

## Downtown Enhancement Advisory Committee Regular Meeting

Wednesday, February 23, 2022; 8:30 AM

Alua's Thrive Bar, 315 Chestnut Street  
Mt. Shasta, CA

“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
<b>3. Public Comment</b> 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: January 26, 2022 Regular Meeting
<b>6. Art in Public Places</b> a. Flower of Life: Discussion regarding placement and how to make the location manageable.
<b>7. Business Process</b> a. Communication Plan <ul style="list-style-type: none"><li>• Newsletter or monthly column in the newspaper – Erika and Greg</li></ul> b. DEAC Meeting Conduct

- Discussion and possible action regarding committee management – Nion
- c. Resource management between meetings
  - Discussion regarding volunteer recruitment
- d. Beautification Committee
  - Status of 2022 projects
  - Appointing a representative

**8. Public Places and Downtown**

- a. Bike Racks
  - Status, timeline, final placement process
- b. Façade Improvements
  - Raising awareness, project turnover and next steps
- c. Expanding the Downtown District
  - Discussion and possible action

**9. Future Agenda Items**

- a. Snow Removal Operations
- b. Committee Resource Management
- c. Expanding the Downtown District
- d. Chestnut/Mt. Shasta Blvd. one-way traffic proposal

**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**

**Alua Thrive Bar**

**Wednesday, January 26, 2022, 8:30am**

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**STANDING AGENDA ITEMS**

**1. Call to Order:** Committee Member Messer called the meeting to order at 8.38 a.m.

**2. Roll Call:**

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

Minutes Accepted: Greg/Nion

**3. Public Comment: None**

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

**1. Definition of DEAC**

Nion proposed changes (submitted document) from hierarchical structure to shared leadership. Rotating Chair & Vice Chair each month. Encourages input and involvement from all members equally, and sharing the responsibilities. Each member in charge of project, those people stay as project lead until the project is completed. Each project discussed each meeting by project leads. Set positions of Secretary & Treasurer. Greg mentioned City Council can take out funds out of DEAC account (e.g. parkers plaza parking lot updates recently). Suggested we have regular line of communication between Treasurer with Finance Director so we know intended funds are accounted for. Chair of the month will liaise City Manager. Motion to proceed with restructuring of DEAC.

**Motion: Nion/Second: Dani**

Action: Nion to refine document and circulate with DEAC members

**2. Selection of Chair/Vice Chair/Secretary/Treasurer**

Chair, Erika nominated Nion. Vote: approved, unanimous.

Vice Chair, Nion nominated Dani. Dani’s availability is severely limited, so no able to be part of regular meetings. Ashley said she can be available. Vote: approved, unanimous.

Nion appointed Erika as Secretary. Dani is tentatively accepted new position of Treasurer. Position to be defined in future business.

Term for sitting on DEAC council is understood to be 5 years. Greg is finishing his term as of 28 February.

3. Power Boxes

No Status. Greg presented talking points on DEAC to Todd as update for City Council. Greg to circulate.

4. Flower of Life

Greg presented feedback from City Manager & Public Works. David Torres raised important points. Location is generally well received by all, however it has challenges such as snow removal (current place snow ploughs heaps snow in winter), also maintenance (if car/truck hits it). Public works suggest concrete plinth. There is need for an engineer. City doesn't currently have an engineer on staff.

Action: Greg will respond to Todd, saying we would still like to pursue this location. Greg will ask Todd, what are our next steps.

5. Communication

Greg presented idea that we do monthly article in paper. Greg to contact Editor to approach monthly segment. Short bullet points what's happening, what's coming up.

6. Bike Racks

Greg presented information to Todd on locations and asked to proceed. Alma street location not exactly defined. Todd to meet and confirm exact location, Greg asked to be part of that meeting to define.

7. Façade Improvements

Dani volunteered to approach Business owners & Shop owners to raise awareness. Then proceed to action the façade improvements. Dani to work away on creating a packet to present to the targeted buildings. Greg to organize a Postcard to put in with Business licence renewal City sends out in June.

8. Resource Management

Suggested 1099 worker would be beneficial moving forward.

Greg to get feedback from Todd on rules to appointing 1099 staff, appointing volunteers & appointing volunteers who are minors.

Erika made motion to appoint volunteer now to help with secretarial/communication demands, to start at next meeting. Nion second, motion passed.

9. Expanding Downtown area

Proposal to expand the downtown area is recognized as a large project. City Council is excited to proceed with this idea. Proposed that we pass this project off for City Council to accomplish.

Proposed we present this information in our external communications with public, so that public can see what affect. Ashley to review proposal and define boundaries and include attorney information.

Greg proposed special meeting with Todd to see what we need to do to present to Council.

**16. Future Agenda Items:**

- a. Snow removal address operations.
- b. Resource Management.
- c. Expanding Downtown area.
- d. Chestnut / Mt Shasta one way traffic proposal.

**12. Adjourn: 10.10am Greg/Dani**