

Mt. Shasta Downtown Enhancement Advisory Committee Regular Meeting Agenda

205 N. Mt. Shasta Blvd, Suite 500
Mt. Shasta, CA
Wednesday, September 22, 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: August 25, 2021 Regular Meeting
6. Discussion and Possible Action: Art in Public Places a. Power Box Art b. Sculpture Placement
7. Business Process: DEAC Committee a. Business Cards

- b. Communication Plan
 - i. First Edition – Status
 - ii. Façade Improvements,
 - iii. Bike Racks,
 - iv. Art in public places.

8. Public Places and Future of Downtown

- a. Bike Racks: Strategy and Approach (What About ATAC?)
 - 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.
- b. Sails/Banners in Public Places – Status How to use them

9. Beautification Committee Update.

- a. Boulder Support at the top of Castle
- b. Colorful Sails – wants to collaborate in what we do
- c. Supports business card and design

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

- a. Parking lot between Thrive/Ace: Approach City about large safety concerns regarding gas tank on city parking lot between Thrive and Ace. Garbage hut build by Sparky’s Pipeline. Resealing. Offer Design (including mural, sculpture, electric charging etc)
- b. Location Map – Discuss results of walk through art in public art places, bike racks.
- c. Study of traffic one way through city, improvement of Chestnut ST
- d. Parking Lot between Crystal Keepers and Ace, redesign.
- e. Burying powerlines in downtown area. Curbs, Resealing of roads & Design. Infrastructure projects DEAC thinks are top priority.

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
Expershare Offices
Wednesday, August 25, 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, Erika Bruser, Nion Shepherd, Jamie Wright (Petals) via zoom: Heather Bueno, Dani

3. Minutes approved: Motion: Nion Second: Erika

4. Public Comment: Art visiting to see progress on sculpture placement.

5. Staff and Member Comments/Discussion:

Nion: Like to discuss future agenda items at end of session, to include bigger items.

Art in Public Places:

Power Box Art: Heather quote arriving today from Sportsman’s Den. No problem with wrapping process, unless complicated then print in sections. Motion to complete trail of power boxes on Mt Shasta Blvd & Alma; East Lake Street & Chestnut. Nion/Erika. Passed.

Murals: Tim mentioned mural on Soul Connections building. Contingency that he fix itemized list from Façade project assessment.

Locations: Heather’s upstairs Building; Soul Connections; Crystal Keepers; Thrive; wanted to have mural.

Heather calling John about finishing mural in parking lot today.

Flower of Life: DEAC not paying for it. Offering to donate it. Heather to let know that take donation and notify her when we have placement confirmed.

Jade Boulder: Greg mentioned to Beautification Committee, while discussing project on Castle Street fountain project so cannot place there. Suggested Parker’s Plaza – Nion/Erika disagree. Nion suggest north end of Castle Street, Erika/Greg agree. Art in agreeance also. Spot has good 360 degree view of boulder and mountain. Art has 1/3 of funding secured for boulder (\$30,000 total). Next Steps: DEAC would create estimate for public works (placement, mount, etc), submit estimate to City. Motion to work with Art to design installation at Chestnut/Castle end spot of carpark island; Nion/Erika. Motion carried.

Business Process:

Business Cards: Greg designed card. Volunteer word important. Nion: Logo bigger, no text at bottom so people can use stamp. Greg send to Erika to redistribute via email. Motion to finalize then get approval via email with all, then Greg to purchase. Nion/Dani. Motion passed.

Meetings: Expershare not ADA compliant. Thrive can hold 25 public. Motion to hold future DEAC meetings at Thrive, contingency for 25 public/ 10 City could move if larger crowd expected. Erika/Nion. Motion passed.

Communication Plan:

Newsletter, Quarterly. Mailer to Business Owners/Building Owners for one year. Then free webpage for email capture. Mailchimp account. Motion to Erika create city webpage, for email collection for mailchimp. Nion/Heather. Motion passed. Erika to present process to create.

Public Places / Future Downtown:

CalTrans Grant: public movement Mt Shasta mobility plan. Walk / bike/ ride project. DEAC to make themselves familiar via website: walkbikeridemtshasta.com

Bike Racks: \$1500 donated for allocation on bike racks. Suggestion to continue design used by thrive and old Snow Creek Studios - two humps and up. DEAC choose style, location targets (City), then approach businesses with standard style of installation guidelines. Nion/Erika. Motion passed.

Banners for Events: Sail shades – Greg propose use in Parkers Plaza, locations TBA. Motion purchase sails & infrastructure for providing shade during city & public events. Greg/Nion. Motion passed.

Cable runs across Chestnut & Mt Shasta Blvd. Motion to request City to test cables to make them viable for use; to be used for seasonal and event promotion of Mt Shasta City; and to grant DEAC control as to what goes on cables; and City to assist with maintenance/structural integrity moving forward. Nion/Dani. Motion passed.

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12. Adjourn: 10.12am