

Mt. Shasta Downtown Enhancement Advisory Committee Regular Meeting

Wednesday, June 23, 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:

<https://us02web.zoom.us/j/81258320611>

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Webinar ID: 812 5832 0611

“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: a. May 26, 2021 Meeting Minutes
3. Discussion and Possible Action: Art in Public Places The Committee will discuss the current state of the following actions and topics: Sculptures, Murals, Bears on City Buildings, Bike Racks <ul style="list-style-type: none">• Art Horvath has been asked to attend the meeting to present his ideas on sculpture placement in the downtown area. Art is also the proponent for selling the large jade boulder to the City.• Status of parking lot mural – Greg, Heather• Status of power box art – Heather• Bike Racks, recommended types, designs, and placement – Erika, Heather• Banners, discussion and possible action to purchase decorative banners for the downtown - Greg
4. Business Practices <ul style="list-style-type: none">• Proposed Budget – 2021/2022, financial planning and process – Greg• Conceptualization of the Downtown District – Greg• City involvement and participation
5. Parking Lot Below Parker Plaza Discussion and possible action regarding next steps – Greg Messer

<p>6. Parker Plaza – Status of projects; discussion and possible action - Greg</p>
<p>7. Store Fronts and Façade Project – Discussion and possible action: Reschedule work day and consider bike rack placement - Greg</p>
<p>8. Recruitment for DEAC members – Status of efforts. Greg, Heather, Erika</p>
<p>9. Discussion and Possible Action: Welcome Sign Project - Greg</p>
<p>10. Future Agenda Items:</p> <ul style="list-style-type: none">a. Art in Public Placesb. Business Practicesc. Parking Lot Below Parker Plazad. Parker Plazae. Store Fronts and Façade Projectf. Recruitment for DEAC Membersg. Welcome Sign Project
<p>11. Adjourn</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 Minutes

Via Zoom Meeting

Wednesday, May 26, 2021, 8:30am

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STANDING AGENDA ITEMS

1. Call to Order: Committee Member Messer called the meeting to order at 8:32 a.m.

2. Roll Call:

Present: Greg Messer, Heather Bueno, Erika Bruser. Absent: Pope.

3. Public Comment: None

4. Staff and Member Comments/Discussion:

Power Box Art:

Pacific Power for power box art new draft contract sent. 1. No art on power boxes that are not on their property. 2. No painting on power boxes, they need to be wrapped. – Heather to find out costs for wrapping. 3. City to address any possible liability issues. Identify power boxes we wish to wrap, then find out who owns land. Continue discussion at next meeting.

Art in Public Places:

Jade boulder offered to the city downtown area for sale. Cost for boulder and installation \$53,700.00.

Greg to invite Arthur Horvarth (jade artist) to speak on this. Area to be defined and designed for these types of artworks, other items such as bike racks, and sculptures. Basic Design outlining what we require throughout the town.

ACTIONS: Planning shops, sculptures, bike racks, etc. – Erika.

Different bike racks costs and designs research – Heather.

Parking Lot:

Planters removed and new asphalt put in. Lighting is in disrepair. Greg to talk to Bruce Pope about repairing these. Beautification committee going to remove weed growth on mural. John (artist) waiting for weeds to be removed so he can finish the bottom of the mural. Needs notification when it can be completed.

ACTIONS: Greg to talk to Larissa (beautification committee) to arrange notification for artist, and contact for volunteer work and get to Heather.

Parker Plaza:

Flower beds don't have dirt at the moment. Beautification committee working on that.
Two David Goechenor sculptures are needing to be moved to Nursery. Greg working on this.

Storefront Façade Project:

Ask store owners if they would like to participate in the project 50/50 contribution from our budget of \$10,000.00. Find five for the pilot project. We will get together collectively to define the top five.

Suggested a design document for 'look & feel' for city building facades that we can get approved with City and use for store owners as a reference. Continue discussion during walk around.
Define items such as color, materials, signage, etc.

ACTIONS: Greg, Erika & Heather meet Exershare May 12th 7am for walkthrough to define.

Welcome Sign Project:

Greg to contact Jamie to see what she has. We will be starting this project from scratch. Design ideas put forward. Jamie has engineering requirements that may be helpful.

ACTIONS: Greg to gather designs from Jamie before meeting May 12th.

Recruitment:

Greg to visit Alua / Thrive business on Chestnut Street. Idea have a DEAC breakfast to discuss and share ideas and recruit. Heather to drop in on some local businesses.

16. Future Agenda Items:

- a. 2045 Downtown presentation
- b. July 4th festivities
- c. Welcome Sign
- d. Power box
- e. Blueprint evaluation of Art in Public Places map (inc. bike racks)
- f. Store front façade
- g. Parking Lot
- h. Recruitment

12. Adjourn: 9:42 a.m.