

Downtown Enhancement Advisory Committee Regular Meeting

Wednesday, August 31, 2022; 8:30 AM

City Hall, 305 N. 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.”

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: July 13, 2022, Special Meeting
6. Discussion and Possible Action: Parker Plaza Update on potential plans and discussions with City staff
7. Discussion and Possible Action: DEAC Budget Review of the DEAC budget and possible expenditures for the next fiscal year.

<p>8. Flower of Life Discussion and possible action regarding placement of the Flower of Life public art, progress update.</p>
<p>9. Power Box Art Committee members will report on the progress made towards the Pacific Power Box Art project including contract status and art to be utilized.</p>
<p>10. Bike Racks Update on placement of bike rack in front of the Mt. Shasta Gallery; discussion of e-bike storage and implementation into façade improvements.</p>
<p>11. Downtown Expansion Discussion and possible action. Update on progress, discussion regarding flyer for Farmer’s Market, update on public comment.</p>
<p>12. Streetscapes Discussion and Possible Action. Update on logo and theme, way finding.</p>
<p>13. Façade Improvements Discussion and possible plan of action regarding process, budget. Review of progress with businesses and funding.</p>
<p>14. Parker Plaza/Chestnut Street Carpark Improvements Discussion and possible action: Chestnut Street parking and Parker Plaza parking lot clean-up and fundraising.</p>
<p>15. Communication Discussion and possible action regarding newspaper and social media postings.</p>
<p>16. Future Agenda Items</p> <ul style="list-style-type: none">a. Budgetingb. Flower of Lifec. Power Boxesd. Bike Rackse. Downtown Expansionf. Streetscapes / Wayfinding Signsg. Parker Plaza / Chestnut Street Carpark Improvementsh. Communicationsi. Façade Improvements
<p>17. 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</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.

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DOWNTOWN ENHANCEMENT ADVISORY COMMITTEE
Special Meeting Minutes
Mike & Tony's Restaurant
Wednesday, July 13, 2022, 8:30am

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STANDING AGENDA ITEMS

1. Call to Order: Committee Member Ashley Hagge called the meeting to order at 8.36 a.m.

2. Roll Call:

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

Absent:

3. Public Comment:

4. Staff / Member Comments:

5. Parker Plaza & future uses: Ashley talked with Nancy Swift runs farmers market, interested in bike racks. Wanted to ask if Farmers Market wanted to move into Parkers Plaza. Fencing was an issue raised with children and railway; transients were an issue; Shade also an issue, signage. Include bike racks to draw usage, and mentioned signage working with Chamber of Commerce. In short, if we spruce up area to cater for these types of events we could enhance area. Todd mentioned contacting Dave Torres Public Works Manager. Dani mentioned if we repave we can put in post holes for shade to come in and out regularly, like Europe. Ashley to take on meeting Dave for walk through with Jake to see what needs to be addressed.

6. Budget Discussion: Need to think about fundraiser for Parker Plaza upgrade (above). Possibly need a booth at Farmers Market to get word out about DEAC and projects. Have a suggestion box, and introduce expanding the downtown area as well to public. Ashley to reach out to Nancy. Ashley to forward budget information from Muriel.

7. Flower of Life: Still with the engineer at this point. Jake to email to see update of timing schedule.

8. Bike Racks: Spot outside The Gallery Jake, Dave and Erika to meet to review spaces. Discussed Bike Boxes for e-bikes. Keep on the Agenda for future, possibly with Parker Plaza upgrades. We could also suggest to business owners when talking to them regarding Façade projects, this would work around City requirements as it would be on private land.

9. Downtown Expansion: Continue discussion with public regarding options and advantages. Farmers Market booth. Ashley to make flyer for Farmers Market booth

10. Streetscape: Jake talked to Kevin from Chamber of Commerce about way finding signage; would like continuity with branding/look we both project. Todd has a powerpoint of what is currently in existence, and will email to DEAC. Event board is another idea with replacable boards for the regular events every year. Jake to reach out to Eric Linden Graphic Designer who has worked on past projects with Chamber of Commerce.

- 11. Power Boxes:** Jamie from Petals update: Ashley called Pacific Power company to find the contract, there is no record. Jamie is going to follow up with Ashley's contact to find a contract, there was a similar contract with Crescent City we believe. Todd gave Regional Business Manager of Pacific Corp: Todd Andres contact to Jamie to follow up. Motion for Jamie to find contract and continue project: Ashley/Dani.
- 12. Communication:** Farmers Market; Instagram; and will continue to try to contact Newspaper. Keep on Agenda.
- 13. Façade Improvements:** We could integrate into the Farmers Market booth. Originally a donation by the Association of Realtors, Sandra Hogan and Tim Stearns were involved that in the beginning, so Jamie to chat to her to find out application or organization of these donations to businesses. Erika to ask Greg.
- 14. Chamber of Commerce:** Back up and running. They have a renewed contract with the City.
- 15. Chestnut Street Parking:** Look at upgrade ideas with Parker Plaza and continue that over.
- 16. Scope of Operations:** Put in communications/flyers for Farmers Market. Looking to expand our market and promote Downtown.

16. Future Agenda Items:

- a. Budgeting
- b. Flower of Life
- c. Power Boxes
- d. Bike Racks
- e. Downtown Expansion
- f. Streetscapes / Wayfinding Signs
- g. Parker Plaza / Chestnut Street Carpark Improvements
- h. Communications
- i. Façade Improvements

12. Adjourn: 9:43am