

## Downtown Enhancement Advisory Committee Regular Meeting

Wednesday, February 22, 2023; 8:30 AM  
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  |
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| <b>1. Call to Order</b>   |
| <b>2. Roll Call</b>   |
| <b>3. Public Comment</b><br>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.<br><br>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.<br>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. |
| <b>4. Staff &amp; Member Comments</b>   |
| <b>5. Consent Agenda:</b><br>a. Approval of Minutes: January 25, 2023 Regular Meeting   |
| <b>6. Art in Public Places / Sculptures / Murals</b><br>Discuss Flower or Life and what actions need to be taken at present. Additional art installation idea. Update from Engineer on Public Works questions. Discuss financials with Finance Director.  |
| <b>7. Bike Racks</b><br>Progress on bike racks. Future placement and funding.   |

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| <p><b>8. Parking Lot Improvements   Parkers Plaza   Castle Parking</b><br/>Discuss Parkers Plaza ideas. Look at phase chart. Discuss Castle Street Carpark Improvements</p>   |
| <p><b>9. Power Box Art</b><br/>City Manager to report on next steps. Order decals and discuss art pieces and locations. Discuss financials with Finance Director. Discuss local art contest or event.</p>   |
| <p><b>10. Streetscapes</b><br/>Discuss theme of Logo and Branding. Banners and other branding tools. Discuss financials with Finance Director.</p>  |
| <p><b>11. Budget</b><br/>Discuss possible fundraisers and grants. Figuring out budget for projects.</p>   |
| <p><b>12. Façade Improvements</b><br/>Plan of Action, Funding, Defining Budget. Discuss businesses to send letter to and start dates. Meet with Finance Director regarding financials.</p>  |
| <p><b>13. Events &amp; Winter Magic</b><br/>Discuss future DEAC events and get an update on Winter Magic funds. Meet with Finance Director regarding funds. Discuss spending and planning for future events. Bike and Brew event; meet with Shasta Bike Group to begin planning.</p>  |
| <p><b>14. Downtown Expansion</b><br/>Discuss any progress.</p>  |
| <p><b>15. Communication</b><br/>Discussion and possible action regarding newspaper and social media postings.</p>   |
| <p><b>16. Future Agenda Items</b></p> <ul style="list-style-type: none"><li>a. Budget</li><li>b. Art in Public Places / Sculptures / Murals</li><li>c. Events</li><li>d. Bike Racks</li><li>e. Power Box Art</li><li>f. Streetscapes / Wayfinding Signs / Branding</li><li>g. Downtown Expansion</li><li>h. Parking lot improvements</li><li>i. Communications/New DEAC banner to use at events/Photo op with bike racks</li><li>j. Façade Improvements</li></ul> |
| <p><b>17. Adjourn</b></p>   |

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  
Regular Meeting Wednesday, January 25, 2023; 8:30 AM  
Special Location:  
Shastice Park, 800 Rockfellow Drive Mt. Shasta, CA

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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: Dani Williams, Ashley Hagge, Jake Pritchard

Absent: Erika Bruser

**3. Public Comment:** None

**4. Staff / Member Comments:** none

**5. Consent Agenda: Approval of Minutes:** Jacob/Dani

**6. Art Public Spaces / Sculptures / Murals:** Engineer draft has been sent to Todd for review

**7. Bike Racks** in progress.

**8. Parker Plaza/ Castle:** Ashley shared initiative for Parker Plaza Parking Lot with Planning Commission, no further action at this time

**9. Power Box Art:** approved to move forward and submit art to Pacific Power for approval, Todd to send art over to Pacific Power

**10. Streetscapes/Wayfinding signs:** Eric logo is approved, next action is to contact Muriel for payment to Eric so we can use the new logo.

**11. Budget:** Ashley to liaise with Kaila/Muriel regarding budget clarification. Action: to request a joint meeting with Muriel, Chamber (Kaila), and DEAC to clarify budget spending protocol.

**12. Façade Improvements:** Generic letter drafted by Erika and Dani was read to committee. Will be emailed to all for editing and then approval at next meeting. Next actions will be to distribute letter to downtown businesses and determine a way for business that are interested to contact DEAC, and to determine how DEAC distributes the funds.

**13. Events & Winter Magic:** Winter Magic accounting still to be clarified with Muriel and Kaila. Brainstormed future Bike and Brew event. Looked at Shastice Park as hopeful venue. Discussed probable event activities and logistics. Todd to look into insurance and vendor licensing. Dani to contact Mt. Shasta Bike Association to discuss joint planning meeting. Future action will be to start reaching out to possible sponsors and vendors.

**14. Downtown Expansion:** On hold at this time.

**15. Communication:** Jake to proceed with social media once logo process is complete.

**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

**17. Adjourn: 9.24 am**