

Downtown Enhancement Advisory Committee Regular Meeting

Wednesday, October 26, 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: September 28, 2022 Special Meeting
6. Art in Public Places / Sculptures / Murals Discuss Flower or Life and what actions need to be taken at present. Additional art installation idea. Bear Art project that Beautification would like to work on together.
7. Bike Racks Dani to report on any new information in regards to e-bike parking. Progress on bike rack near Mt Shasta Gallery.

<p>8. Parking Lot Improvements Parkers Plaza Castle Parking Discuss Parkers Plaza ideas. Look at phase chart. Discuss Castle Street Carpark Improvements</p>
<p>9. Power Box Art What actions are needed. Discuss local art contest or event.</p>
<p>10. Streetscapes Discuss theme of Logo and Branding. Banners and other branding tools.</p>
<p>11. Budget Discuss documents that Muriel sent to Ashley. Discuss possible fundraisers and grants. Figuring out budget for projects.</p>
<p>12. Façade Improvements Plan of Action, Funding, Defining Budget. City official to speak: Muriel. How to proceed.</p>
<p>13. Events & Winter Magic Discuss DEAC's involvement. Ashley to speak on meeting with Kayla from Chamber. Discuss other events.</p>
<p>14. Downtown Expansion Discuss any progress.</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. Budgetb. Art in Public Places / Sculptures / Muralsc. Eventsd. Bike Rackse. Power Box Artf. Streetscapes / Wayfinding Signs / Brandingg. Downtown Expansionh. Parking lot improvementsi. 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</p>

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.

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
Mount Shasta City Council
Wednesday, September 28, 2022, 8:30am

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STANDING AGENDA ITEMS

1. Call to Order: Committee Member Ashley Hagge called the meeting to order at 8.35 a.m.

2. Roll Call:

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

3. Public Comment: Laurie Saunders from Beautification Committee: Wanted to check that we knew about the Bear mural project. Continue this conversation inside the Façade Improvement budget project. (see below). DEAC aware of it, and willing to help with it through the Façade Improvement project were business / building owners are interested also.

4. Staff / Member Comments: Farmers Market feedback. Public enthusiasm overall on all projects, particularly a Green Space for markets and enthusiasm on Way Finder project.

5. Consent Agenda: Approval of Minutes: Ashley/Dani

6. Parker Plaza/Chestnut Street Carpark Improvements: Dave Torres Director of Public Works; they have budget for asphalt improvements for Parker Plaza. Looking at putting in fence, and utilities. Ashley / Jake included talking about green space, signage leading into the space. Perhaps ‘Farmers Market’ to create a site that is friendly and lead public to it. Help eliminate transients as there would be regular use of the space. Jake mentioned local fundraising for that Plaza, business sponsor signs or something to support funding input. Todd mentioned checking the City Council Sign Code. Have to keep the right of way clear. Options for temporary barricades to stop cars entering or blocking that alleyway. Look to putting together a packet of plan e.g. Phase I, II, III to present to public or possible funding suppliers.

ACTION: Ashley / Jake to talk to Dave on timeline on upgrades; work on Plan Packet Presentation of Phase I, II etc.

Chestnut Street Carpark is a mix of public and private land. So we would need to get buy in from the private owner. Look at revisiting this carpark after we get other projects.

7. DEAC Budget: Julie to find out how much money DEAC has from John Kennedy (City Council Treasurer). Understanding is approximately \$58,000 but that was two years ago and there should be more now. Some funds were used for upgrades to asphalt in Parker Plaza one year ago.

ACTION: Ashley/Dani to ask Muriel.

8. Flower of Life: Engineer highlighted risk is limited but there is still a risk for damage during snow removal periods. Base will be stout concrete rebar so unlikely to be high risk. ENS Engineers will

proceed with service. Look at possibility of solar lights as there is no power at that point. Need to find out lumens. **ACTION:** *Jake to forward to Dave Torres to get his comments*

- 9. Power Box Art:** Jamie Wright (Petals) to update quotes with Signarama & Sportsmen Den. Jamie to forward to Todd. Todd has contract to give it to City Council and back to Pacific Corp (Todd Andres). There are several artists interested. Look at moving forward with the two power boxes artwork already approved as a pilot; then make it a competition for the remaining power boxes and make an event (Art Hop) of it. Jamie to email information of how many power boxes there are. Look at doing 'adopt a power box' sponsorship. Erika emailed Todd to ask about putting a 'sponsored by' sticker on them.

ACTION: *Ashley to talk to Chamber of Commerce about event.*

- 10. Bike Racks:** Jake showed new spot by The Gallery replacing one of the seats. Ashley/ Jake.

ACTION: *Jake to meet with Dave Torres to install.*

Ashley mentioned solar e-bike shed. **ACTION:** *Dani to research.*

- 11. Downtown Expansion:** Big Public interest in this. Currently a PR project as we do more projects.

- 12. Streetscapes:** We need to have a theme. **ACTION:** *Jake to ask Chamber what they signage designs are, or Brand sheet.*

- 13. Facade Improvements:** Erikas met with Greg on history. \$10,000 assigned and approved through Council. Maximum amount per building/business is up to \$1000.00.

ACTION: *Erika to Email through to all members so everyone familiar with it.*

- 14. Communication:** Erika read newspaper article. Approved. Jake/Ashley **ACTION:** Erika to send to newspaper.

16. Future Agenda Items:

- a. Budgeting
- b. Art in Public Places / Sculptures / Murals
- c. Power Boxes / Event
- d. Bike Racks
- e. Downtown Expansion
- f. Streetscapes / Wayfinding Signs / Branding
- g. Parker Plaza
- h. Castle Street Carpark Improvements
- i. Communications / New DEAC Banner to use at events / Photo op with Bike racks
- j. Façade Improvements

12. Adjourn: 10.31am