

**Downtown Enhancement Advisory Committee Regular Meeting**

Wednesday, May 25, 2022; 8:30 AM

Mike and Tony’s Restaurant, 501 S. Mt. Shasta Blvd  
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.”

<b>Item</b>
<b>1. Call to Order</b>
<b>2. Roll Call</b>
<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.
<b>4. Staff &amp; Member Comments</b>
<b>5. Consent Agenda:</b> a. Approval of Minutes: April 27, 2022 Regular Meeting
<b>6. Discussion and Possible Action: Change of Meeting Location</b> The Committee will discuss changing the location of the DEAC meetings to City Hall.
<b>7. Budget Discussion</b> The Committee will review budget amounts and discuss potential expenditures for the coming fiscal year.

<p><b>8. Flower of Life</b> Discussion and possible action regarding placement of the Flower of Life public art, progress report.</p>
<p><b>9. Power Box Art</b> Committee members will report on the progress made towards the Pacific Power Box Art project, Discussion and possible action regarding next steps.</p>
<p><b>10. Bike Racks</b> Discussion and possible action regarding placement of bike racks in the downtown district, next steps.</p>
<p><b>11. Downtown Expansion</b> Discussion and possible action, report on progress toward expansion.</p>
<p><b>12. Streetscapes</b> Discussion and possible action. Review of map for area with signage and poetry areas. Next steps, discussion on presentation to Council.</p>
<p><b>13. Façade Improvements</b> Discussion and possible action regarding process, funding, budget. Discussion regarding next steps.</p>
<p><b>14. Chamber of Commerce/DEAC Event Coordination</b> Discussion and possible action: how DEAC can help with public events.</p>
<p><b>15. Communication</b> Discussion and possible action regarding future newspaper articles.</p>
<p><b>16. Future Agenda Items</b></p> <ul style="list-style-type: none"><li>a. Flower of Life Art</li><li>b. Power Box Art</li><li>c. Bike Racks</li><li>d. Streetscapes</li><li>e. Volunteer Assistance</li><li>f. Downtown Expansion</li><li>g. Façade Improvements</li><li>h. DEAC Involvement with Public Events</li></ul>
<p><b>17. Adjourn</b> 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</p>

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**

**Special Meeting Minutes**

**Mike & Tony's Restaurant**

**Wednesday, April 27, 2022, 8:30am**

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**STANDING AGENDA ITEMS**

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

**2. Roll Call:**

Present: Erika Bruser, Dani Williams, Ashley Hagge, Jake Pritchard

Absent:

**3. Public Comment:** None

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

1. Council Meeting: Ashley has notes regarding the update on Bike/Walk project and will bring up points as needed in Agenda.

2. Committee Training: Kathy Joyce, Deputy City Clerk, presented on committee roles and responsibilities as we are mostly all new. 1969 DEAC began. Originally assigned retail trade and parking areas. Funds are paid by downtown business owners that pay City taxes, which DEAC uses to maintain the car parks and downtown enhancements. Our main role is to take comment from the public and report it back to council. The City Council Staff liaison is currently Todd as City Manager. DEAC used to meet at City Hall, Kathy recommended returning to City Hall.

No budget, staff, or city operations or programs decisions are made within DEAC.

If an item is not on the agenda we cannot discuss it, and no decisions can be made on anything no on the agenda. Must have a quorum of 3 to have a meeting. Every item must allow public comment.

Motion/Second and a vote, always record in the minutes.

We can hold special meetings within 24hrs. Regular meetings require 72hrs. When working on projects we will have sub-committees of two, then report back to committee next meeting.

Improve reports, write a report on each project with any maps, etc., as required.

DEAC can present a report to Council at any time. Kathy can present to Council and it is up to Council if they take it up to action.

Muriel has all the financial information.

**Project Updates:**

**6. Consent Agenda:**

Motion to approve minutes: Ashley; Second: Jake; Aye: 4

#### 7. Appointments of Committee Members

Motion to appoint Ashley as Chair; Vice-Chair Jake; Secretary Erika. Motion: Dani; Second: Erika; Aye: 4

#### 8. Flower of Life

Downtown bike/walk project may affect our Flower of Life project in future, as they are considering a round-about or alternative solution. There may be a round-about ordinance that prevents anything being in the middle of the round-about. There is a CalTranz grant combined another group SORA that assigned Alta to do traffic studies over two years biking, walking, driving in downtown. Ashley to reach out to various organizations to raise awareness about our project. Ashley/Jake to form sub-committee to manage. Jake found Engineer, E & S Engineers & Surveyors, they are happy to work on design and planning of pedestal, estimated range of cost for services \$2000-\$3000 to engage. The pedestal is arriving to the Gallery for storage, Jake offered space in All-Trade warehouse if required.

#### 9. Power Box Art

Jamie from Petals will take information we have (from Dani) for her to action. Missing installation quote. Jamie getting Pacific Power contract from Todd and update bids. Ashley send pictures for Jamie to confirm. Powerpoint for City Council meeting.

#### 10. Bike Racks

One is completed. Todd is working on the second bike rack installation. Jake to try to get in contact with Todd to get update on progress.

#### 11. Downtown Expansion

Ashley talked with Kathy about this topic, we can go to City Council with a recommendation report from DEAC about this topic. Ashley to write report.

Motion to bring to Council: Erika; Second: Jake; Ayes: 4

#### 12. Streetscapes

Ashley presented signage ideas to work on to compile a report to present to Beautification Committee and work with them, then continue to work on this at the next meeting with Committee Member input.

#### 13. Façade Improvements

There is currently a 4 million insurance policy that is required by City Council for any exterior work to be completed by contractors on City sidewalks. DEAC want to work with City Council to recommend a 2 million insurance policy, as is standard for most other City Councils in our state. As this higher insurance will hinder any façade improvement work funds and make it cost prohibitive.

Motion for DEAC to submit a Report to Council with DEAC recommendation. Erika; Second: Ashley; Aye: 4.

Jake/Dani on sub-committee to action this.

14. Volunteer Assistance

Table for next meeting

15. Newspaper articles.

With Erika. Table for next meeting.

**16. Future Agenda Items:**

- a. City Hall return for meetings
- b. Ask Muriel to attend next meeting to update us on financial status
- c. Power Box presentation to City Council (may require special meeting)
- d. Bike Racks, follow up.
- e. Newspaper updates announcement.
- f. Façade Improvements
- g. Expanding Downtown area.
- h. Furnishing of Music, promoting of public events, and decoration of public space. Define our scope of operations.
- i. Streetscapes. Trees, pathways, signage. Planning Dept.

**12. Adjourn: 10.14am**