

Mt Shasta Downtown Enhancement Advisory Committee (DEAC)
Regular Meeting Agenda

Mt Shasta City Hall: 305 N Mt Shasta Blvd., Mt Shasta, CA 96067

Wednesday May 31, 2023, 8:30am

“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.”

STANDING AGENDA ITEMS

1. Call to Order: Committee Member calls the meeting to order at 8.37 a.m.

2. Roll Call: Ashley, Dani, Jake, Erika
Present: Ashley, Dani, Jake, Erika, Karina (public)

3. Special Presentations & Announcements - N/A

4. Public Comment: Karina: Proposal for pedestrian town center. Increase financial revenues, increase pedestrian volume, decrease pollution, less noise, more space for greenery, safer, space for events, attracts new businesses, increases property value, increases quality of life. Close downtown block and blvd. Discussed one way street and issues that can bring up. Discussed traffic studies. Discussed daylighting near ACE Hardware. Karina to provide a rough sketch. Green space near the center of Mount Shasta Blvd. with parking on either side. Advised Karina to go to city council with her proposal. Alta Study Group/SORA is performing studies for green space. www.walkbikerideshasta.com.

5. Staff & Member Comments: Ashley Woods can not locate the base to the flower of life sculpture, Erika looking into this and will hopefully have an update soon.

6. Consent Agenda:

Approval of Minutes: Approved

7. Art in Public Places / Sculptures / Murals: Discuss Flower or Life and what actions need to be taken at present. Additional art installation idea. Looking into time frame for installation:

- Sent bid for concrete base construction for approval.
- Need approval on base cost
- Waiting on base for completion of project but would like to move forward with base construction.
- Public works will need to move their bench.

8. Bike Racks: Progress on bike racks. Future placement and funding. Placement in front of Mt Shasta Art Gallery- check progress

- Bike racks are complete in front of Black Bear Gallery
- May pursue more bike racks in the near future

9. Parking Lot Improvements| Parkers Plaza| Castle St Parking: Discuss Parkers Plaza ideas. Look at phase chart. Discuss Castle Street Carpark Improvements. Updates:

- Still working on this future project

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10. **Power Box Art:** Update on payment and ordering. Look into ordering.

- Received updated bid from Dragon Graphics
- Ashley sent updated bid to Muriel; we are waiting on purchase approval
- We would like to pursue more power box art
- Ashley to email [Todd Juhasz](#) for approval on moving forward with more power box art installations
- Dani requested that businesses be able to contribute towards power box art – e.g. Businesses to sponsor artist or DEAC donation
- Would need a donation form for businesses; Ashley to look into this
- Dani will create a list of power boxes that we would like to have wrapped with street names and dimensions
- Jake to reach out for bids once the list is created

11. **Streetscapes:** Banners and other branding tools. Ordering banners.

- Jake emailed Ashley the quote for initial design phase
- DEAC will pursue approval for initial design phase of unified branding
- Ashley to email Muriel for approval

12. **Budget:** Discuss possible fundraisers and grants. Figuring out budget for projects. Update on Budget from Muriel.

- No update on budget from Muriel

13. **Facade Improvements:** Business letter with application form. Discuss businesses to send out to and other actions needed.

- Dani will proofread and update application letter
- DEAC will create an email template for approval and/or denial
- Potential DEAC involvement to help with improvements
- Once editing is complete, DEAC will send out letters to businesses via mail and/or directly handing out the application

14. **Events** Discuss spending & planning for future events. Bike and Brew Event. Update on event so far. Create timeline.

- Dani met with Parks and Rec and received an event application
- Reviewed application
- Will need a map with infrastructure and ingress/egress
- Will need a food and beverage license
- Food trucks
- Merch
 - Need a design \$750
- Beer booth
- Advertising: Sponsors
- Wrist bands
- Event fee
- Shuttle
- Permitting

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- Shasta Gravity involvement for kids
- Potential issue with railroad property
 - May need to end in a different location
 - Dani will meet with SORA to figure out details
 - Also meet with Shasta Gravity to discuss trails
- Bike Shasta to run the trail event
- Park and Recs want to meet on June 21st at 6pm to present Bike and Brew
 - Dani to meet with them
- Look into funding and sponsorship after 4th of July

15. **Downtown Expansion**: Discuss any progress. N/A

16. **Communication**: Discussion and possible action regarding newspaper and social media.

- Need login credentials from Erika Bruser
- Jake to work on social media

17. Future Agenda Items:

- **Budget**
- **Art in Public Places / Sculptures / Murals**
- **Events**:
- **Bike Racks**
- **Power Box Art** :
- **Streetscapes / Wayfinding Signs / Branding** :
- **Downtown Expansion** :
- **Parking lot improvements**
- **Communications / New DEAC Banner to use at events / Photo op with Bike racks**
- **Façade Improvements** :

17. Adjourn: Meeting adjourned at 9:58am