

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

Wednesday, April 28, 2021; 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/84557625087>

+1 346 248 7799 or +1 408 638 0968 or +1 669 900 6833

Meeting ID: 845 5762 5087

“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>
1. Call to Order and Roll Call
2. Consent Agenda: a. March 24, 2021 Meeting Minutes
3. General Plan 2045 Presentation: Information Only- Juliana
4. Discussion and Possible Action: Power Box Art Project – Next Steps
5. Discussion and Possible Action: Art in Public Places – Large Jade Boulder Proposal (Art Horvath)
6. Parking Lot – Update
7. Beautification Committee – Update (Parker Plaza, Parking Lot, Work Days)
8. Discussion and Possible Action: Bike Racks
9. Discussion and Possible Action: Store Front Façade Project

<b>10. Discussion and Possible Action: Welcome Sign Project</b>
<b>11. Discussion and Possible Action: DEAC Recruitment</b>
<b>12. Future Agenda Items: Discussion and Possible Action</b>
<b>13. Adjourn</b> 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**

**Via Zoom Meeting**

**Wednesday, March 24, 2021, 8:30am**

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**STANDING AGENDA ITEMS**

**1. Call to Order:** Committee Member Messer called the meeting to order at 8:31 a.m.

**2. Roll Call:**

Present: Messer, Bueno, Bruser

**3. Public Comment:** None

**4. Staff and Member Comments/Discussion:**

Parking Lot: Review of Draft

Greg put together budget/timeline/phases; Julianna provide plot drawing/boundaries; Heather research if we can put food trucks in the space from Julianna

Store Fronts: Review Update

Identify, assess and action a pilot; communicate outreach plan; City ordinance - storefronts / letters to owners;

Welcome sign:

Greg to liaise with Jamie from Petals, and send out details of signage to committee; Next steps: Concept sold to City Council, Engineering designed, funding allocated.

Power Box Art:

Status review, Bruce Pope. Continued liaison with Pacific Power regarding contract; Possible take to PUC (governing body) to advance

Beautification Committee:

Greg attending meetings to liaise with them on Parking Lot, or any project that overlaps with DEAC

Chamber of Commerce: Role/Status update

Bruce Pope updated on role/status. Funding to be reinstated to the Chamber June 30. Bruce renegotiating contract with City.

July 4<sup>th</sup> and other events, Christmas/Parade of Lights, all to be determined at next City Council meeting, due to circumstances

Recruitment

Flyer creation – what we do; need 5 members ideally; Greg and Heather to reach out via word of mouth

Siskiyou Revitalization Committee

Greg joined that committee. Common goals with DEAC regarding tourism, business health, etc. Topics: Ford Foundation funding of projects; Electronic VR tours

**16. Future Agenda Items:**

- a. Follow up on Power Boxes
- b. Reassess July 4<sup>th</sup> parade / COVID status
- c. 2045 plan – Julianna presentation, specific to downtown
- d. Discussion Regarding Beautification Committee meeting
- e. City wide 'Art in Public Places' / recommendation to buy Jade landmark item

**12. Adjourn:** 9:35 a.m.