

**Downtown Enhancement Advisory Committee Special Meeting Agenda**

Alua’s Thrive Bar  
315 Chestnut Street  
Mt. Shasta, CA  
Tuesday, November 30, 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.”

<b>Item</b>
1. Call to Order
2. Roll Call
3. Public Comment 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. 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. 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.
4. Staff & Member Comments
5. Consent Agenda: a. Approval of Minutes: October 27, 2021 Regular Meeting
6. Discussion and Possible Action: Power Box Art – Heather Watkins Committee discussion regarding previous meeting’s decision, Pacific Power contract, and costs.
7. Discussion and Possible Action: Flower of Life – Heather Watkins/Erika Bruser Discussion regarding the sculpture and fundraising management.

**8. Discussion and Possible Action:**

1. Newsletter – First Edition – Erika Bruser

- Façade Improvements
- Bike Racks
- Art in Public Places
- Mailchimp and Web Page to manage subscriptions

**9. Discussion and Possible Action: DEAC Restructuring – Heather Watkins**  
Discussion and review of process of restructuring the downtown district.

**10. Discussion and Possible Action: Bike Racks**  
Discussion and possible action regarding project management, ordering, and installation options.

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

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

**12. 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**

**Alua Thrive Bar**

**Wednesday, October 27, 2021, 8:30am**

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**STANDING AGENDA ITEMS**

**1. Call to Order:** Committee Member Messer called the meeting to order at 8.34 a.m.

**2. Roll Call:**

Present: Greg Messer, Erika Bruser, Nion Shepherd, Dani Williams.

**3. Minutes approved:** Motion: Nion; Second: Erika.

**4. Public Comment: None**

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

1. Approval of Minutes

Nion/Erika

2. Business Process

Minutes missing key details on last month such as specific cost amounts, and artist/artwork details. Make future effort to make it clearer on minutes for public. Robert’s Rules of Order discussed and process.

Need to assign Project managers to each project so we have clear actions and finish projects. Heather enquired about DEAC Structure and roles and responsibilities. Motion to postpone discussion to next meeting when Heather present.

Greg to remain going to Beautification Committee and being liaison. ATAC is now resolved with only one member currently. Nion suggested joining those responsibilities into our committee, Greg suggested we would not want to do that because the area is much larger than DEAC.

Business cards distributed.

3. Art in Public Places

Flower of Life sculpture: Location recommendation and costs (except installation costs) have been defined. At first meeting with new City Manager we will present this project to action. Dani proposes special meeting. Nion motion to move our DEAC meeting to 17 November @ Thrive and invite new City Manager. Nion/Dani. Erika to contact artist to update.

Power box art: postpone discussion to next meeting as Heather away.

4. Communication Plan

Newsletter layout presented. Motion to approve Nion/second Dani. Status bar for next steps add. Project outline detailed, sign up for online newsletter. Would like to distribute December.

Greg to contact Kathy about delivery of introductory newsletter via post.

Website: Ask City Manager for DEAC page on city website which will have mailchimp capture and link to our page. Don't need full designed website as was presented. We will just use both the newsletter and the webpage on the city page. Erika to review mailchimp setup.

5. Bike Racks

Nion project manager for this. Next meeting we will finalize recommended locations, type and costs to present to City Manager. Nion/Erika

6.

**16. Future Agenda Items:**

- a. Mural Art governing clarification & prospects
- b. Chestnut Parking Lot improvements (mural/trash receptacles/renovation/propane)
- c. Building Façade in January after newsletter circulated
- d. Business Structure Roles and Responsibilities
- e. Proposed expansion of territory of Downtown District

**12. Adjourn: 10.03pm Nion/Dani**