

Downtown Enhancement Advisory Committee Special Meeting

Wednesday, November 16, 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: October 26, 2022 Regular 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.
7. Bike Racks Progress on bike racks. Future placement and funding.

<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. Jamie to report on what needs to be done next.</p>
<p>10. Streetscapes Discuss theme of Logo and Branding. Banners and other branding tools. Discuss approval for spending on project.</p>
<p>11. Budget Discuss possible fundraisers and grants. Figuring out budget for projects.</p>
<p>12. Façade Improvements Plan of Action, Funding, Defining Budget. How to proceed.</p>
<p>13. Events & Winter Magic Update on Winter Magic meetings. Discuss DEAC spending on event and what each member needs to do. 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. Communications/New DEAC banner to use at events/Photo op with bike racksj. 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</p>

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.

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, October 26, 2022, 8:30am

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STANDING AGENDA ITEMS

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

2. Roll Call:

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

Absent:

3. Public Comment: None

4. Staff / Member Comments: Next Meeting Dates – November 16th & December 14.

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

6. Art Public Spaces / Sculptures / Murals: Engineering still waiting, Jake met with Dave about the site for Flower of Life. Receiving a lot of push back and alternate suggested site is Ace parking lot north island. Agreed it would be better place. Motion to move the site of Flower of Life to Upper Castle Street car park island north. Jake to contact engineer to cancel engineering report for the traffic island site. Engineering drawings for the new site will be needed. Dani/Erika

7. Façade Improvements: Presented information of original proposal to team, and what Council approved to spend (\$10,000 DEAC funds). Erika to get list from Greg of buildings most in need from studies. Dani/Jake/Erika to approach businesses & building owners to start project.

8. Budget: Muriel said there are \$64,487.42 available funds. Dani to budget template of what we need to fund, and action approval process with City Council. Ashley to forward budget Muriel sent through to all; also to confirm the City Council approved amount for Façade Improvements of \$10,000.

9. Bike Racks Jake spoke with Dave regarding site for Bike rack by Gallery/Berryvale bus stop site. Move site to out the front of The Gallery entrance. Motion to approve site: Ashley/Jake.

Dani researched e-bike charging stations, there is one company that provides these. They are \$1500 per unit, but does not include a covering or enclosed shelter of any sort. Possibly Parker Plaza site, as it has power. This unit requires power, but ideally would prefer solar.

10. Parker Plaza/ Castle : Include the e-bike into the phase chart (phase III). Phase I: Immediate improvements (water, power, fence); Phase II: Green belt; Phase III: e-bike stations, event infrastructure e.g. stage. Ashley/Jake to set meeting with Dave about boundaries.

Todd mentioned Daylighting Castle Street creek, discussed challenges and opportunities on this project. DEAC would like to help in this project in whatever capacity we can.

11. Events & Winter Magic: Jake/Ashley mentioned DEAC could provide propane fire pits. Met with Fire Department if this can be made possible. DEAC & Chamber propose to do a food booth & alcohol

booth to raise money for future 'Winter Magic'. Funds raised would be split 50/50. Big tree lighting in original space outside City Council, and business sponsor trees will be at Parker Plaza. Ashley/Kaila will email Lorie to confirm set up for Winter Magic trees. Reinstating the Reindeer Run 5K \$10 entry, get raffle ticket. Raffle after the tree lighting. Have to be present to win. Light parade 6pm, Run 10am, Tree lighting 7pm, Raffle drawing 7.30pm. DEAC purchased easy up tents & banner for Winter Magic. Todd to check where they might be in storage. Discussed different options for donating for Raffles. Looking to do 15-20 packages this year due to timeline short.

Motion for DEAC to buy new lights for the light poles for events (Jake/Jamie to research - make sure Dave from Public Works is OK with suggested styles and with clean up), as well as buy fire pits (once design approved from Fire Department). Ashley/Dani

12. Streetscapes Discussed with Chamber (Kaila) about continuing the branding themes (designed by Eric) so we are continuous across any wayfinding signs etc. Jake presented Eric's powerpoint on branding. Motion to get approval from Council for DEAC to hire a Eric Linden as graphic designer to produce a unified branding to include producing a DEAC logo in alignment with Chamber of Commerce logo (and other City sub-committees) and signage design to present to City Council. Ashley/Jake.

13. Power Box Art Todd mentioned meeting with Todd Andres from Pacific Power about getting the contract completed. Jamie followed up on revised estimates for Power Boxes. Least expensive \$1000, most expensive \$3000. Jamie to email Todd with specs for Power Box art.

14. Downtown Expansion On hold at this time.

15. Communication Newspaper should be going live today. Jake to Instagram / Facebook.

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: 10.17am