

**Mt. Shasta Downtown Enhancement Advisory Committee Regular Meeting Agenda**

City Hall Conference Area  
 305 North Mt. Shasta Blvd.  
 Wednesday, August 28, 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.”

<b>Item</b>
<b>1. Call to Order</b>
<b>2. Roll Call</b>
<p><b>3. Public Comment</b></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>
<b>4. Staff &amp; Member Comments</b>
<p><b>5. Consent Agenda:</b></p> <p>a. June 26, 2019 Regular Meeting, July 31, 2019 Special Meeting</p>
<b>6. Beautification Committee Liaison Report: Greg Messer</b>
<b>7. Discussion and Possible Action: Power Box Painting Project: Greg Messer</b>
<b>8. Discussion and Possible Action on Commercial Building Facade Improvement Program: Greg Messer</b>
<b>9. Art Walk Update: Greg Messer</b>

<b>10. Discussion and Possible Action: Parker Plaza Community Events</b>
<b>11. Discussion and Possible Action: Funding the Retaining Wall Mural Below Parker Plaza and Other Murals</b>
<b>12. Discussion and Possible Action: Empty Storefronts/Sign Ordinance Review</b>
<b>13. Discussion and Possible Action on the Establishment of a Commercial Building Façade Improvement Program</b>
<b>14. Discussion and Possible Action Regarding Mt. Shasta Area Shuttles</b>
<b>15. Future Agenda Items – These are tentative items to review in the upcoming meetings</b> <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. Community Entrance Sign – October 2019</li></ul>
<b>16. Adjourn</b> <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>

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

Mt. Shasta City Hall, 305 N. Mt. Shasta Blvd.  
Wednesday, July 31, 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> Meeting was called to order at 8:34 a.m. by Chair Haugen.
<b>2. Roll Call:</b> Present: Messer, Stearns, Fielder, Haugen Absent: Watkins
<b>3. Public Comment:</b> None
<b>4. Staff and Member Comments:</b> None
<b>5. Consent Agenda:</b> Regular Meeting Minutes: June 26, 2019 No action, carry consent agenda to August meeting.
<b>6. Beautification Committee Liaison Report</b> Committee member Messer reviewed Beautification Committee ice cream social for input regarding Parker Plaza. Brief discussion regarding the Plaza, questions about missing pipe sculptures.
<b>7. Discussion and Possible Action: Appointing a Project Manager for the Power Box Painting Project</b> Committee discussion. Committee Member Messer to contact City Planner Juliana Lucchesi for information, create a project plan, and bring it back to DEAC for input.
<b>8. Discussion and Possible Action on Commercial Building Façade Improvement Program</b> Committee Member Messer explained that he is working on a formal report to present to DEAC.
<b>9. Discussion regarding DEAC Budget, Fund Balance, Investment Policy</b> Committee discussion regarding Local Agency Investment, sidewalk repair and responsibility. City Manager Bruce Pope explained that the Active Transportation Committee is also discussing sidewalks and that there needs to be a prioritization done. <u>COMMITTEE ACTION:</u> Request that staff speak with the Public Works and Finance Directors regarding funding for sidewalks most in need of repair, i.e. tripping and liability hazards. <u>MOTION:</u> Stearns <u>SECOND:</u> Fielder AYES: Messer, Stearns, Field, Haugen NOES: None ABSENT: Watkins ABSTAIN: None
<b>10. Art Walk Update</b> Committee Member Messer stated that he had met with the Executive Director of the Arts Council who stated that they would promote the art walk but not contribute money or volunteers. Committee discussion about

location, liability, and the Chamber of Commerce's role. Committee to discuss after Chamber Executive Director appointment.
<b>11. Discussion and Possible Action: Parker Plaza Community Events</b> Included in discussion regarding art walk, suggestions regarding the use of Parker Plaza on weekends. Committee Member Stearns to speak with Crystal Aston of the Ford Family Foundation.
<b>12. Discussion and Possible Action: Community Entrance Sign</b> Committee Member Messer stated that he had met with Jamie regarding project planning, suggested holding another 'rethink downtown' even to discuss the sign, Parker Plaza, events, etc. Discussion regarding the design of the sign. <u>COMMITTEE ACTION:</u> Committee directed Chair Haugen to contact the newspaper inviting designs and introducing the idea with designs due by October 1 <sup>st</sup> . <u>MOTION:</u> Stearns <u>SECOND:</u> Messer AYES: Messer, Stearns, Field, Haugen NOES: None ABSENT: Watkins ABSTAIN: None
<b>13. Discussion and Possible Action: Empty Storefronts</b> Committee Member Messer commented about signage that is left after a business leaves. Discussion. City Manager Bruce Pope to look at whether the City's sign ordinance contains provisions for removing signs and repairing buildings after a business leaves.
<b>14. Discussion and Possible Action on the Establishment of a Commercial Building Façade Improvement Program</b> Committee Member Messer gave brief comments. City Manager Pope to look into existing parking tax ordinance.
<b>15. Future Agenda Items:</b> <ul style="list-style-type: none"><li>a. Community Entrance Sign – October 2019</li><li>b. DEAC Input to Beautification for Castle &amp; Chestnut</li></ul>
<b>16. Adjourn:</b> 9:59 a.m.

**DOWNTOWN ENHANCEMENT ADVISORY COMMITTEE**  
Staff Report

**Meeting Date:** August 28 , 2019  
**To:** Committee Members  
**From:** City Manager  
**Subject:** Requested follow up on agenda items

<b>x</b>	Regular
	Consent
	Closed
	Presentation

- 
1. Sculptures from Parker Plaza. Two sculptures have been removed from the plaza area by vandals. One is presently at the Public Works shop for repair and reinstallation the other sculpture is missing.
  2. Traditionally, funding for sidewalks comes from two sources, gas tax revenues and LTAC funding. At this point in time the City has approximately \$xxxxxx in the budget for sidewalk repairs.

If DEAC is interested in assisting the City with identifying and prioritizing sidewalk and curb repairs within DEAC’s area of jurisdiction, staff can put together a repairs prioritization outline that members of DEAC can use to identify and prioritize depairs.

3. The 2019-20 budget is not presently on the City web site but the Finance Director is in the process of so doing.
4. The existing sign ordinance does allows the City to require building owners to remove old non-applicable signs. However, the City has been reluctant to enforce this provision because of the large number of non-conforming signs in the City and the requirement to enforce the code equally on all violators.

If DEAC would like to have non-conforming sign owners notified to correct the problem, DEAC should make this a recommendation to the Planning Commission and City Council.

5. The Business Improvement Area Tax Municipal Code section 5.26 is attached for your consideration.

## Chapter 5.26 BUSINESS IMPROVEMENT AREA TAX

### Sections:

- 5.26.010 Council findings.
- 5.26.020 Boundaries established.
- 5.26.030 Special tax payment.
- 5.26.040 Special tax – Rate.
- 5.26.050 Revenue uses.
- 5.26.060 Business improvement area fund – Created.
- 5.26.070 Business improvement area fund – Expenditure.
- 5.26.080 Advisory committee – Establishment and purpose.

#### 5.26.010 Council findings.

The Council finds and determines that public convenience and necessity require the establishment of the proposed parking and business improvement area and said area is hereby established. (Ord. 275 § 6, 1969)

#### 5.26.020 Boundaries established.

The boundaries of the parking and business improvement area established herein are as set forth and described in "Exhibit A," dated July 1983, attached to the ordinance codified in this section, and incorporated herein by this reference. (Ord. 411, 1983; Ord. 275 § 7, 1969)

#### 5.26.030 Special tax payment.

The businesses in the area established by this chapter shall be subject to a special business license tax payable at the same time and in the same manner as the annual license fees established by this title, except that prorating shall be made as of the first day of the month on a monthly basis. (Ord. 275 § 8, 1969)

#### 5.26.040 Special tax – Rate.

The rate of tax shall be \$18.00 per year for each parking space required by MSMC 15.44.050, or any successor provision which specifies the number of required off-street parking spaces. (Ord. CCO-96-07 § 39, 1996; Ord. CCO-91-03, 1991; Ord. 272 § 9, 1969)

#### 5.26.050 Revenue uses.

The uses and purposes to which the revenue to be raised under MSMC 5.26.040 shall be put are any one or more of the following:

- (A) The acquisition, construction or maintenance of parking facilities for the benefit of the area;
- (B) Decoration of any public place in the area;
- (C) Promotion of public events which are to take place on, or in, public places in the area;
- (D) Furnishing of music in any public place in the area;
- (E) The general promotion of retail trade activities in the area. (Ord. 275 § 10, 1969)



**5.26.060 Business improvement area fund – Created.**

There is to be created a special fund designated as the “business improvement area fund” into which all revenues derived from taxes under this chapter, less cost of collection, shall be placed and such funds shall be used only for the purposes specified in MSMC 5.26.050. (Ord. 275 § 11, 1969)

**5.26.070 Business improvement area fund – Expenditure.**

The Council may annually approve a budget to include an estimate of expenditures to be made from the “business improvement area fund” to carry out the purposes of the area and may contract with the Mt. Shasta Chamber of Commerce for the expenditure of such funds. (Ord. 275 § 12, 1969)

**5.26.080 Advisory committee – Establishment and purpose.**

The Council shall establish an advisory committee for the sole purpose of advising the Council, making recommendations on the operation and extent of the parking and business improvement area, and the methods and ways in which the revenue derived from the special business license tax imposed by this chapter shall be used within the scope of the purposes set forth in MSMC 5.26.050, and performing such other powers and duties as the Council may determine. The advisory committee shall consist of five or more members to be appointed by the Council from among persons who have businesses within the area and who pay taxes under this chapter. The members shall serve at the pleasure of the City Council. (Ord. 275 § 13, 1969)

Mobile Version