

Downtown Enhancement Advisory Committee Special Meeting

Wednesday, December 14, 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: November 16, 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.
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 event outcome, ideas for next year, discussion regarding spending.</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 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, November 16, 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: None

4. Staff / Member Comments: None.

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

6. Art Public Spaces / Sculptures / Murals: Engineer approached about change of location. Island (previous location) discussed an alternative that is seasonal.

7. Façade Improvements: Jake/Dani/Erika met and reviewed building frontages that need most attention to begin process of approaching. Erika to reach out to Ashley regarding the new location.

8. Budget: Dani created a budget summary for transparency, and to ask protocol in spending. Ashley to request special meeting with Murial to learn procedure.

9. Bike Racks in progress

10. Parker Plaza/ Castle:

Ashley presented Three phase plan idea for Parker Plaza. First phase fence along the railway and black top power/water to make space immediately usable for markets and food trucks. Ending with total rework with full stage, green areas, pedestrian areas, seating, two tone pavers, etc.

Look at releasing the concept for other organizations and funding.

Next steps black top power and water (City already aware). Todd to connect with Dave from Public Works. Ashley/Jake to look at fence designs & quotes.

11. Events & Winter Magic:

Present poster of Parker Plaza as what we are raising funds for.

Beautification Committee and Chamber of Commerce members joined meeting to discuss organization of Winter Magic. There are decorating jobs that we will do a working bee on in the coming weeks. Ashley to send out group text. Raffle details on insta. Banners getting fixed with new date. Dani and Erika to sell tickets to raffle at their businesses.

12. Streetscapes/Wayfinding signs: on hold at this time. Jake waiting on Eric for pricing.

13. Power Box Art in progress.

14. Downtown Expansion On hold at this time.

15. Communication Send DEAC related content to Jake for Insta.

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: 10.00 am