

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

City Hall Conference Area  
305 North Mt. Shasta Blvd.  
Wednesday, April 24, 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. Special Meeting Draft Minutes: December 12, 2018</li><li>b. Regular Meeting Draft Minutes: March 27, 2019</li></ul>
6. Discussion and Possible Action: Painting of Power Boxes and Murals
7. Discussion and Possible Action on Commercial Building Facade Improvement Program
8. Budget Review and Discussion

<b>9. Discussion Regarding Utilization of Electric Cars in the City</b>
<b>10. Discussion and Possible Action: Art Walk</b>
<b>11. Discussion and Possible Action: Friday Talks at Parker Plaza</b>
<b>12. Discussion and Possible Action: Community Entrance Sign and Other Signage</b>
<b>13. Discussion and Possible Action: Empty Storefronts</b>
<b>13. 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>14. 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.”

<b>STANDING AGENDA ITEMS</b>
<b>1. Call to Order:</b> Chair Haugen called the meeting to order at 9:04 a.m.
<b>2. Roll Call:</b> Present: Haugen, Fielder, Messer Absent: None
<b>3. Public Comment:</b> None
<b>4. Staff and Member Comments:</b> None
<b>5. Consent Agenda:</b> Regular Meeting Draft Minutes: October 24, 2018 <u>COMMITTEE ACTION:</u> Approve minutes as submitted <u>MOTION:</u> Messer <u>SECOND:</u> Fielder AYES: Fielder, Haugen, Messer NOES: None ABSENT: None ABSTAIN: None
<b>6. Discussion and Possible Action: Community Entrance Sign</b> Item tabled.
<b>7. Empty Storefront Beautification Subcommittee Report</b> <u>Greg Messer</u> – Comments regarding the creation of an Ordinance that would require businesses to remove signage when they vacate a building. Further discussion in January.
<b>8. Discussion Regarding Electric Cars</b> <u>Tim Stearns</u> – Comments regarding the use of open-sided electric vehicles as a shuttle during tourist season.
<b>9. Façade Assessments</b> <u>Greg Messer</u> – 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. <u>COMMITTEE ACTION:</u> 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. <u>MOTION:</u> Messer <u>SECOND:</u> 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.

## Downtown Enhancement Advisory Committee Regular Meeting Minutes

Mt. Shasta City Hall, 305 N. Mt. Shasta Blvd.  
Wednesday, March 27, 2019, 8:30 a.m.

“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

<b>1. Call to Order:</b> Committee Member Messer called the meeting to order at 8:34 a.m.
<b>2. Roll Call:</b> Present: Stearns, Messer, Watkins Absent: Haugen, Fielder
<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. Regular Meeting Draft Minutes: January 23, 2019 Motion to approve: Stearns Second: Messer Ayes: Stearns, Messer, Watkins Noes: None Absent: Haugen, Fielder Abstain: None
<b>6. Report on Leavenworth, Washington: Paul Engstrom</b> <u>Paul Engstrom</u> – Review of visit to Leavenworth, WA. Committee discussion regarding creating a theme for the City, how to obtain and maintain volunteers.
<b>7. Discussion and Possible Action: Community Entrance Sign Progress Report</b> Discussion regarding the purpose and vision of the entrance sign. City Planner to attend the next meeting to discuss signage and sign ordinance.
<b>8. Empty Storefront Beautification Subcommittee Progress Report</b> <u>Greg Messer</u> – Reviewed process begun to assess storefronts, ready to continue. Discussed possibility of window washing service for storefronts and removal of signage when property is vacated. Committee discussion regarding funding to assist businesses. City Manager to write sample motion regarding funding for the next meeting. Discussion regarding contacting the owners of empty storefronts regarding the placement of art in the windows. <b>COMMITTEE ACTION:</b> Direct staff to obtain a list of owners of empty storefronts, contact the owners to see if they would be willing to allow the college, museum, or arts community to place art in the windows, that would not block the area that would allow the building to be seen into, but would make it more attractive. MOTION: Stearns SECOND: Watkins AYES: Stearns, Messer, Watkins

NOES: None ABSENT: Haugen, Fielder ABSTAIN: None
<b>9. Discussion Regarding Utilization of Electric Cars in the City</b> <u>Tim Stearns</u> – Review of concept of utilizing cars for rides in the City. Item continued to the April meeting.
<b>10. Discussion and Possible Action: Art Walk</b> Brief discussion, item continued to the April meeting.
<b>11. Discussion and Possible Action: Painting of Power Boxes and Murals</b> Item continued to the April meeting.
<b>11. Future Agenda Items:</b>  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 regarding Friday talks in Parker Plaza
<b>12. Adjourn:</b> 9:58 a.m.

**DEAC Agenda Item**  
Staff Report

**Meeting Date:** April 24 , 2019  
**To:** Committee Members  
**From:** City Manager  
**Subject:** Budget Proposal 2019-2020

<b>x</b>	Regular
	Consent
	Closed
	Presentation

**Recommendation:**

Staff recommends the Committee review existing income and expenditures and formulate a recommendation to the City Council for a 2019/20 DEAC operating budget.

**Background & Summary:**

DEAC is a citizens committee that advises the City Council on expenditure of funds from the Downtown Business Improvement District trust fund. The fund was originally created as a parking district fund per Mt. Shasta City Ordinance No. 275. DEAC’S authority was latter expanded to include decoration of public places, in coordination with the Beautification Committee, promotion of public events and music and promotion of retail trade in the district in coordination with the Chamber of Commerce.

The District Fund presently has annual gross revenues of approximately	\$10,200
Debt Service on parking facilities	\$ 5,060
Special Debt	<u>\$ 1,200</u>
Annual Net Revenue	\$ 3,740
Fund Balance	\$53,766

Present outstanding debt for the parking facility loan balance \$

The Committee could recommend to the City Council to pay off the remaining parking loan balance and then develop an operating budget for approval of the City Council. As an alternative, the Committed could recommend an annual operating budget that includes the annual debt service payment and the Special debt payment, plus whate other activities the Committee votes to support.

**Citizen Committee Agenda Item**  
Staff Report

**Meeting Date:** April 24 , 2019

**To:** Committee Members

**From:** City Manager

**Subject:** Discussion and Possible Action on the Establishment of a Commercial Building Façade Improvement Program

<b>x</b>	Regular
	Consent
	Closed
	Presentation

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**Recommendation:**

City Manager recommends DEAC discuss and take public comment on the possibility of recommending that the City Council of Mt Shasta establish a Commercial Building Façade Improvement Program.

**Background & Summary:**

At its March 27, 2019 meeting DEAC indicated it wanted to explore the development of a program whereby the City of Mt. Shasta would loan building owners/renters a specific amount of funds to be used to improve their store fronts.

Before such a program goes to the City Council it would be helpful if DEAC members could draft the program for City Council consideration.

**ISSUES TO BE DISCUSSED AS PART OF A PROPOSED PROGRAM:**

1. The anticipated average cost to upgrade a building façade.
2. Estimation of the total number of buildings that might apply.
3. The number of building owners or remters that might be interested in utilizing the program.
4. Total Estimated cost of program.
5. What percentage of the approved repairs should the City fund, ie, a matching loan.
6. What is the term of the City loan.
7. What, if any, interest rate should the City charge for the loan.
8. Should the loan be limited to businesses within the Business Improvement District or should the loan be for all businesses in the City of Mt. Shasta?



9. Should the loan cover building repairs only or should it also cover design and permitting cost.
10. Is the loan for façade improvements or can it include internal improvements?
11. Should the loan be for business development or repairs?
12. Should we restrict the loan to just cover code violations?
13. What priorities do we recommend for funding if there is more than one loan request?  
Code violations take priority, or façade improvements are more important to the committee than internal repairs.
14. Who will review the applications and rate them with recommendations to the City Council?