

Mt. Shasta Downtown Enhancement Advisory Committee Regular Meeting Agenda

205 N. Mt. Shasta Blvd, Suite 500
Mt. Shasta, CA
Wednesday, August 25, 2021; 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. Approval of Minutes: July 28, 2021 Regular Meeting
6. Discussion and Possible Action: Art in Public Places a. Power Box Art b. Murals c. Proposal to Purchase a “Flower of Life” Sculpture

7. Business Process: DEAC Committee

- a. Business Cards
- b. Review of Date, Time, and Location of DEAC meetings.
- c. Communication Plan
 - i. Façade Improvements,
 - ii. Bike Racks,
 - iii. Art in public places. Etc.
- d. How and who wants to lead the communication process
 - i. Newsletter
 - ii. Face-to-Face
 - iii. Social Media
 - iv. Other

8. Public Places and Future of Downtown

- a. Caltrans Grant – Walk Bike Ride – Mt. Shasta Mobility Plan
 - i. <https://walkbikeridemtshasta.com/>
- b. Bike Racks: Strategy and Approach
 - i. DEAC places them in public places
 - ii. Store Owners decide for themselves. DEAC provides assistance, from Real Estate grant (<= \$1,500). Could be part of Façade upgrades.
- c. Banners in Public Places

9. Future Agenda Items – These are tentative items to review in the upcoming meetings

- a. City Entrance/Welcome Sign
- b. Power Box Art
- c. Art in Public Places
- d. Store Front Facades
- e. Committee Recruitment

10. 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

Wednesday, July 28, 2021, 8:30am

“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: Committee Member Messer called the meeting to order at 8.33 a.m.

2. Roll Call:

Present: Greg Messer, Erika Bruser, Nion Shepherd, Muriel Terrell, Dani Williams, (via zoom: Heather Bueno), Arthur Horvarth, Tim Stearns.

3. Minutes approved: Motion: Nion; Second: Heather.

4. Public Comment:

4. Staff and Member Comments/Discussion:

Art in Public Places:

Art Horvarth: Idea to designate certain locations in the town for public art/sculptures, then rotate on those places. William Wareham sculptor based in Big Springs with Art, has several big pieces he is willing to loan out. Shastice Park, Parker Plaza, post office green space behind, north & south approaches, central strip coming up Lake street, etc. Wareham would like to have payment arranged for delivery and installation and a concrete pad to put on. Some art could be permanent (e.g. runners coming up median strip coming into town).

Flower of Life brass sculpture: It is being offered to donate to the city.

City would be custodians, but artist owned. Contract & guidelines would need to be drawn up, to include things like liability, rotation, duration, etc. Siskiyou Arts Council and Beautification Committee would both need to be included (Beautification Committee boundaries extend from our central downtown area). CVS area is prime real estate for placement of public art, if they are willing, perhaps an opportunity.

Muriel Terrell: Regarding murals, there is a mural ordinance. Go through DEAC and Beautification Committee and planning commission if a business would like to complete one. Murals could be a way to improve Chestnut street further.

Tim Stearns: Expression of interest for the building on Hoffman Building on Castle Street side to have a mural. Also Crystal Keepers building on Castle Street side.

ACTIONS: Public walk through with committee. Wednesday 4th August 7am @ Expershare. Nion; Heather; Erika; Greg; Dani. Greg to liaise with Beautification committee to get a member.

Art Horvarth: Presented drawings of Jade Boulder on offer and budget (\$53,700.00) Donations for a 1/3 already for Jade Boulder (vesuvinite). If selected he would work on donations for it. Greg not supportive of buying it, would like more Mount Shasta significance. Heather in support of it from stand of native tribe significance, and many spiritual retreat tourists that come here in Mount Shasta.

Parking/Biking/Movement: Large parking space next to Thrive is City Car Park on Chestnut Street that could be cultivated to promote movement. One way roads through Chestnut/Mt Shasta Blvd on topic of conversation for City and other key groups. DEAC to stay included in other groups as ties in to our plan.

Bike racks: Theme of car parking, then walking/biking downtown area. Placement areas: Parker Plaza parking area. Outside public fountain where there were bike racks. City owned areas first. Murial mentioned electric charging stations at city parking areas. Thrive interested in public/private solution for this also.

Power Box Art Status: Greg shown art that was selected to be the first power box art wrap. Greg suggested power box by Papa Murphy's or Power box by Thrive. Pacific Power gave a new agreement contract in order to wrap them. Nion motion to do the two power boxes Greg suggested, Heather seconded. Motion carried. Heather will get measurements.

ACTIONS: Heather to measure two power boxes and acquire quotes.

Business Process: Business cards. Greg and Murial have been discussing options. Murial suggested a generic 'volunteer' City Council card, that we could write our names on and the committee name on. Currently the city does not have them. Greg to mock up, get estimates, and supply to Murial. City to fund, or cost spread across committees. Dani motion to proceed, Heather seconded. Carried.

Nion happy to have DEAC meetings at Thrive bar if need more space. ADA compliant, monitors and seating for 59 people.

Store Front Façade Project: Greg prefer to send out email or newsletter to building owners and tenants for discussion on store front façade project. Bike racks, art in public places and store front façade projects need communication. DEAC has 10,000 to spend on this project, we are starting with the 300 block.

Communication process: Monthly newsletter of what's going on in our DEAC meetings that need public comment. Then private conversations with building owners/tenants with DEAC members, once 300 block outcome typed up.

Backup if owners/tenants not willing to improve or fix, then Murial mentioned that on August 9 code enforcement officer starting that could be the back up if owners/tenants not willing to beautify/fix.

Murial mentioned her idea that American rescue funding is perhaps a good option to contribute to DEAC regarding beautification of store front façade project.

ACTION: Quarterly/Seasonal Newsletter to be created (Greg/Heather).

16. Future Agenda Items:

- a. Art in Public Places (Jade Boulder by Art Horvarth)
- b. Art in Public Places placement decision making.
- c. Store front façade
- d. CalTrans Grant in future downtown
- e. Bike rack placements
- f. Electric vehicle charging stations
- g. Electric bicycle charging stations
- h. Bike Share program

12. Adjourn: 9:57am