

Mt. Shasta CEDAC Regular Meeting DRAFT Minutes

Police Station

February 14, 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 2:30PM, Mark Clure called the meeting to order.
2. Roll Call: Members Present: Jim Mullins, Mark Clure, Tessa Montgomery, Seata Madison, Bethany Mueller (for Tonya Dowse), City Manager: Bruce Pope, City Planner: Juliana Lucchesi Members Absent: Josephine Wyatt, Nancy Swift Council Members Absent: Tim Stearns, Paul Engstrom Guest: Amy Lanier, Pamela Neronha, Bright Nichols-Stock
3. Public Comment: Pamela Neronha gave CEDAC an update regarding her business.
4. Consent Agenda: a. Approval of Minutes: Committee Action: Approve Regular CEDAC Meeting 10/18/2016 Motion to Approve: Jim Mullins Second: Seata Madison Ayes: All Noes: None Abstain: None
5. Committee Role and Responsibilities -City Manager, Bruce Pope inquired as to what CEDAC’s purpose was. Committee gave Bruce an update on our role.
6. Results of Conversion with Educators on Type of Businesses to Attract to Mt. Shasta -Bright gave an update on what her students see for the Future of Mt. Shasta. Something to do and a reason to stay were the main focus.
7. Business Walkabout Results -Bruce gave results for the walkabout. The committee suggested alternating ‘walk’ years with compiling results and acting on a consistent complaint/need from our businesses. There was a suggestion to move the walk back a couple months to September also (for the next time we decide to poll the community.)

<p>8. Downtown Economic Assessment -Juliana will be sending out a poll to the community and to tourists to get an idea of what is envisioned in “downtown” and what the people are looking for in our downtown area.</p>
<p>9. Presentation of Online Marketing - Jim and Amy gave an update on their test run with Propel marketing. Since the test went well, the committee would like to take this further. Jim will do more research and will bring back more information at our next meeting.</p> <p>Possible action item at next meeting:</p> <ul style="list-style-type: none">○ Will we take on a portion of this as a committee project.○ Should we entice hotels to offer a discount if “clicked on”○ How are going to pay for this?
<p>10. Future Agenda Items: -Item 9 will be a future agenda item</p>
<p>11. Adjourn: There being no further business, the meeting was adjourned at 4:10PM. Respectfully Submitted by: Tessa Montgomery</p>