

## Mt. Shasta Downtown Enhancement Advisory Committee Regular Meeting Agenda

City Hall Conference Area  
305 North Mt. Shasta Blvd.  
Wednesday, March 27, 2019; 8:30 AM

“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
<p>3. Public Comment</p> <p>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.</p> <p>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.</p> <p>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.</p>
4. Staff & Member Comments
<p>5. Consent Agenda:</p> <ul style="list-style-type: none"><li>a. Regular Meeting Draft Minutes: January 23, 2019</li><li>b. Special Meeting Draft Minutes: December 12, 2018</li></ul>
6. Report on Leavenworth, Washington: Paul Engstrom
7. Discussion and Possible Action: Community Entrance Sign Progress Report
8. Empty Storefront Beautification Subcommittee Progress Report

<b>9. Discussion Regarding Utilization of Electric Cars in the City: Tim Stearns</b>
<b>10. Discussion and Possible Action: Art Walk</b>
<b>11. Discussion and Possible Action: Painting of Power Boxes</b>
<b>11. Future Agenda Items – These are tentative items to review in the upcoming meetings</b> <ul style="list-style-type: none"><li>a. Main Street Program</li><li>b. DEAC Input to Beautification for Castle &amp; Chestnut</li><li>c. Report from Paul Engstrom Regarding Leavenworth, Washington</li><li>d. Discussion Regarding Sidewalks and Driveways</li><li>e. Discussion Regarding a Joint Meeting with the Beautification Committee</li><li>f. Art Walk Discussion and Possible Action</li><li>g. Murals and Power Box Painting</li><li>h. One-Way Streets in the Downtown</li></ul>
<b>12. 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.</p> <p>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.</p>

**Downtown Enhancement Advisory Committee Special Meeting Minutes**

Mt. Shasta City Hall, 305 N. Mt. Shasta Blvd.

Wednesday, December 12, 2018, 8:30 a.m.

Approved as Submitted

“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:** Chair Haugen called the meeting to order at 9:04 a.m.

**2. Roll Call:**  
Present: Haugen, Fielder, Messer  
Absent: None

**3. Public Comment:** None

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

**5. Consent Agenda:** Regular Meeting Draft Minutes: October 24, 2018

COMMITTEE ACTION: Approve minutes as submitted

MOTION: Messer

SECOND: Fielder

AYES: Fielder, Haugen, Messer

NOES: None

ABSENT: None

ABSTAIN: None

**6. Discussion and Possible Action: Community Entrance Sign**  
Item tabled.

**7. Empty Storefront Beautification Subcommittee Report**

Greg Messer – Comments regarding the creation of an Ordinance that would require businesses to remove signage when they vacate a building. Further discussion in January.

**8. Discussion Regarding Electric Cars**

Tim Stearns – Comments regarding the use of open-sided electric vehicles as a shuttle during tourist season.

**9. Façade Assessments**

Greg Messer – Reviewed façade assessment procedure, check sheet, grading system. Review of two businesses assessed. Discussion of next steps, possible options including discussion with owners and working together with the City. Committee discussion.

COMMITTEE ACTION: Request that the City design a repeatable process that will see that all downtown commercial buildings are safe, to have the process in place within six months, and to determine the interval for inspections.

MOTION: Messer

SECOND: Haugen

AYES: Messer, Fielder, Haugen

NOES: None ABSENT: None ABSTAIN: None
<b>10. Review of Winter Magic Event</b> <u>Sandra Haugen</u> – Review of the success of the event.
<b>11. Future Agenda Items:</b> <ul style="list-style-type: none"><li>a. Main Street Program</li><li>b. DEAC Input to Beautification for Castle &amp; Chestnut</li><li>c. Report from Paul Engstrom Regarding Leavenworth, Washington</li><li>d. Expansion of the Downtown District</li><li>e. Discussion Regarding Sidewalks and Driveways</li><li>f. Discussion Regarding a Joint Meeting with the Beautification Committee</li><li>g. Art Walk Discussion and Possible Action</li><li>h. Murals and Power Box Painting</li><li>i. One-Way Streets in the Downtown</li></ul>
<b>12. Adjourn:</b> 9:56 a.m.

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Wednesday, January 23, 2019, 8:30 a.m.

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### STANDING AGENDA ITEMS

<b>1. Call to Order:</b> Chair Haugen called the meeting to order at 8:36 a.m.
<b>2. Roll Call:</b> Present: Stearns, Fielder, Messer Absent: Haugen
<b>3. Public Comment:</b> None
<b>4. Staff and Member Comments:</b> None
<b>5. Consent Agenda:</b> Special Meeting Draft Minutes: December 12, 2018 Item tabled to next regular meeting.
<b>6. Discussion and Possible Action: Community Entrance Sign</b> Discussion regarding timeline, process, and design. Item to return for discussion at next regular meeting.
<b>7. Empty Storefront Beautification Subcommittee Report</b> <u>Greg Messer</u> – Comments regarding downtown businesses and property owners, waiting for better weather to complete assessments. Discussion regarding grants and loans for building renovation. <u>Bruce Pope, City Manager</u> – Review of Community Development Block Grant funds, possibility of creating a business improvement assessment district, nuisance ordinance. Committee discussion. City Manager Pope to investigate EDA, CDBG grant programs, other funding sources. Greg Messer to investigate the cost of window washing for vacant storefronts.
<b>8. Discussion Regarding Electric Cars</b> <u>Tim Stearns</u> – Review of electric cars, possible use of Tourism Business Improvement District, DEAC, and City funds for project. To discuss at future meeting.
<b>9. Façade Assessments</b> Reviewed during item 7.
<b>10. Expansion of the Downtown District</b> Discussion, decision not to pursue to the item. COMMITTEE ACTION: Remove item from future agendas MOTION: Messer SECOND: Fielder AYES: Messer, Fielder, Stearns NOES: None

ABSENT: Haugen  
ABSTAIN: None

**11. Future Agenda Items:**

- a. Main Street Program
- b. DEAC Input to Beautification for Castle & Chestnut
- c. Report from Paul Engstrom Regarding Leavenworth, Washington
- d. Expansion of the Downtown District
- e. Discussion Regarding Sidewalks and Driveways
- f. Discussion Regarding a Joint Meeting with the Beautification Committee
- g. Art Walk Discussion and Possible Action
- h. Murals and Power Box Painting
- i. One-Way Streets in the Downtown

Item added to next regular agenda: Discussion and possible action to find one or more people to work on special activities

**12. Adjourn:** 9:32 a.m.