

# MT.SHASTA BEAUTIFICATION COMMITTEE REGULAR MEETING MINUTES

Mt. Shasta Police Dept. Meeting Room

303 N. Mt. Shasta Blvd.

Mt. Shasta CA.

Nov. 9, 2016

Approved as Submitted

1. Call to order - 4:05

Members present - Penny, Lorie, Pam, Kathy, Terez, Leslie, Jacquie. Representatives - Kathy M., Ron Guests - Phil Masaoka, Barbara Wagner, and Jim Mullins

## **Public Comments**

Introduction of Phil Masaoka who heard about BC through Jacquie's "Meet-Up" page. Phil is eager to improve trail head markings and has contacted the Forest Service in coordinating his efforts. His initial focus is on the Black Butte and Fairy Falls trail heads. Phil was alerted to the possible removal of new signs by some folks who do not want the trails overly used. Lorie asked Phil to talk to the Chamber about his interest with the trail markings. Kathy M. supported Phil in creating an updated map of local trails and having the City and Chamber collaborate with him. Phil's perspective is that there is a lack of exposure to important Mt. Shasta events, festivals, and trail experiences. Locals know, but visitors may not get clear information. BC encouraged Phil's continued communication.

Jacquie is preparing a file of Parklets ( contemporary word for flexible streetside seating booths now utilized in many urban areas) and successful hanging basket campaigns. She'll plan to present this information in 2017. Kathy M noted Juliana is collecting parklet examples too.

BC had a quick introduction to Barbara Wagner - new City Council person elect.

## **Agenda Items -**

Oct. and Sept. Minutes - approved with edit on item #4 "National Guard Armory" referencing public art base installation sites. Leslie will edit and forward to Kathryn Wilson. These minutes were delayed due to a necessary quorum of attendees.

1. **Solar lighting Lake Street - Item #8 on Agenda** - Lorie talked to Mike Cheula who referred her to an appropriate solar website " Solar Illumination". The installation will need a panel, battery packet, and inverter. Two (2) lights would likely be required to illuminate the Lake St. marker stone. At a prior meeting, Juliana had indicated uplighting could be installed. Terez noted the difficulty of raising the very heavy marker stone. Group discussed the challenges of lighting. Once a fixture is selected, Mike will give a price and can install. BC wants to be sensitive to

lumens and glare. Likely needs a photocell.

**2. Update from Chamber Director - Item #12 on the Agenda-** Jim Mullins spoke about the upcoming awards gala sponsored by the Chamber. This includes such awards as Citizen of the Year, awards for outstanding non profit ventures etc. Jim has scheduled the event for January 28 at City Park and asked BC to be creative and expand the categories for awards. Nomination can cover people and or businesses who have shown outstanding participation or efforts on behalf of the City or the citizens. BC wants to acknowledge Paul Boeger. Jim meets with the Chamber Board on Dec 1 and would appreciate award ideas before that meeting. Kathy M suggested acknowledging City staff, another suggestion was volunteer of the year, and Jacquie suggested an award for top store fronts. Suggested categories will be posted in the newspaper along with the application citizens can cut out and submit. Submitted business's must be a Chamber member. Chamber board will screen the nominations. With no BC meeting for 2 months, Lorie questioned if BC wants to sponsor a category. Penney made a motion to create an annual award called the Paul Boeger Beautification Award. Lorie will talk to Paul's wife to be sensitive to her wishes. The number and types of awards from BC is open.

**3. Shopping Center renewal - Item #10 on the Agenda.** - Jim M reported that the Center's signage is set to be refurbished. The restaurant is up for lease. The new owners are hopeful of buying the lot where the Boy Scout's sell trees and the Rite Aid land. The bus shelter is a problem area and plans are being discussed to renovate the structure.

**4. Committee Vacancy - Item # 13 on the Agenda** Lorie reminded Jim M that BC has a vacancy hopeful his schedule might allow his joining. Kathryn Wilson, the City Clerk, is also advertising for an interested party. Jim is already actively involved in the many City events like the Reindeer Run, the Winter Magic, the City tree lighting and his Chamber duties. As an aside, Jim noted that DEAC is managing the main street holiday decor. Jim M noted his shed was broken into and wheel barrows, liquor, and the event canopies were stolen. DEAC is getting new canopies.

Further to the discussion on BC's vacancy, Penney and Jacquie will ask Kathryn W. when their membership terms expire. Anticipating a possible new candidate, members discussed the requirement for BC members to release their financial information, and the interview process being on TV and at a general public forum. Some members felt it was overly intimidating. The format has now changed to ease the interview process for joining BC.

**5. Hanging basket Project - Item #14 on the Agenda** - The group discussed future coordination of the baskets and Chamber banners. Jim M noted that there were no banners on poles with baskets. Jacquie wants BC's Feb. 2017 meeting to include discussions on coordinating baskets with DEAC. Lorie has asked for a full financial summary of all costs - watering, maintenance, liquid fertilizing, etc.

**6. Parker Plaza rear parking lot -Item # 11 on the Agenda** - No updates but Lorie will stay in touch with Julianna as to any progress.

**7. Tree wells on Castle Street - Item # 9 on the Agenda** - Discussion was tabled until the Feb. meeting. Pam walked this area and noted the abandoned tree wells with plaques and weeds. Lorie would like to create a uniform look with river rock or plantings to coordinate with Main Street and Castle. Kathy M. noted DEAC meets from 8:30-10:00 am on the 3rd Wednesday of the month if Lorie wants to attend and try to coordinate with their plans. Lorie asked BC members to walk the Castle Street area and be thinking about a design plan to discuss in Feb. Kathy noted DEAC has prioritized murals currently so refurbishing this area may fall to BC. Pam suggested reviewing City map emailed to members as this project proceeds.

Adjourned - 5:35