

Downtown Enhancement Advisory Committee Regular Meeting

Wednesday, March 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
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: February 23, 2022 Regular Meeting
6. Art in Public Places a. Flower of Life: Updates on progress with Engineering and Public Works -Erika.
7. Bike Racks a. Update and ETA of Install - Nion

8. Downtown District Projects

- Expansion Area Maps Defined and Possible Action - Ashley
- Façade Improvements, Plan of Action, Funding, Defining Budget -Dani
- One Way Traffic Proposal Plan of Action - Nion
- Power Box Art - Discussion about postponing project
- Committee Leadership Reform -Nion

9. Future Agenda Items

- a. Snow Removal Operations
- b. Power Box Art
- c. Fire Safety in Downtown Area
- d. City Parking Lot Upgrades
- e. Speed Hump Installations

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, February 23, 2022, 8:30am

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STANDING AGENDA ITEMS

1. Call to Order: Committee Member Shepperd called the meeting to order at 8.30 a.m.

2. Roll Call:

Present: Greg Messer, Erika Bruser, Nion Shepherd, Ashley Hagge, Jake Pritchard (public), Todd Juhasz (City Manager), Jamie Wright (public), Andi Wereta (volunteer)

Absent: Dani

Minutes Accepted: Nion/Greg

3. Public Comment: Jake Pritchard (All Trade Services) expressed interest in DEAC and it’s work for Mount Shasta. All Trade Services has an office in downtown.

4. Staff and Member Comments/Discussion:

1. Meeting Space

Starting May. Nion opening for summer hours. Need new meeting space. Ashley offered Mike & Tonys.

2. Art in Public Places

a. Flower of Life

Looking at the options so the snow plough won’t damage during winter. Todd mentioned movable bollards as an option. Alabaster base & sculpture possibly too heavy. Question about height of sculpture and snow plough height. Suggested cinder block. Todd mentioned ‘rubber duckies’ orange cone type. Pyramid protection cover option mentioned. We would need a waiver of liability between DEAC and City Council for potential damage. Greg mentioned meeting with Public Works.

ACTION: First step is engineering. Todd suggested engineers review, 30% concept drawings, then have meeting with Public Works to discuss. Motion to engage engineer, and pay for engineering concept drawing cost and installation through DEAC funds. Nion/Erika Ashley to coordinate engineer. Todd to supply RFP document.

3. Business Process

a. **Communication Plan**

Article in Newspaper. Newspaper has changed hands. Greg still has to contact new Editor. Nion suggested when projects completed, consensus was we need more constant involvement because of time. Suggested articles on one-off items. Nion motion to post article on projects in hand now façade, bike racks, introduce DEAC, downtown expansion, public art (excluding flower of life) then further articles on project completions. Nion/Ashley

b. **DEAC meeting conduct**

Nion second draft proposed changes to DEAC structure. Needs to be presented to Council. Todd to find out what correct process is, run past the City internally. Greg had additions for 'creativity' and 'vote in schedule' suggested set schedule assigning Chair/Vice Chair for the year. Greg suggested a person to keep meeting in order, so no deviations from Agenda. Countered that organic discussions often related, so try to keep to 3 minute inputs, then come back to Agenda. Motion to move forward with Nion document. Erika/Ashley.

c. **Resource management between meetings / Volunteer**

Greg to move to volunteer as of next meeting. Greg asks Todd regarding rules regarding volunteer, Todd to find out internally what requirements are.

d. **Project Ownership**

- i. Beautification Committee: Greg going tonight. Nion joining via zoom. Ashley try to join via zoom also. Nion
- ii. Façade Improvements: Dani
- iii. Flower of Life: Ashley/Erika
- iv. Power Box Art: Beautification (chat with Jamie)
- v. Downtown Expansion: Ashley
- vi. Bike Racks: Nion
- vii. Communication: Erika
- viii. One-way streets: Nion
- ix. Streetscapes: Erika/Ashley

4. Public Places & Downtown

a. **Bike Racks**

Ordering 2 racks, two large size for Alma, Parkers Plaza. Todd to action. Then meet with Public Works to define exact placement, then notify Beautification Committee. Nion/Greg mention tonight at their meeting.

b. **Façade Improvements**

Dani walking door to door with soft copy information for building owners/business owners. Greg to organize all documentation and send to Nion. Nion share on Google Drive.

c. **Expanding Downtown District**

Ashley presented document proposal. Gave to Todd. To raise revenue, and expand our jurisdiction, maintain uniformity, to make our services available to a larger area. Current footprint very small. 2017 study part of document which outlined steps to make happen. Todd to review, then submit comments next meeting.

d. **Chestnut/Mt Shasta Blvd one-way traffic**

Todd mentioned studies that prove one-way streets are not successful. Suggested working on Streetscapes (trees/pathways/signage to display shops, etc). Road bumps help slowing downtown and encourages people to park. Todd continuing studies on one-ways in Mount Shasta, as well as pedestrian & biking well-being.

Nion thanked Greg for his untiring service to the DEAC and for his willingness to continue with his expertise in a volunteer capacity moving forward. All agreed and thanked.

16. Future Agenda Items:

- a. Snow removal address operations.
- b. Resource Management.
- c. Expanding Downtown area.
- d. Chestnut / Mt Shasta one way traffic proposal.
- e. Streetscapes. Trees, pathways, signage. Planning Dept.

12. Adjourn: 10.03am Ashley/Nion