weed and also the relocation expenses for the new City Administrator. Council Member Harkness stated a preference to use the services of Mr. Butzlaff.

Council Member Burns noted that he has not met Mr. Butzlaff and noted his presence at the meeting tonight and expressed his thanks for Mr. Butzlaff's willingness to step up to the City's need. Council Member Burns stated that after listening to Council Member Harkness he is comfortable with the role and services that Mr. Butzlaff would be providing to the City and he is satisfied with using Mr. Butzlaff to help in recruiting a new City Manager.

Council Member Stearns stated he had met with Mr. Butzlaff as a member of the sub-committee and noted that Mr. Butzlaff does bring a lot of background experience and talent with him. Council Member Stearns stated his support for using Mr. Butzlaff as a consultant for the recruitment of a new City Manager.

Council Member Stearns suggested that a lot of the materials have already been developed and don't need to be re-developed which would reduce the number of hours Mr. Butzlaff would need to spend on this process. Council Member Stearns made the observation that if there is typing or mailing to be done, those duties could be performed by city staff. Council Member Stearns expressed the opinion the 200 hours of work proposed by Mr. Butzlaff is high especially since there are things that Council or staff can do, such as tweaking of the brochure used in the last recruitment process. Council Member Stearns suggested entering into a contract with Mr. Butzlaff to assist the Council in the recruitment process at a rate of \$35.00 per hour with a not to exceed amount of \$5,000. Council Member Stearns made the observation this would leave money for temporary secretarial staff and advertising costs.

Council Member Collings stated he has listened to what the members of the sub-committee have said and he has read the agenda packet information. Council Member Collings asked whether Weed Council Member Palfini had been able to provide the direct costs of Mr. Butzlaff's services and those for advertising.

Council Member Harkness responded that Council Member Palfini had stated the recollection the contract amount for Mr. Butzlaff's services as being \$10,000.

Council Member Collings made the observation that development of the brochure would also involve the marketing of Mt. Shasta, something that will be discussed as part of a later agenda item tonight. Council Member Collings made the observation that marketing Mt. Shasta was the number 1 goal that had come out of the Council's Strategic Planning. Council Member Collings asked whether there is any coordination of marketing used to attract a City Manager and that of attracting businesses to Mt. Shasta and suggested that might be something to look at. Council Member Collings agreed that Mr. Butzlaff appears to be a great candidate to use during the City's recruitment process.

Mayor Moore agreed with Council Member Stearns that there are some things that are already developed. Mayor Moore stated appreciation for the experience and talents that Mr. Butzlaff will be able to bring to the table.

Mr. Butzlaff stepped up to address the City Council and clarified that he would not be requiring any secretarial support because he would be doing all of the typing and performing any of the creative actions necessary during the process. Mr. Butzlaff made the observation that he would be working with Council and staff to create the flier and would handle the advertising as needed himself. Mr. Butzlaff stated he would rely on the City to provide him with a City logo that could be placed on the advertisements. Mr. Butzlaff clarified that his recollection of the recruitment costs for the City of Weed as being more in the \$5,000 range, not \$40,000 because he was actually handling two commitments at the same time during that recruitment process with the City of Blue Lake being the other city he was working with during that time.

Mayor Moore noted the City already has a brochure from the last recruitment process and asked whether Mr. Butzlaff would be willing to consider using that brochure as a starting tool which could be amended and used for the current process in order to save some money.

Mr. Butzlaff responded that he was aware of the previous brochure and it is his recommendation to revisit that document to update it. Mr. Butzlaff noted there are new Council Members who may have different ideas and the City may be in a different place than it had been when the last brochure had been prepared. Mr. Butzlaff stated his first recommendation to Council were they to engage his services is to meet as soon as possible in closed session to allow him to provide some additional background materials and information he has gathered during his career in terms of attributes and capabilities the City wants to look for in a City Manager. Mr. Butzlaff stated he would work with Council through the whole process.

Council Member Stearns expressed the opinion the application form used previously could be used during this recruitment process, the Personnel Profile doesn't need to be changed, the previous advertisement is generic and might need to be changed, and the brochure is very good and would only need some minor changes.

Council Member Stearns suggested that all of the materials in terms of the job application, job announcement, flier, advertisement, brochure, and the professional profile could be ready by March 25<sup>th</sup> for the City Council to approve with the idea that any mailing could be done within a week after that by April 1st. Council Member Stearns suggested that would mean by the July 8<sup>th</sup> City Council Meeting the Council could adopt a resolution formalizing the appointment and enter into an agreement with a new City Manager who could start to work for the City during the first week of August.

Council Member Harkness stated support for moving forward with this process and cautioned that the first item is for the Council to participate in a Closed Session to thoroughly consider preferred attributes and characteristics for the new City Manager. Council Member Harkness stated he did not wish to skip over this step in trying to accelerate the process. Council Member Harkness suggested that should Council go forward with a contract to hire a consultant, Council could certainly convey they would like things to move forward quickly and he noted the importance that the process is done in a thorough manner as well.

Council Member Stearns questioned whether a Closed Session is needed to discuss the attributes Council would like to see in a new City Manager. Council Member Stearns noted Council Member Burns had brought with him the five traits he would like to see in the new City Manager and he had brought his list of five traits as well and if others have done so perhaps that could be discussed in open session tonight as part of this item.

Mayor Moore expressed the opinion that such discussion would require a Closed Session because Council has held other discussions regarding employees and those discussions had taken place in a Closed Session setting and he did not wish to change that for the City Manager position.

Council Member Harkness noted that Council Member Palfini had made the observation there are a lot of new Council Members on the Mt. Shasta City Council and that having a consultant may be helpful in guiding the Council through this process. Council Member Harkness stated that is why he wanted to make sure that this recruitment process is done thoroughly and that Council takes its time.

Mayor Moore stated his agreement.

Council Member Harkness noted that Council Member Stearns had suggested the idea of hiring at an hourly rate of \$35.00 for 200 hours and he was a little uncomfortable with that because his initial reaction to that suggestion is that he would like a consultant that is fully committed and dedicated to the end goal rather than someone who is counting hours. Council Member Harkness made the observation that \$35.00 per hour is reasonable and Council Member Stearns had made the point that 200 hours could be high but being a consultant himself he also knows that this is a rough guess which could easily go over that amount. Council Member Harkness stated support for the contract as provided in the agenda packet tonight because it is reasonable and fair to all parties concerned.

**Council Action:** Council Member Stearns made a motion to retain Jeff Butzlaff to assist us in the recruitment process for the City of Mt. Shasta City Manager at the rate of \$35.00 an hour to assist the City as needed and as generally described in his proposal with a cap of \$5,000, recognizing that if that is not adequate time because of circumstances then Council could modify that. Council Member Stearns stated the belief that would be appropriate and his motion is to retain Mr. Butzlaff's services at \$35.00 an hour with a cap of \$5,000. Motion died for lack of a second.

**Council Action:** Council Member Stearns made a motion seconded by Council Member Harkness to retain Jeff Butzlaff to assist the Council as he has generally proposed at the rate of \$35.00 an hour with a cap of \$7,000. Motion carried on a voice vote of 5-0.

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**8. Consider Resolution No. CCR-13-XX RE: Approving A Mutual Aid Emergency Services Agreement With the McCloud Community Services District (City Manager)**

At the hour of 7:09 p.m. City Manager Marconi presented the staff report.

No public comments were noted.

**Council Action:** Council Member Stearns made a motion, seconded by Council Member Harkness to approve and adopt Resolution No. CCR-13-10 A Resolution of the City Council of the City of Mt. Shasta Approving A Mutual Aid Emergency Services Agreement With the McCloud Community Services District by title only. Motion carried on a voice vote of 5-0.

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**9. Discussion and Possible Action RE: Making a Request of the Mt. Shasta Planning Commission to Review the City's Sign Ordinance (City Planner)**

At the hour of 7:13 p.m. City Planner McKinley presented the staff report.

No public comments were noted.

Council Member Stearns stated his desire that the Planning Commission spends its time, before summer, working on modification of our Ordinances to allow for Alfresco dining over tweaking some of the items mentioned by the City Planner. Council Member Stearns stated the recollection the Council had requested the review of a very specific part of the Sign Ordinance to change lighted signs from lumens to wattage or something of the sort.

City Planner McKinley pointed out there is nothing to stop a restaurant owner from having Alfresco dining right now.

Council Member Stearns responded that due to parking space requirements if the City is going to allow restaurants into the streets and taking up 1-2 parking spots, it would require modifications to the City's Ordinances. Council Member Stearns stated a preference that the Planning Commission consider a limited scope of work in terms of review of the Sign Ordinance in terms of lighting and see if that could be accomplished before summer.

Council Member Harkness asked City Planner McKinley how much effort would be involved in addressing the other items as he had suggested in addition to those as noted by Council Member Stearns.

City Planner McKinley responded that he was not sure. City Planner McKinley made the observation that the other matter had nothing to do with the Sign Ordinance. City Planner McKinley made the observation that he would have to take a look at the City's Ordinances to determine whether there is anything stopping Alfresco dining from happening now. City Planner McKinley made the observation there may be some safety and liability issues associated with people being so close to the traffic and next to other parked cars. City Planner McKinley suggested other businesses may want to put platforms in front of their businesses too and would want an equal opportunity to do that. City Planner McKinley made the observation that Alfresco dining would need to be looked at in a different context than as part of review of the Sign Ordinance. City Planner McKinley suggested before directing the Planning Commission to research the matter he would first like to bring back his research material regarding Alfresco dining and talk to the Council about it as a separate agenda item.

Council Member Stearns stated he would like to get Alfresco dining started and he didn't want it to get sidetracked with other things that may have merit but would not have as great an impact.

City Planner McKinley pointed out that in the context of the item on the tonight's agenda, talking about an Alfresco dining Ordinance is off the topic of the Sign Ordinance. City Planner McKinley stated the understanding that Council Member Stearns was implying that he did not want the Planning Commission to work on the other items he had suggested might need some tweaking on the Sign Ordinance because Council Member Stearns would rather have the Planning Commission spending time on something else.

City Planner McKinley stated he would appreciate having a future item on the agenda for consideration of Alfresco dining so he would have the opportunity to have a better understanding of what the Council wants.

Council Member Stearns responded that the Planning Commission has limited time, just as does the City Planner, to act on various matters and he recalled the length of time it had taken with the Sign Ordinance the first time around.

Council Member Stearns stated he did not want the Planning Commission to spend all of their time on the Sign Ordinance instead of working on Alfresco dining. Council Member Stearns noted that Council had made Alfresco dining one of their top three priorities and he wanted to push that matter forward.

Mayor Moore suggested checking with the local restaurants first in order to be sure they want Alfresco dining, before spending a lot of time on the matter. Mayor Moore asked whether there were any additional comments on the matter before the Council regarding the Sign Ordinance.

Council Member Collings made the observation of the complexity of the Sign Ordinance and stated the understanding there are certain sections that need to be brought up-to-date.

Council Member Harkness asked about Zones 1 & 2 and asked whether Zone 1 is stricter in terms of signage than is Zone 2.

City Planner McKinley responded in the affirmative. City Planner McKinley clarified that standing signs and internally illuminated signs are not allowed in Zone 1 and they are allowed in Zone 2.

Council Member Harkness asked whether the intent would be to increase the area of Zone 1.

City Planner McKinley responded he was not proposing that, however the Planning Commission could.

Council Member Harkness stated the understanding that City Planner McKinley was proposing content neutral signs, a timeframe for how long banners should be displayed, flush versus free-standing signs, and possibly an Ordinance that addresses both.

City Planner McKinley made the comment the Ordinance should be clear on how sign area is calculated in order for it to be better understood by applicants.

Council Member Harkness stated the understanding the last items would be sandwich boards and brightness.

City Planner McKinley made the observation that it was the brightness of an illuminated sign that had triggered this discussion. City Planner McKinley stated he was suggesting taking the opportunity to fix two other problems with the Sign Ordinance he has identified during the review of the Ordinance.

Council Member Harkness asked whether the Planning Commission could come back with proposals within a month or would it take longer.

City Planner McKinley responded it would take longer, perhaps 2-3 months.

Mayor Moore expressed the opinion that the Alfresco dining and the other matters could be dealt with. Mayor Moore suggested the Planning Commission should set up a sub-committee and involve the Mt. Shasta Chamber of Commerce to help create a Sign Ordinance for the community that is business friendly.

City Planner McKinley made the observation he had not anticipated redoing the Sign Ordinance.

Mayor Moore responded he meant only the issues that have been brought up. Mayor Moore made the observation that it was up to the Planning Commission to decide whether they might wish to do that. Mayor Moore made the observation there is no timeframe for the amendments to the Sign Ordinance but the Alfresco dining would need to be dealt with as soon as possible.

City Planner McKinley responded he was not sure the Alfresco dining matter would require Planning Commission input because the City already has public parking and perhaps it would need input from businesses within the Downtown District which might include asking the PBIAAC Committee about the matter. City Planner McKinley stated he wasn't sure to what extent the Planning Commission would be involved except perhaps in the design review process. City Planner McKinley suggested the City's current Ordinance allows for Alfresco dining already.

City Planner McKinley made the observation there is more of a safety issue involved with Alfresco dining which might be more appropriate for the Police, Fire, and Public Works Departments to take a look at rather than the Planning Commission.

Mayor Moore made the observation that Alfresco dining would be part of the discussions for the next Agenda Item and he stated the hope that City Planner McKinley might stay for the next Agenda Item so he might participate in that discussion. Mayor Moore stated support for a longer review process for the Sign Ordinance that involved participation by the community.

Council Member Stearns expressed the opinion that review of the Sign Ordinance could take as much as a year to eighteen months depending on how much of it is considered for review. Council Member Stearns stated support for looking only at the items as proposed by the City Planner because those would take about 6 months. Council Member Stearns suggested additional review might happen at a later date, perhaps in the winter months once some of the other things have been accomplished. Council Member Stearns expressed the opinion the lighting could be considered at the same time as Alfresco dining.

Mayor Moore summarized that a majority of the Council has indicated their support for going to the Planning Commission on the items the City Planner has proposed and not a full review of the Sign Ordinance.

City Planner McKinley made the comment he was not proposing to review the whole Sign Ordinance.

Mayor Moore made the observation that it appeared the Planning Commission might not need to be involved with the Alfresco dining matter.

**Council Action:** Mayor Moore made a motion to direct the Planning Commission to review the parts of the Sign Ordinance as proposed by the City Planner, hopefully with some help from the business community.

**Council Action:** Council Member Stearns stated he would second that motion if the Mayor would agree to a modification to the motion and suggested modifying the motion to provide that direction is given to the Planning Commission to review the items that the City Planner brought forward to the Council tonight as matters of concern in addition to the lighting modification and that the lighting modification does not await the larger review and that the larger review has a lower priority to the Alfresco dining issue if that matter does come before the Planning Commission.

Council Member Harkness made the observation that it might be better if other stake holders are involved to take care of all of the matters at one time rather than through a two-step process as is being suggested by Council Member Stearns.

City Planner McKinley suggested he could bring forward the content neutral item at a later date and made the observation the other items would not take long at all. City Planner McKinley reminded the Council that the City already has a limit on the amount of time that a banner can be displayed and when there are complaints about the length of time someone is leaving their banners up there is no enforcement mechanism in place to deal with such complaints. City Planner McKinley made the observation that the lighting issue would be one of the harder items to address because it would require that equipment is purchased in order to enforce it. City Planner McKinley stated that the content neutral item would take the longest. City Planner McKinley suggested he would come back with suggestions for amending the content neutral item on his own at a later date and the rest of the items could be dealt with now.

Mayor Moore agreed that the lighting issue would be something that would take longer to address as there were more technical issues that would be a part of that review process. Mayor Moore stated he would like to retain the motion as he originally proposed and did not wish to amend the motion as was being suggested by Council Member Stearns. Mayor Moore stated he would like his motion to stand with having the Planning Commission review the three areas the City Planner had brought forward of lights, banners, and sandwich boards, hopefully with a committee that allows the Chamber to be involved.

**Council Action:** Council Member Stearns seconded Mayor Moore's motion. Motion carried on a voice vote of 5-0.

It was noted that City Planner McKinley left the meeting at the hour of 7:49 p.m.

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### **10. Discussion And Possible Action RE: Continuation of Strategic Planning and Goal Setting (City Manager)**

At the hour of 7:49 p.m. City Manager Marconi presented the staff report.

No public comments were noted.

Council Member Collings suggested providing a summary of the items the Council had discussed such as the angel investor item which is to match up investors with a business owner. Council Member Collings noted the Alfresco dining item had changed from an idea of decks on the street to a different idea since he had talked to local restaurants and the City Manager. Council Member Collings made the observation that a better idea had been brought forward. Council Member Collings stated the idea had changed to use of the sidewalk rather than the street area for outside dining.

Council Member Harkness made the observation the City Council has done a good job of getting community input, providing their own input, and setting their priorities and he suggested the next step would be to determine how feasible and/or practical each idea is to verify whether the idea is something that Council can actually move forward. Council Member Harkness stated the angel start up or incubator program he had proffered isn't a new idea but in terms of implementation and how to make it practical for this area this is a fresh idea that needs to be worked out. The idea is to attract new businesses to the area in order to promote job growth and stimulate the local economy. Council Member Harkness stated this could be done by supporting new start-ups by providing professional knowledge, insight, and counseling on how to promote and grow their business. Council Member Harkness suggested using an organization such as SCORE that is made up of retired executives who provide strategic planning services, processes, procedures, cost control measures, legal advice, and accounting services to new businesses. Council Member Harkness suggested another way this might work is to pair angel investors with entrepreneurs. Council Member Harkness noted there is a model program in Oregon called the Oregon Entrepreneurial Network. Council Member Harkness stated that another way this could work is to take a look at the start-up costs and perhaps the City can provide breaks with the permitting costs or defer costs. Council Member Harkness made the observation there is potential for a program that would slowly snowball with only one or two businesses at the beginning and then it would grow from there. Council Member Harkness noted the City's involvement would need to be budget neutral or very low impact to the City's bottom line in terms of a financial and time perspective. Council Member Harkness suggested the next step would be to talk to local leaders/organizations such as JEDI and the Chamber of Commerce to determine what would be practical in this area and have them develop a business plan that could be presented to the Council. Council Member Harkness stated he would volunteer his time in developing the preliminary draft in working with JEDI or the Chamber of Commerce to bring forward an idea to Council.

Mayor Moore asked whether Council Member Harkness would like a second Council Member working with him on this as well.

Council Member Harkness responded in the affirmative.



Council Member Stearns suggested that Council Member Harkness could work with the members of CEDAC in moving the incubator program forward.

Mayor Moore agreed and stated he would then collaborate with Council Member Harkness on this idea.

Council Member Stearns stated the understanding that Mayor Moore and Council Member Harkness would work together as a subcommittee of the Council, along with CEDAC, on the incubator angel/investor program and asked whether there was the support of the Council for that.

Mayor Moore noted the consensus of the Council for Mayor Moore and Council Member Harkness to work as a subcommittee with CEDAC to move the incubator angel/investor program forward.

Council Member Stearns suggested reconsideration of the Alfresco project to determine how to go forward with that idea. Council Member Stearns made the observation that an Encroachment Permit would be needed by restaurants to have Alfresco dining and that would include the roping off of parking areas around the sidewalk for pedestrians. Council Member Stearns expressed the opinion this was something that would go before the Planning Commission so they could bring a proposal back to Council to implement it.

Mayor Moore proposed allowing restaurants to test out the idea of Alfresco dining this summer by allowing them to put out 2 - 3 tables on the sidewalk and still allow for pedestrian traffic without having to rope off a portion of the street for pedestrians. Mayor Moore expressed concerns regarding roping off the sidewalk and moving pedestrians into the street because he was worried about how children and the elderly might be affected by that.

Council Member Stearns suggested that whatever is done should be done in a safe manner and the encroachments on the sidewalk should not make it difficult for people to pass or make it easier to trip.

Mayor Moore stated he did not want people having to walk in the street.

Council Member Stearns suggested having the Planning Commission consider the various ideas and possibilities and perhaps checking with local restaurant owners and the Chamber and bringing their findings back to the Council as early as one month from now.

Mayor Moore suggested a subcommittee of the Council made up of Council Member Stearns and Council Member Collings to talk to the restaurant owners and come back to Council with suggestions. Mayor Moore questioned whether the Planning Commission needed to be involved since City Planner McKinley had already indicated that may not be necessary.

Council Member Collings suggested he could bring back a simple plan for Council at a future meeting.

Council Member Stearns stated a willingness to help and stated a preference to participate on a subcommittee for the next idea which is the marketing of the City of Mt. Shasta.

Mayor Moore noted that Council Member Collings and Stearns would work together on the Alfresco dining idea. Mayor Moore made the observation that the next idea was probably the most critical of the three.

Council Member Collings made the observation that there are so many things involved in promoting Mt. Shasta from trying to get a new City Manager, to the brochures that the Chamber just came out with, to conversations on how to attract businesses, and he suggested there is a lot of commonality something called a knowledge bank where there are pictures and phrases and captions and things that could be mixed and matched so one doesn't have to recreate the wheel. Council Member Collings suggested there is probably a lot of this executional material already in place to promote Mt. Shasta that could be used as part of the plan for the marketing of Mt. Shasta. Council Member Collings made the observation that as we move forward and consider whether it is hard copy, email, how do we distribute this information and look at this information bank as a body that could be used to build upon.

Council Member Stearns asked how Council Member Collings might suggest doing that.

Council Member Collings responded it would be by using a centralized location. Council Member Collings made the observation that a lot of this information is already available through the Chamber of Commerce and there is a lot of it available at the City and what is needed is one place to centralize this information for when it is needed. He wasn't sure where that would be.

Council Member Stearns made the observation that in terms of marketing Mt. Shasta, the Chamber is already doing this as is Siskiyou Economic Development Council. Council Member Stearns made the observation there are a lot of things that fall into the category of marketing and promoting Mt. Shasta. Council Member Stearns suggested taking this topic as a project and coming back with some brainstorming proposals of "how to" at the next meeting. Council Member Stearns suggested Council come up with a list of possible ways of marketing and promoting Mt. Shasta that is not already being done and from that list the Council can start picking and choosing some particular items to work on.

Mayor Moore stated his support for Council Member Stearns' suggestion.

Council Member Burns asked whether there is a synopsis of the current methods being used for the marketing of Mt. Shasta. Council Member Burns made the observation that one of the main ways is through use of the computer. Council Member Burns asked whether the City is maximizing all of the options that the computer provides for the marketing of Mt. Shasta and highlighting the recreational opportunities, business, clean air, and clean water and whether they are being given the high profile, and on what scale is that being done if it is through the internet. Council Member Burns asked whether the City is pushing the envelope on this and giving it the best possible thrust.

Council Member Stearns responded that the Chamber of Commerce does have a very good website. Council Member Stearns suggested the City could make the City of Mt. Shasta Website more appealing and more attractive. Council Member Stearns made the observation there are many cities out there that have information for businesses right on their website and information how to do this, what's required for that, how much this costs, here fill out this form right on the website and click to send it back to us. Council Member Stearns suggested that between now and the next City Council Meeting each of the Council Members could pick a City at random and type the name of the city into the search engine on the internet and then take a look at other city websites to get ideas.

Council Member Burns suggested that local parks, events, and local sources for recreational activities, and the fact that there are internet services available, are all things that could be put out there.

Council Member Stearns suggested Council could provide a list of attributes that we want to make sure is being promoted. Council Member Stearns stated support of Council Member Collings' idea for having one place where what's happening can be found, dates and times so people may decide to come when a particular event is taking place.

Council Member Burns questioned whether the information about the educational opportunities are being promoted as well as they could be by getting out there that the information that Mt. Shasta's school has received honor awards etc. because those are tangible items that would get people's attention. Council Member Burns suggested that should be disseminated to areas outside of the state as well.

Council Member Stearns made the observation that "Why I love living in Mt. Shasta", "Why I love working in Mt. Shasta" or "Why I love having my business in Mt. Shasta" are all resources that could be used to promote the City. Council Member Stearns made the observation that one thing the City doesn't have, unless the Chamber does, is a brochure containing the answers to these questions and to "What's wonderful about Mt. Shasta", "What Mt. Shasta has in store for you if you're a business", "Why you should move your family to Mt. Shasta" that sort of thing. Council Member Stearns noted that Tonya Dowse of Siskiyou County Economic Development Council had volunteered to disseminate brochures at the trade shows she attends were the City to make brochures available to her.

Council Member Harkness summarized that he has heard a suggestion by Council Member Collings to catalogue the current information and have it all in one location and Council has been asked to brainstorm the possible options available for promoting the City.

Mayor Moore stated support for redoing the City's website. Mayor Moore asked for staff to bring back the cost to put some more pizzazz into the website with more information about the businesses in town and the highlights of living here. Mayor Moore stated support for a brochure as an additional marketing tool. Mayor Moore suggested that using two brochures might be a good idea with one being targeted at visitors to Mt. Shasta and the other brochure being targeted for businesses and the brochures could be placed at visitor centers. Mayor Moore suggested he would like to explore both of these ideas further and would like to explore those and more ideas at the next meeting. Mayor Moore asked for staff to bring back a cost for a free color brochure that could be made available to the public so Council could consider how much money to put towards such use.

Mt. Shasta Chamber of Commerce Executive Director Marie Wells expressed the opinion that what is needed is actually some branding of the City because we already have all the information and it is held on many different websites. Ms. Wells noted the various locations are promoting the same thing but they do so by using different language. Ms. Wells suggested before the Council goes into designing brochures or anything else there needs to be a consensus on what we want to market, "What are we?" and get a common language going and then it won't matter whether or not someone lands on the City's website because all the locations would look the same. Ms. Wells made the observation there is a lot of information out there and a lot of good websites but we're not tied together in a way that looks alike. Ms. Wells suggested it might be something like using the same sentence. Ms. Wells suggested trying to come up with a common theme that could be carried throughout the various sites so they all come up when a Google search is done. Ms. Wells suggested coming up with a marketing message "What are we selling" and "Who are we selling to?" Ms. Wells agreed that the relocation packages the Chamber have probably needed to be redone but they are there. Ms. Wells made the observation that some visitors may turn into residents. Ms. Wells stated the Chamber's website doesn't have a tagline because in the past it was uncertain as to which one to use, maybe it's time to relook at that and perhaps that might help in revamping a website when you can use pictures that are directed at that tagline. Ms. Wells made the observation that perhaps we don't have the big picture of what we want to represent and therefore it looks a bit like a hodge podge.

Council Member Stearns made the observation that Ms. Wells has some experience with branding and probably has some materials she could provide to the Council regarding that topic.

Ms. Wells responded in the affirmative. Ms. Wells stated she would ask the Chamber to consider what they would like to use as a brand and expressed the opinion that it would take everyone working together to decide on what that brand should be.

Council Member Stearns asked if Ms. Wells might be able to come to the next City Council Meeting and share some of the branding materials with the Council at the meeting.

Ms. Wells responded she could do so and she could share with the Council what the Chamber is already doing and she expressed the opinion it would not take a lot of effort because the Chamber is close to deciding on a brand.

Mayor Moore asked the Council to concentrate on the item of marketing Mt. Shasta as a tourist and business location between now and the next meeting and have that as a topic of discussion. Mayor Moore noted the consensus of the Council to be ready to do that at the next meeting.

Council Member Stearns stated he would like to keep the volunteer program on the City's list but not to start working on that until the next fiscal year.

Council Member Harkness made the observation there are a lot of items that need to be kept in mind but Council can only chip away at them a little at a time. Council Member Harkness made the observation that the other items could be readdressed as time allows.

Mayor Moore suggested that the website and the brochures could be brought up again at the same time as the budgeting.

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### **11. Brown Act Committee Minutes/Meetings: None**

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### **12. Reports RE: Attendance at Outside Meetings**

At the hour of 8:33 p.m. Council Member Stearns stated he would be attending a LAFCO meeting tomorrow and Council Member Collings stated he would be attending a Broadband meeting tomorrow.

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### **13. Future Agenda Items:**

- **Public Hearing and Adopt Resolution RE: Approving An Application for Funding from the Community Development Block Grant (CDBG) Program**
- **Consider Resolution No. CCR-13-XX RE: Approving An Application For A Community Based Transportation Planning Grant For The Midtown Trail And Authorizing The City Manager To Sign the Agreement & Approving Appropriation of \$2,000 For Matching Grant Funds**
- **Amendments to CDBG Program Policies and Procedures**

At the hour of 8:33 p.m. Council Member Harkness requested placing an item on the Agenda regarding research in terms of best practices for the Wastewater Treatment Plant project. Council Member Harkness suggested formalizing of a process by reaching out to other communities that have gone through this process already and take the opportunity to learn from their experience before the City of Mt. Shasta has to get into the technical specifications and engineering plans of a plant. Council Member Harkness made the observation that the Wastewater Treatment Plant Upgrade is one of the most expensive endeavors the City will do and he recommended talking about this at the next meeting.

Council Member Stearns concurred with Council Member Harkness' suggestion and added that the other matter that would be on the next Agenda would be the marketing and promotion of Mt. Shasta. Council Member Stearns asked Public Works Director Bryan when the FOG Program item might be ready as an agenda item.

Public Works Director Bryan responded he did not know because he was not prepared to give any updated information at this time because he has not worked on that item for a while.

Council Member Stearns suggested the FOG Program could be considered as a part of the Council & Staff Comments at the next meeting where Public Works Director Bryan could provide the Council with an update. Council Member Stearns asked Public Works Director Bryan whether he was agreeable to that. Council Member Stearns suggested Council might hold a Closed Session Special Meeting next Monday evening to talk about the desirable attributes Council would like the new City Manager to have.

Deputy City Clerk Studer stated that she did not believe consideration of attributes for a future City Manager is a Closed Session item. Deputy City Clerk Studer stated she had looked at the Brown Act and had found that personnel matters have to be dealing with a particular individual in order to be a Closed Session item and discussing the possible attributes of a future person the City might employ would not be applicable for a Closed Session discussion. Deputy City Clerk Studer suggested the Council might wish to hold a Special Workshop Meeting in order to have that discussion rather than a Closed Session.

Mayor Moore questioned whether the City Council had to act under the Brown Act rules because it was his understanding the State had suspended the Brown Act.

Deputy City Clerk responded the State had only suspended the portion of the Brown Act dealing with the posting of Agendas. Deputy City Clerk stated the understanding the Brown Act stipulates that personnel matters discussed in Closed Session must relate to a particular individual being considered to fill a position or to a particular employee. Deputy City Clerk pointed out that consideration of attributes desired of applicants for a particular position would not require a Closed Session discussion.

Mayor Moore responded he believed the discussion would be about an employee because City Manager Marconi is an employee.

Deputy City Clerk Studer pointed out the Council would be discussing the attributes of an individual Council would like to hire to fill the vacancy being left upon the retirement of the current City Manager and Council would not be discussing a current employee.

Council Member Stearns interjected that he believed the discussion would be an open session item until such time as the Council narrows its discussions to particular individuals being considered for employment. Council Member Stearns made the observation that consideration of City Manager attributes and skills desired by the Council in the next City Manager is an appropriate topic for open session. Council Member Stearns stated he would like to move the process forward by holding a Special Meeting.

Mayor Moore stated he did not support a Special Meeting as the next Agenda appears to be items that won't be very involved and he suggested the discussions could take place at that time. Mayor Moore stated he would also like to have a contract in place before such discussion takes place because Mr. Butzlaff needs to be a part of those discussions.

Council Member Stearns made the observation that by doing so would delay things by another two weeks and there were advertising deadlines to take into consideration. Council Member Stearns suggested the attributes of the new City Manager and an agreement with Mr. Butzlaff could be adopted at the Special Meeting so Mr. Butzlaff would be there to participate in the discussions.

Council Member Harkness made the observation that once the contract is signed and Mr. Butzlaff is on board he would have some input regarding the Closed versus Open Session matter. Council Member Harkness stated he could make time for a Special session in order to expedite things and move forward.

Council Member Collings agreed with Council Member Harkness and stated he was available for a Special meeting.

Council Member Burns stated he is in agreement with the other Council Members and noted that Council has already demonstrated support for entering into an agreement with Mr. Butzlaff and he agreed that attributes of a new City Manager should take place in open session so the public has an opportunity to participate in that discussion. Council Member Burns stated he would make himself available for a Special Meeting.

Mayor Moore summarized that it appeared all of the Council Members were available for a meeting next Monday at 6:30 p.m. at which time the contract could be finalized.

Council Member Stearns noted the Community Building might not be available.

Mayor Moore agreed and noted that Deputy City Clerk Studer could check on that or find an alternate location, perhaps the Mt. Shasta Library, for the Special Meeting. Mayor Moore suggested Doctor's Park might be another possible location as the price would be right. Mayor Moore stated the hope that the contract could be signed at the meeting.

Council Member Stearns suggested the first item could be the contract and the second item could be discussion of Council's preferred attributes for the new City Manager.

Council Member Burns agreed and noted the sooner the City enters into an agreement with Mr. Butzlaff the better because Mr. Butzlaff has the training, background, and insight needed to assist the City in recruitment of a new City Manager.

Mayor Moore stated the understanding that a Special Meeting would be held next Monday at 6:30 p.m. at a location to be determined.

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#### **14. Council and Staff Comments**

Council Member Stearns and Mayor Moore agreed that Council had made good progress tonight.

At the hour of 8:50 p.m. Mayor Moore adjourned the Meeting to Closed Session; reconvened at the hour of 9:03 p.m.

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#### **15. Closed Session**

- a. Liability Claims – Pursuant to Government Code §54956.95 - 2 Cases  
Claimants – 1) Khristina E. Rowe; and 2) Raeann C. Oswalt

Agency claimed against: City of Mt. Shasta

Mayor Moore reported that Council had provided direction to staff and had taken no action on the two claims discussed during the Closed Session.

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#### **16. Adjourn**

There being no further business before the Council, the meeting was adjourned at the hour of 9:06 p.m. to the next Regular City Council Meeting to be held on Monday, March 25, 2013 at 6:30 p.m.

Respectfully Submitted,

*Sandra K. Studer*

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