

## MT. SHASTA BEAUTIFICATION REGULAR MEETING MINUTES

Mt. Shasta City Hall - lower level meeting area  
305 N. Mt. Shasta Blvd., Mt. Shasta, CA.

Feb. 14, 2018

Approved as Submitted

Call to Order - 4:05

**Members Present** - Lorie, Penny, Terez, Leslie, Nancy. City staff - Julianna.  
Visitors - Caroline Costa and Sandy Belton

Handouts for reference - Mission Statement for BC and other City agencies. Members can reference this document for scope of duties and direction.

**Public Comments** - none

Minutes - Dec. 13th, 2017 Minutes - now approved (Nancy/Penny) as a quorum of attending members was present. Jan. 10, 2018 Minutes approved (Nancy/ Terez)

**Item # 9 on Agenda - Banners** - Caroline Costa ( artist) brought samples and documents related to banner campaigns going back to 2009. Past members Paul Boerger and Jacquie Parker were heavily involved. An approved design was established, crowd funded, and a bid for production was set, but timing delayed the efforts. Caroline wanted to remind BC that the Ski Park donated 1/2, and Paul B donated 1/2. She shared that the snowboarder depicted was a County local pro from Scott Valley. Julianna said the City has all the prior banners in their storage following the robbery of the Chambers storage. She has accounted for all the pink winter banners, and the oldest generation of the “ where heaven and earth meet” banners.

Continuing with banner discussion, per Nancy, Nadine’s more recent winter time design is planned for one arm of the streetlamp, and a lighted snowflake on the opposing arm. Julianna will take another look at the City's inventory of the stored winter ski park/pink banners. It is estimated there are 31+. Nancy suggests Carol be treated just as any graphic artist with designing. Julianna will bring the inventory banners to the March meeting. Carol will locate her past digital files for artwork and update BC.

“Banner policy” - Nancy and Lorie are writing a banner ordinance. They distributed a draft copy for BC to review. The draft outlines the general purpose of any banners, the application process, specifications/criteria, and installation. Aspects of scheduling, rotations, and event usage need further discussion. Nancy and Lorie reviewed other cities for their procedures with banner. Criteria such as being licensed, or, having the City install, or, providing waivers for self-installations need review. Julianna thinks only City Public Works should install due to liability, damage, or replacement of missing parts. Banner themes are intended to promote cultural,

historical, educational, charitable, or community events. BC to review and bring comments to next meeting. Nancy mention possible confusion with DEAC also working on banners.

Terez expressed concerns that Public Works may become overly busy and suggests BC sign a waiver so members can install banners. Julianna noted said Public Works wants to be more timely. A banner calendar could be set to ease time management. Installation needs to allow for attaching with grommets and securing the sleeve to prevent theft or weather damaged. Nancy mentioned the banner art also being re-purposed in other mediums toward a for-sale program. Lorie and Nancy will send Julianna a sample banner application form for her review. Carol will try to attend the March 14 meeting. She emphasized the importance of color selection to minimize fading. TBID - gives money to attract visitors. Julianna will pass on banner concepts to see if it generates any donation from TBID.

**Item #10 on the Agenda - Facebook and City Newsletter recruitment** - Terez has created a BC page where work parties and volunteer recruits can connect. She will add work party pictures. Facebook participants should share and like. Penny will contact Kathryn Wilson with BC's work dates to post in the City Newsletter, along with comments about the banner concepts.

**Item # 11 on the Agenda - Hanging Flower Pots** - After testing, City Works determined the sample flower pot is too heavy for the street lamp arms. Dave Terez is working on a solution. Lorie prefers to retrofit the poles to work for the 12 future baskets. Lorie noted the street lamps have some movement at the base. It was noted that once the pot installation is solved, perhaps a banner could be mounted on the opposing arm. Terez reminded BC of the mid-April timeline needed to order plants, cultivate them, and install. She's targeting Memorial Day weekend to install. Lorie will also remind Rod about the Lake Street solar light which needs a cement pad for mounting.

**Item # 8 on the Agenda - Recycling can** - The Opportunity Center was notified about the needed tending. They now pick up on Friday. Call them directly if overflow trash is seen again. Julianna is talking to a County recycling representative about possible grant or funding for recycle cans. Nancy would like one at Parker Plaza and at City Hall. There might be a way to modify the current City trash cans while still preventing raccoon problems which occurred in the recent past.

**Item #12 on the Agenda - the walk of Centennial Park** -was postponed until March meeting. Julianna noted that Pacific Power will give some trees to the park and help with irrigation as a contribution for Arbor Day. Lorie would like a clear understanding of borders of Centennial Park. Julianna will bring a map of the park and asks BC to bring suggestions for tree types and sizes. Nancy recommended BC choose trees that attract birds so Birders come to our area.

**Final Discussion Points** - BC has 2 member vacancies. Members noted a few possible recruits. BC has a good committee base, we just need more participants. Julianna noted she is working on refurbishments to the General Plan focusing on the next decade of Mt. Shasta's design, a disaster plan, landscape updates, storm & water issues, etc., covering practical and aesthetic applications.

**Adjourned - 5:30.** - send Lorie agenda items approx. 10 days in advance of the next meeting.

