

Mt. Shasta Downtown Enhancement Advisory Committee Special Meeting Agenda

Wednesday, September 30, 2020; 8:30 a.m.

Please note that this meeting is being agendized to allow Committee Members, Staff, and the public to participate in this meeting via ZOOM, pursuant to the Governor’s Executive Order N-29-20. Members of the public may remotely listen to and participate in the meeting via the information below:

Please click the link below to join the meeting:

<https://us02web.zoom.us/j/85432404343>

Meeting ID: 854 3240 4343

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“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 and Roll Call
2. Consent Agenda: Approval of minutes: February 26, 2020 and March 3, 2020
3. Discussion and Possible Action: Power Box Painting The Committee will review previous actions taken and determine future course of action.
4. Discussion and Possible Action: Building Frontages The Committee will review previous actions taken and determine future course of action.
5. Discussion and Possible Action: Drive-In Movie The Committee will discuss options and viability of a drive-in movie event.
6. Discussion and Possible Action: Citywide Scavenger Hunt The Committee will discuss options and viability of holding a scavenger hunt.
7. Discussion and Possible Action: City Entrance Sign The Committee will review previous actions taken and determine future course of action.
8. Discussion and Possible Action: Park Plaza City Parking Lot Improvements The Committee will review previous actions taken and determine future course of action.

9. 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.

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.

Downtown Enhancement Advisory Committee Regular Meeting Minutes

Mt. Shasta City Hall, 305 N. Mt. Shasta Blvd.
Wednesday, February 26, 2020, 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

1. Call to Order: Meeting was called to order at 8:29 a.m. by Chair Haugen.

2. Roll Call:
Present: Haugen, Stearns, Messer, Watkins
Absent: Fielder

3. Public Comment: None

4. Staff and Member Comments: None

5. Consent Agenda:
Special Meeting Minutes: January 22, 2020
Motion to approve by Stearns, second by Watkins.
AYES: Haugen, Stearns, Watkins, Messer
NOES: None
ABSENT: Fielder
ABSTAIN: None

6. Discussion and Possible Action: DEAC Budget
Bruce Pope, City Manager – Review of DEAC budget, amount in fund, amount owed, and balance.
Committee discussion.
COMMITTEE ACTION: Pay the \$20,000 owed to the City
MOTION: Messer
SECOND: Watkins
AYES: Haugen, Stearns, Watkins, Messer
NOES: None
ABSENT: Fielder
ABSTAIN: None

7. Discussion and Possible Action: Parking Lot Maintenance
Bruce Pope, City Manager – Review of maintenance needed on the parking lot below Parker Plaza.
Committee discussion, conclusion that there is no pressing need for maintenance at this time.
Staff to look into overnight camping occurring in the lot, public works to evaluate and report what needs to be done for lot maintenance.

8. Discussion and Possible Action: Banners in the Downtown
Bruce Pope, City Manager – Review of past practice of hanging banners in the downtown, City looking into alternatives to create secure system.
Committee discussion, no action.

9. Update on Water Fountain/Bottle Filling Station

Bruce Pope, City Manager – Report on item, Beautification Committee to take over the project.

10. Discussion and Possible Action: Pacific Power Public Arts License Agreement

Bruce Pope, City Manager – Review of agreement. Discussed that the design will need to be approved by Pacific Power prior to placement.

Discussion regarding first location, art types, design.

COMMITTEE ACTION: Approve public arts license agreement with Pacific Power, utilize tree mural as first design.

MOTION: Stearns

SECOND: Watkins

AYES: Stearns, Haugen, Watkins, Messer

NOES: None

ABSENT: Fielder

ABSTAIN: None

11. Discussion and Possible Action: Funding of Power Box Painting Program

COMMITTEE ACTION: Approve up to \$500 for supplies and artwork for power box painting.

MOTION: Stearns

SECOND: Watkins

AYES: Stearns, Watkins, Haugen, Messer

NOES: None

ABSENT: Fielder

ABSTAIN: None

12. Discussion and Possible Action: Downtown Shuttles Program

Tim Stearns – Review of shuttle proposal, cost of purchase. Review of proposed contract and details of project including routes, shuttle ownership, maintenance.

Heather Watkins – Review of partnership with the City, percentage of profits going back to the City, possible revenue streams.

Committee discussion.

Muriel Howarth Terrell, Finance Director – Review of required bidding process.

Discussion.

Muriel Howarth Terrell, Finance Director – Review of DEAC responsibilities.

Discussion.

COMMITTEE ACTION: Approve \$36,000 for shuttles pending an updated contract and insurance numbers coming back to DEAC for approval.

MOTION: Messer

SECOND: Stearns

AYES: Stearns, Messer, Haugen

NOES: None

ABSENT: Fielder

ABSTAIN: Watkins

8. Future Agenda Items:

- a. Discussion and Possible Action on Commercial Building Facade Improvement Program: Greg Messer – TBD
- b. Discussion and Possible Action: Parker Plaza Community Events – TBD
- c. Winter Magic Policy and Preparation - TBD
- d. Art Walk
- e. DEAC Input to Beautification for Castle & Chestnut
- f. Community Entrance Sign

9. Adjourn: 9:44 a.m.

Downtown Enhancement Advisory Committee Special Meeting Minutes

Mt. Shasta City Hall, 305 N. Mt. Shasta Blvd.
Tuesday, March 3, 2020, 8:00 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

1. Call to Order: Meeting was called to order at 8:25 a.m. by Chair Haugen.

2. Roll Call:

Present: Haugen, Stearns, Messer, Watkins

Absent: Fielder

3. Discussion and Possible Action: Mt. Shasta Shuttle Project, Purchase and Contract Approval

Committee discussion regarding proposed contract corrections, proposal modifications. Discussion regarding potential revenue for the City, cost for themed retreats, use of shuttles, employee costs. Review of project details, costs to DEAC.

COMMITTEE ACTION: Forward the item to City Council for approval of purchase of four eight-passenger street-legal passenger carts from Gilbert Ybarra, and for the City Council to authorize the expenditure of DEAC funds.

MOTION: Stearns

SECOND: Messer

AYES: Stearns, Messer, Haugen

NOES: None

ABSENT: Fielder

ABSTAIN: Watkins

4. Discussion and Possible Action: Vision for Downtown Mt. Shasta

Tabled until next meeting.

5. Discussion and Possible Action: Development of Interview Questions for Committee Members

Tabled until next meeting.

9. Adjourn: 9:00 a.m.