

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

City Hall Conference Area  
305 North Mt. Shasta Blvd.  
Wednesday, July 31, 2019; 8:30 AM

“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
<p>3. Public Comment</p> <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 agendaized for further consideration at a subsequent committee meeting.</p>
4. Staff & Member Comments
5. Consent Agenda: a. Regular Meeting Minutes: June 26, 2019
6. Beautification Committee Liaison Report: Greg Messer
7. Discussion and Possible Action: Appointment of a Project Manager for the Power Box Painting Project
8. Discussion and Possible Action on Commercial Building Facade Improvement Program

9. Discussion regarding DEAC Budget, Fund Balance, Investment Policy
10. Art Walk Update: Greg Messer
11. Discussion and Possible Action: Parker Plaza Community Events
12. Discussion and Possible Action: Community Entrance Sign
13. Discussion and Possible Action: Empty Storefronts
14. Discussion and Possible Action on the Establishment of a Commercial Building Façade Improvement Program
<p><b>16. Future Agenda Items</b> – These are tentative items to review in the upcoming meetings</p> <ul style="list-style-type: none"> <li>a. Main Street Program</li> <li>b. DEAC Input to Beautification for Castle &amp; Chestnut</li> <li>c. Discussion Regarding Sidewalks and Driveways</li> <li>d. Discussion Regarding a Joint Meeting with the Beautification Committee</li> <li>e. One-Way Streets in the Downtown</li> </ul>
<p><b>17. Adjourn</b></p> <p>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.</p> <p>The City of Mt. Shasta does not discriminate on the basis of race, color, national origin, sex, religion, age or disability in employment or provision of services. In compliance with the Americans with Disabilities Act, persons requiring accommodations for a disability at a public meeting should notify the City Clerk or Deputy City Clerk at least 48 hours prior to the meeting at (530) 926-7510 in order to allow the City sufficient time to make reasonable arrangements to accommodate participation in this meeting.</p>

**Downtown Enhancement Advisory Committee Regular Meeting DRAFT Minutes**

Mt. Shasta City Hall, 305 N. Mt. Shasta Blvd.  
Wednesday, June 26, 2019, 8:30 a.m.

“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.”

**STANDING AGENDA ITEMS**

<b>1. Call to Order:</b> Committee Member Messer called the meeting to order at 8:38 a.m.
<b>2. Roll Call:</b> Present: Messer, Watkins, Fielder Absent: Stearns
<b>3. Public Comment:</b> None
<b>4. Staff and Member Comments:</b> <u>Heather Watkins, Member</u> – Comments regarding contacting Chambers of Commerce in Hong Kong and Ireland. <u>Greg Messer, Member</u> – Review of storefront assessment, shabby businesses, City sidewalks.
<b>5. Consent Agenda:</b> Regular Meeting Minutes: April 24, 2019 Motion to approve: Fielder Second: Watkins Ayes: Messer, Watkins, Fielder Noes: None Absent: Stearns Abstain: None
<b>6. Beautification Committee Liaison Report:</b> None
<b>7. Discussion and Possible Action: Painting of Power Boxes</b> Discussion regarding appointing a project manager, committee consensus to add to the July agenda.
<b>8. Discussion and Possible Action on Commercial Building Façade Improvement Program</b> Continued to July.
<b>9. Discussion regarding DEAC Budget, Fund Balance, Investment Policy</b> Continued to April.
<b>10. Discussion Regarding Utilization of Electric Cars in the City</b> Discussion regarding intra-City transportation, shuttle, electric cars.
<b>11. Art Walk Update</b> Continued to July Meeting

<p><b>12. Discussion and Possible Action: Parker Plaza Community Events</b> Item continued to July.</p>
<p><b>13. Discussion and Possible Action: Community Entrance Sign</b> Item continued.</p>
<p><b>14. Discussion and Possible Action: Empty Storefronts</b> Item continued.</p>
<p><b>15. Discussion and Possible Action on the Establishment of a Commercial Building Façade Improvement Program</b> Item continued.</p>
<p><b>16. Future Agenda Items:</b></p> <ul style="list-style-type: none"> <li>a. Main Street Program</li> <li>b. DEAC Input to Beautification for Castle &amp; Chestnut</li> <li>c. Discussion Regarding Sidewalks and Driveways</li> <li>d. Discussion Regarding a Joint Meeting with the Beautification Committee</li> <li>e. One-Way Streets in the Downtown</li> </ul>
<p><b>12. Adjourn:</b> 9:30 a.m.</p>