

Mt Shasta Downtown Enhancement Advisory Committee  
Regular Meeting Agenda

City Hall: 305 N Mt Shasta Blvd

Wednesday, August 30, 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:

2. Roll Call:

3. Special Presentations & Announcements

4. Public Comment:

6. Staff & Member Comments:

7. Consent Agenda:

a) Approval of Minutes: July 26, 2023

8. **Flower of Life:** Check on progress

9. **Power Box Art:** Discuss progress and installation

10. **Façade Improvements:** Plan of Action, Funding, Defining Budget.

11. **Streetscapes:** Steps needed to start the process.

12. **Events:** Winter Magic and October biking event

13. **Bike Racks :** Parking spaces for bike racks & spring project

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14. **Involvement with other community** : Discuss progress and future projects

15. **Parkers Plaza**: -Events

16. **Downtown Expansion**: -Events

17. **Communication**: Discuss newspaper and social media.

18. Future Events:
- **Flower of Life:**
  - **Parkers Plaza:**
  - **Power Box Art:**
  - **Bike racks:**
  - **Streetscapes:**
  - **Volunteers Assistance:**
  - **Downtown Expansion:**
  - **Façade Improvements:**
  - **DEAC's involvement in public events**
  - **Communication**

19. Adjourn :

**DOWNTOWN ENHANCEMENT ADVISORY COMMITTEE**  
**Special Meeting Minutes**  
**Mount Shasta City Council**  
**Wednesday, July 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 8.39 a.m.

**2. Roll Call:**  
Present: Erika Bruser, Dani Williams, Ashley Hagge  
Absent: Jake Pritchard

**3. Public Comment:** None

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

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

**6. Art Public Spaces / Sculptures / Murals:**

Flower of Life: Waiting on date for Contractor, and payment of invoice. Once date aligned Erika let Artist know to arrange unveiling.

**7. Bike Racks:** New bike rack in at The Gallery. Need social media photo. Need to find another spot for the next one. Farmers Market would like one near Castle Street. Todd to talk to Public Works regarding utilizing on corner.

**8. Parker Plaza/ Castle parking lot improvements:** Tabled for next meeting

**9. Power Box Art** Waiting on Dragon Graphics to print and install. Reviewed map of where powerboxes are. 7 large boxes by Fifth Season and Pepsi building. Erika create a art contest for the artwork to wrap remaining boxes. Draft for contest ready for next meeting. End of October art contest concludes and announce winners. Ask businesses to be involved in voting, and possibly donating prize.

**10. Streetscapes/Wayfinding/Logo signs:** Signage needs to meet federal MUTCD outlines, and go to planning commission. An Artist will develop a branding outline, and create a packet that we can present. Revisit in October to develop guidelines for artist.

**11. Façade Improvements** Reviewed outline & application. Defined requirements of application.

**12. Budget:** No information at the moment.

**13. Events & Biketoberfest:** Tabling this event for next year due to timing. In winter months draft up permit list, site map, timeline, insurance, race course. Define in March and get confirmed and set.

**14. Downtown Expansion Communication:** Ashley queried if downtown area will be enforced by parking time limits. In order to expand downtown we would need to bring a vote to the business owners in the expanded area for their buy in. Enquiring about raising the parking fees portion for the business license. Also, can we include an additional annual fee for parklets to be included. Pitch to Council

that DEAC needs to establish surcharge for annual renewal of use fee, for the purposes that DEAC runs on parking fees, now taking public right of way for business use and DEAC cannot raise funds off.

**15. Communications** Social media photo opportunities to organize.

**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: 9.33 am**