

Mt. Shasta Downtown Enhancement Advisory Committee Regular Meeting Agenda

Alua's Thrive Bar
315 Chestnut Street
Mt. Shasta, CA
Wednesday, October 27, 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: September 22, 2021 Regular Meeting
6. Discussion and Possible Action: Art in Public Places <ul style="list-style-type: none">• Power Box Art – Heather Watkins Committee discussion regarding previous meeting's decision, Pacific Power contract, and costs.
7. Discussion and Possible Action <ul style="list-style-type: none">• Business Cards for DEAC Members – Greg Messer

- Flower of Life – Heather Watkins
- Communication Plan
 1. News Letter – First Edition. – Erika Bruser
 2. Mailchimp and Web Page to manage subscriptions – Erika Bruser
- DEAC Structuring – Heather Watkins

8. Discussion and Possible Action: Public Places and the Future of the Downtown

- Bike Racks
- Expanding the Downtown District – Heather Watkins

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

- a. Discussion and Possible Action: Chestnut Street lot repair/improvement

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.

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DOWNTOWN ENHANCEMENT ADVISORY COMMITTEE

Regular Meeting Minutes

Expershare Offices

Wednesday, September 22, 2021, 8:30 AM

1. Call to Order: Greg Messer at 8:31 am
2. Roll Call: present: Nion Shepphard, Heather Bueno, Greg Messer, Dani Williams, Ben Domico
3. Minutes Approved: Motion: Nion, Second: Heather
4. Public Comment: none
5. Member Comments/Discussion:

Art in Public Places

1. Power Boxes

Heather brought quote from Sportsman's Den for printing coverings for two boxes, total would be \$1,210.25. Local artist has submitted art work and committee has approved two pilot pieces; motion: Nion, second: Heather. Discussed possible exchange with artist. \$300/box or a discount for 4 boxes at \$150/box. Pending artist agreement, contract can be drawn up.

2. Sculpture Placement

Discussed future steps of sculpture placement project: design of pedestals, Arts Council participation.

3. Flower of Life

Discussed possible placement locations. Consensus is that placement in the city is desired. Heather could place it in front of her shop, Nion suggested in the open median at junction of Chestnut and Mount Shasta Blvd. Conditions of donation need to be clarified-- Is the donation to the city? Is there to be any monetary exchange with the artist/creator? Heather will be the contact person and bring a status report next meeting. Additionally permits and contracts will need to be looked into.

Business Process

1. Business card status: ordered
2. Communication Plan moved to next meeting

Public Places and Future of Downtown

1. Bike Racks

Discussed suggested bike rack locations on city property. Potential locations include: Parker Plaza and the junction of Chestnut and Castle St. Also proposed strategic locations near businesses: Banner Bank Plaza, CVS, behind Mount Shasta Super Market. This brought up the proposal that business owners could be encouraged to put in bike racks as well, and that the façade funding might be applied to offset cost. Our upcoming newsletter will address this. Nion made a motion to have a standard bike rack style, namely the "wavy" style, Dani seconded,

motion passed. Discussed coordinating with ATAC (possibly no longer active) and the SORA Walk, Bike, Ride Mt. Shasta initiative. Dani will contact Justi with SORA to get more information. Goal is to look into how DEAC can work together with these other organizations to best allocate funds and not be unnecessarily redundant.

2. Sails/Banners

Discussed intention of sails for special events and as a way to encourage flow of foot traffic. Looked at various potential locations for the sails.

Beautification Committee Update

1. Approve of Jade Boulder suggested location
2. Support business card design
3. Willing to collaborate with overlap initiatives
4. Proposal was made to have joint agenda topics and invite a representative to attend DEAC meetings as Greg attends their meetings.

Future Agenda Items

1. Expand downtown district/DEAC jurisdiction area
2. Look into fencing/billboard/mural/trees to enclose the disrepair car lot in middle of Chestnut St.
3. Clarify DEAC structuring and action process

Adjourned at 10.01 am