

## Mt. Shasta Downtown Enhancement Advisory Committee Special Meeting Minutes

City Hall Conference Area  
305 North Mt. Shasta Blvd.  
Wednesday, *July 13, 2016*; 8:30 AM  
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
2. Roll Call
3. Special Presentations & Announcements
4. Public Comment <p>Welcome to our meeting. The committee invites the public to address the committee on matters on the Consent Agenda and matters not listed on the agenda that are within the committee’s subject matter jurisdiction. If the Public wishes to comment on matters that are on the agenda, the committee will request comment when the matter is heard. The committee reserves the right to limit public comment on matters that are outside its subject matter jurisdiction.</p> <p>The committee may regulate the total amount of time on particular issues and for speakers (typically 3 minutes). The committee may place additional time limits on comments, to ensure members of the public have an opportunity to speak and the committee is able to complete its business. A group may be asked to choose a spokesperson to address the committee on a subject matter, or the committee may limit the number of persons addressing the committee whenever a group of persons wishes to address the committee on the same subject matter. Speakers may not cede their time to another.</p> <p>If there is an item of great community significance/interest and is within the committee’s subject matter jurisdiction, the committee may request the item be agendized for further consideration at a subsequent committee meeting.</p>
5. Meeting Recess
6. Staff & Member Comments
7. Consent Agenda:  a. Approval of Minutes:

## 8. Festival Ideas / Projects

### 1 Mural Project

#### a. First Location

- i. Brick Wall (city owned)
- ii. Kennedy – 402 S. Mt. Shasta
- iii. Hoffman – Back – (Arrow – visit Historic Mt. Shasta)

b. Other ideas not yet brought up – Power Boxes – Julianna will draft and put out a request for art for these items – Committee decided to put it in the paper, chamber, facebook, Call for submission : deadline is August 5<sup>th</sup> @ city Hall – 4pm. Stearns made Motion to approve - Uttech 2<sup>nd</sup> – motion to put out press release to put this out to the city as well as a cap of funds per mural at \$250. All Aye – Content related to spiritual, metaphysical, historical & natural renderings.

#### c. What To Paint

- i. Brick Wall: Flowers – California poppies & Quail (state of California) –
- ii. Kennedy –
- iii. Hoffman – Visit Historic Downtown w/ Arrow

d. John will volunteer time – It appears that we are exempt from passing this through the planning commission but we will write up an agreement that the owner of the building signs agreeing to have the modification done.

2 Question: came up with who will maintain the murals – John said they should last about 8-10 years – and just may need touch up at that time.

3 Motion made by Stearns to approve use of DEAC funds to pay for paint and prep for the first 3 locations – 2<sup>nd</sup> by Haugen – All Aye.

### 4 Future Downtown Enhancement

a. Benches, light posts, sculptures around town,

### 5 Cool Mountain Nights – Labor Day Weekend

a. Parish – how can we / do we get involved.

b. ~ year round project – Mt. Shasta Show & Shine – is the car show –cost is usually 8-10K to put the show together – and they make enough to cover the expense – Parish will let us know if we can help in any way. One of the issues is trying to keep people here to come on a Friday and stay for the entire weekend – not just leave after the car show.

## 9. Way Finding Signs update – tabled

## 10. Committee Reports on Attendance at Appointed/Outside Meetings

a. Julianna brought up the parking requirements – active transportation are looking at alternatives – the idea is to include “bike” spaces as a in lieu of parking spaces for the ordinance –

**11. Parker Plaza – plans and specification by next meeting for checkerboard – trees installed in parker plaza to soften it. Calendar is used by chamber – on a weekly basis – so to add to the calendar – go to the chamber.**

**12. Future Agenda Items (Appearing on the agenda within 60-90 days):**

- a. Parking Tickets
- b. Parker Plaza Renewal
  - i. schedule of events – Friday night music – Friday night art show
- c. Shasta skies by night
- d. enhancing tree's in front of every building
- e. pet rock idea
- f. downtown parking district - remove parking district – set fee – some not paying – paying by “spaces”?
- g. parking meters

**13. Adjourn**

Availability of Public Records: All public records related to an open session item on this agenda, which are not exempt from disclosure pursuant to the California Public Records Act, that are distributed to a majority of the legislative body will be available for public inspection at City Hall located at 305 North Mt. Shasta Blvd., Mt. Shasta, CA at the same time the public records are distributed or made available to the members of the legislative body. Agenda related writings or documents provided to a majority of the legislative body after distribution of the Agenda packet will be available for public review within a separate binder at City Hall at the same time as they are made available to the members of the legislative body.

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