

Downtown Enhancement Advisory Committee Regular Meeting

Wednesday, April 26, 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
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: February 22, 2023 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. Update.
7. Bike Racks Progress on bike racks. Future placement and funding. Progress update.

<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 Update on payment and ordering</p>
<p>10. Streetscapes Banners and other branding tools. Update on payment to designer and discussion on branding items.</p>
<p>11. Budget Discuss possible fundraisers and grants. Figuring out budget for projects.</p>
<p>12. Façade Improvements Business letter with application form. Discuss businesses to send letter to and other actions needed.</p>
<p>13. Events & Winter Magic Discuss spending and planning for future events. Bike and Brew Event. To meet with other groups to start planning.</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, February 22, 2023, 8:30am

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STANDING AGENDA ITEMS

1. Call to Order: Committee Member Ashley Hagge called the meeting to order at 8.31 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: Jake shared engineering and invoice. Waiting on Todd’s approval. Jake find out cost from public works so we can pass on to Muriel. Ashley to send to Muriel. Ashley the artist wants to have an unveiling event of some sort once the public works have been done. Ashley to ask if we could combine with first Farmers Market.

7. Bike Racks: Waiting on weather to install.

8. Parker Plaza/ Castle parking lot improvements:

Waiting on weather to progress.

9. Power Box Art in progress. Waiting on Todd for update.

10. Streetscapes/Wayfinding/Logo signs: Need an invoice from Eric for the DEAC logo. Jake to obtain invoice and Ashley to forward to Muriel. Look into banner/flag banner costs.

11. Façade Improvements: We will make a form that businesses submit with their invoices on work completed to Muriel and obtain a rebate of 50% from City Council. We will endeavor to coordinate the work within a timeframe to process the payments in a 30 day turnaround. Dani/Ashley to work on rebate form draft.

12. Budget: Discussed either raising business parking or increasing a special fee for the parklets (stationary built seating units on the public parking spaces). Action to bring before Council to define rate.

13. Events & Winter Magic:

Discussed event logistics and possible future events and who we can work with on this. Set a special meeting to discuss planning: Wednesday 15 March, 8.30am, 2023. Erika to research second weekend in October event dates for any clashes.

14. Downtown Expansion On hold at this time. Related to parking increase as discussed above.

15. Communication Once logo defined will start in social media.

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