

Mt. Shasta Community Economic Development Activities Committee

Upstairs Conference Room – Above Police Department

Special Meeting Minutes

303 N. Mt. Shasta Boulevard

Tuesday, May 16, 2017

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, Chair Mark Clure called the meeting to order.
2. Roll Call: Members Present: Jim Mullins, Mark Clure, Seata Madison, Logan Smith (for Tonya Dowse), City Manager: Bruce Pope Members Absent: Josephine Wyatt, Nancy Swift, Tessa Montgomery Council Member Present: Paul Engstrom Guest: Pamela Neronha, Sean Smith
3. Public Comment: <u>Pamela Neronha</u> - Gave CEDAC an update regarding her business.
4. Consent Agenda: a. Approval of Minutes: February 14, 2017 Committee Action: Approve Regular CEDAC Meeting 2/14/2017 Motion to Approve: Jim Mullins Second: Seata Madison Ayes: All Noes: None Abstain: None
5. Online Marketing <u>Big Jim Mullins</u> – Comments regarding the Driven golf show, new commercials, new Visitor’s Center, July 4 th events, and the sound system upgrade.
6. Tourism Improvement Update <u>Bethany Mueller</u> – Gave TBID update.
7. Discussion regarding presentation to City Council June 12 Committee discussion regarding roles and responsibilities, goals, and working with the City Council.

<p>8. Discussion and Possible Action Regarding CEDAC's Budget Request Discussion regarding On Target Marketing.</p>
<p>9. Member Comments Comments regarding next steps for the Committee.</p>
<p>10. Future Agenda Items/Comments by Committee Members</p>
<p>11. Adjourn: There being no further business, the meeting was adjourned.</p>