

Downtown Enhancement Advisory Committee Regular Meeting

Wednesday, January 25, 2023; 8:30 AM

Special Location:

Shastice Park, 800 Rockfellow Drive
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 agendized for further consideration at a subsequent committee meeting.
4. Staff & Member Comments
5. Consent Agenda: a. Approval of Minutes: December 14, 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.

<p>7. Bike Racks Progress on bike racks. Future placement and funding.</p>
<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 Discuss future DEAC events and get an update on Winter Magic funds. Discuss spending and planning for future 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

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 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, December 14, 2022, 8:30am

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STANDING AGENDA ITEMS

1. Call to Order: Committee Member Ashley Hagge called the meeting to order at 8.33 a.m.

2. Roll Call:

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

3. Public Comment: None

4. Staff / Member Comments: Ashley to email Kathryn to move next meeting to Shastice Park, 25th January.

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

6. Art Public Spaces / Sculptures / Murals: Waiting on Engineer

7. Façade Improvements:

Spreadsheet presented of reviews. Next step generic letter with personalized recommendations, to business owners / building owners & schedule DEAC working bees, starting April 1 (Tuesdays/Wednesdays). Dani & Erika to action.

8. Budget: Ashley to liaise with Kaila/Muriel regarding budget spending from Winter Magic & ask for update.

9. Bike Racks in progress.

10. Parker Plaza/ Castle:

Todd requires dimensions on drawings before he can proceed. Ashley waiting on snow to clear.

11. Events & Winter Magic:

Winter Magic update (see budget above).

Winter Magic feedback biggest one yet. Great parade. Raffle should be earlier 6.30/7. Need better PA system with more speakers (Jake has one). Plan layout next year for flow and fire pit placement. Smore kits? More hot chocolate and have coffee next time. More snack foods. Soup didn't do so well. Seating around fire pits – wood rounds. Layout maps for the run and for the venue area.

Brainstormed new future events ideas.

12. Streetscapes/Wayfinding signs: Eric quote is in and tabled. Reviewed first draft designs. Motion to approve DEAC logo Ashley/Jake. All agreed. Ashley to email Kathy to put on agenda for Council meeting to approve.

13. Power Box Art in progress. Ashley to email Todd for update.

14. Downtown Expansion On hold at this time.

15. Communication Jake to proceed with social media once logo confirmed.

16. Future Agenda Items:

- a. Budgeting
- b. Art in Public Places / Sculptures / Murals
- c. Power Boxes / Events
- 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: 9.33 am