

Downtown Enhancement Advisory Committee Regular Meeting

Wednesday, May 31, 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: April 26, 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. Time frame for installation.
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. Updates.</p>
<p>9. Power Box Art Update on payment and ordering. Look into ordering and bids needed.</p>
<p>10. Streetscapes Banners and other branding tools. Ordering banners.</p>
<p>11. Budget Discuss possible fundraisers and grants. Figuring out budget for projects. Update on budget from Muriel.</p>
<p>12. Façade Improvements Business letter with application form. Discuss businesses to send letter to and other actions needed.</p>
<p>13. Events Discuss spending and planning for future events. Bike and Brew Event. Update on event so far. Create timeline.</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, April 26, 2023, 8:30am

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STANDING AGENDA ITEMS

1. Call to Order: Committee Member Ashley Hagge called the meeting to order at 8.34 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: Dani/Jake

6. Art Public Spaces / Sculptures / Murals: Unveiling of Art Circle of Life. On a farmers market day around 2pm while the farmers market in progress. Engineering plans are complete. Not sure if it's Public works or whether we need bids. Jake to call Public works and find out. 15th May is first Farmers Market. However to give more time we could try for 29th May or July 3rd. Erika to call Ashley regarding plinth base and the opening.

7. Bike Racks: Jake to reach out regarding installation now snow is gone. Once we have date we'll take a photo for social media.

8. Parker Plaza/ Castle parking lot improvements: Council has been talking about Parkers Plaza and it's usage. Wondering if we stall our plans if there are other Council plans in process, because there are more parklets planned. Put on hold until we have more clarification on the Council plans. We can still install public parking signage as we planned using our wayfinding plans.

9. Power Box Art Contract is complete. Jake to contact supplier about updated quote, ordering & installing. After installation we will create a artist competition to generate more artwork.

10. Streetscapes/Wayfinding/Logo signs: Received the files for the logo. Jake obtaining a quote signage package. Todd to ask Ken regarding if Council has a signage supplier.

11. Façade Improvements: Ashley put together a contract for the Façade project to go to business/building owners with introductory letter. Ashley send to All. Reimbursement will be how we remunerate building/business owners once we have their completed and approved forms.

12. Budget: Request Winter magic fund amounts that came in. Ashley to contact Muriel.

13. Events & Biketoberfest: Ashley spoke with Concert in the Park people & Chamber. Ashley floated that we should this launch over until next year. Dani said the Bike Shasta is already out of the gate on this and have plans in motion. Proposed we start with something smaller, like one band, one day, etc. Bike Shasta would like to do a Enduro type race of around 80 participants, there are several in

the area that are on the local circuit. Race has stages and held between 9am – 3pm. Might need a shuttle e.g. Shasta Gravity. Our part would be like a small Concert in the Park. Live music, beer booth, as well as vendors & food trucks. We need to reserve spot, we have the permit, Concert in the Park allowing us to use their stage. Tag onto the Façade project and add information about the event regarding raffle contributions and/or live music sponsorship. Banner with sponsorship businesses. Ashley to call Jason / Ken about stage dimensions, insurance and other topics. Two big sponsors & host of smaller ones. Jake contact Jeff regarding a logo for Mount Shasta Biketoberfest. Special meeting with one representative from Bike Shasta and one representative from Concert in the Park next month, Dani to propose June 5th on Monday evening.

14. Downtown Expansion Communication Holding this idea at this time.

15. Communications Social Media account can now be built. Look at Fiver or Canva. Erika resend link and email. Put into a Google Doc for everyone to access for info.

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
- j. Façade Improvements

12. Adjourn: 9.50 am