

## MT. SHASTA BEAUTIFICATION COMMITTEE REGULAR MEETING MINUTES

Mt. Shasta Police Dept. Meeting Room

303 N. Mt. Shasta Blvd.

Mt. Shasta, CA. 96067

Nov. 8, 2017 - Approved

Call to Order - 4:00

Members Present: Lorie, Nancy, Leslie, Penny. City: Muriel and Julianna. Guests: Jim from the Chamber. Public guest: Brett Waite

**Public comment:** Group agreed to let special presentations move to front of the meeting.

Brett Waite, past president Chamber of Counsel, spoke about challenges in coordinating the Winter Magic event and past years decorating Parker Plaza. Brett and Paul Engstrom have often personally purchased and installed lights over the years. Her message was that since these are on City property, installation should not be privately done. Brett wants there to be designated funds for these installations so they will be consistent, insured, be of a professional commercial quality, and have longevity. Lorie stated BC could draft a letter to the City supporting this position. A potential subcommittee within BC could assist. Julianna will talk to Bruce and Rod, but BC could give input on the design. Jim will cull through the inventory of lights in storage but he doesn't have a team to string lights. The group agrees the City should manage the installations. Julianna reminded BC that DEAC is doing the Winter Magic event. It is unclear what the Chamber is tasked with. Attendees mentioned the City gets a TOT (Transient Occupancy Tax) for visitor support services. BC would like to know if TOT is a possible funding source for a future professional holiday decor program. Jim has a Thursday crew meeting to discuss the 2017 installation. Lastly, Jim mentioned that the honorary Paul Boeger event may become a crab feed - details provided in the future.

**Minutes** - From Oct. 12, 2017 meeting approved by Nancy/Lorie

**Item 12 on the Agenda- Wreath install and management** - The 62 wreaths are ready for install per Jim. They have been freshened and have new bows. Julianna will inspect a sample and clarify wreath installation after accounting for inventory. Nancy suggested extra wreaths could be used at Parker Plaza on the fence. Jim explained the wreaths slide on the banner arms with zip ties. This is a tried and true method to minimize vandalism and weather damage. He suggests the same installation for seasonal banners if they are swapped out after the holidays. A donation pots at a recent event collected \$520 for future banners and snowflakes.

**Item 10 on the Agenda - Street light banners and Snowflakes lights** - Julianna ordered 2 trial snowflakes. 31 snowflakes would be needed to allow 1 per pole and cost is estimated at \$1627. BC believes the proposed banner design will compliment the snowflakes. The trial snowflakes

will be in 2 optional lighting styles - one cool light, one LED to see the contrast. Banners and snowflakes will be on Dec. agenda with a target to install in Jan. 2018. The 2 trial snowflakes will be installed and checked for compatibility with banners.

The proposed 62 street banners are cheaper than expected at \$2,750 + shipping. Vendors are still being explored. This cost does not include fees for design and artwork. Nancy recommended a standard fee be set for designers. Motion from Nancy to set a \$500-\$1,000 amount for design and artwork. Penny seconded the motion. BC make a motion to reimburse artist, Nadine Aeillo, for her banner design. BC will need an invoice from her. Per Muriel, BC's budget remains at \$8000 which will cover these costs. Nancy suggested using the banner artwork in other marketing forms.

**Item 11 on Agenda - Paul Boeger Beautification Award** - BC discussed nominee criteria. Lorie nominated Terez - Nancy/ Penny 2nd the nomination.

**Item 13 on the Agenda - Sourcing for Volunteers** - Lorie asked for a copy of the volunteer email address list so she can substitute if Penny is absent. The list will go to Lorie and Pam.

**Item 14 on the Agenda - BC Meeting Status** - Dec 13th will be the final 2017 BC meeting.

**Item 9 on the Agenda - Mural projects** - Julianna is working on placement for public murals. Some private citizens are eager to sponsor the proposed black bear mural program. Samples of the black bear graphics were shown at Re-think Mt. Shasta event.

**Item 15 on the Agenda - Water Sparring pots** - At next meeting, Lorie will bring cost estimates on the 12 proposed "Desert Pots". Nancy and Lorie will double check the count needed. Lorie and Rod are reviewing the weight tolerance of the street pole arms with the desert pots.

### **Agenda for Dec. 13, 2017**

1. An announcement for final work day Nov. 18th - weather pending
2. Penny would like a discussion suggested by future BC member Larry Holben, to dress vacant store front windows with museum items. This might enhance visitors understanding of Mt. Shasta history. Penny will contact Sandra Haugen of DEAC and Jon Thomas to discuss.
3. Water sparring pots
4. Ideas to increase volunteer numbers
5. Follow up on banner and snowflake light
6. Continued mural project progress.
7. Nancy to get an invoice from artist Nadine Aeillo for banner artwork
8. Discussion on how to select future artists

Adjourn - 5:35.