

Mt. Shasta Downtown Enhancement Advisory Committee Regular Meeting Agenda

City Hall Conference Area
305 North Mt. Shasta Blvd.
Wednesday, May 22, 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
5. Consent Agenda: a. Regular Meeting Minutes: April 24, 2019
6. Beautification Committee Liaison Report: Greg Messer
7. Discussion and Possible Action: Painting of power boxes The DEAC Committee will create a plan to make the power boxes more attractive.
8. Discussion and Possible Action on Commercial Building Facade Improvement Program

<p>9. Discussion regarding DEAC Budget, Fund Balance, Investment Policy</p>
<p>10. Discussion Regarding Utilization of Electric Cars in the City</p>
<p>11. Art Walk Update: Greg Messer</p>
<p>12. Discussion and Possible Action: Parker Plaza Community Events</p>
<p>13. Discussion and Possible Action: Community Entrance Sign</p>
<p>14. Discussion and Possible Action: Empty Storefronts</p>
<p>15. Discussion and Possible Action on the Establishment of a Commercial Building Façade Improvement Program</p>
<p>16. Future Agenda Items – These are tentative items to review in the upcoming meetings</p> <ul style="list-style-type: none">a. Main Street Programb. DEAC Input to Beautification for Castle & Chestnutc. Discussion Regarding Sidewalks and Drivewaysd. Discussion Regarding a Joint Meeting with the Beautification Committeee. One-Way Streets in the Downtown
<p>17. Adjourn</p> <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>

DRAFT MINUTES

DEAC MEETING 4-24-19

Meeting was called to order by Chairperson Haugen at 8:32 AM.

Members present:

Chairperson Haugen

Member Stearns

Member Fielder

Member Messer

Member Watkins

Consent Agenda approved on a motion by Tim Stearns, 2nd By Greg Messer. Voice vote: 5-0

ITEM 6 PAINTING OF MURALS AND POWER BOXES:

Committee discussed Power Boxes and decided to invite Monte Mendenhall to the May meeting to discuss painting of Pacific Power boxes. The Committee also decided to invite the City Beautification Committee to attend the May meeting because Beautification also has interest in painting the power boxes.

John Uttech committed one day per week to finish the mural in the Parker Plaza parking lot.

COMMERCIAL BUILDING FAÇADE IMPROVEMENT PROGRAM:

Committee decided that two members would work as sub-committee to assess the number of buildings that might be in need of façade improvements and report back to the full committee at the May meeting.

The committee discussed dedicating \$5,000.00 dollars from DEAC District funds for the façade improvement program.

The committee also decided to create a two member sub-committee to draft the Commercial Building Façade Improvement Program.

8. BUDGET REVIEW:

The Committee outlined a preliminary budget request for the City Council as follows:

1. Parking District Annual Debt Service	\$5,060.00
2. Winter Magic Event	\$3,000.00
3. Mural and Power Box Painting	\$1,500.00
4. Special Debt	\$1,200.00
5. Commercial Building Façade Improvement Program	<u>\$5,000.00</u>
TOTAL	\$15,760.00

Moved: Haugen, 2nd Stearns

ITEM 9. DISCUSSION REGARDING ELECTRIC CARS IN THE CITY:

Continued electric car discussion to next meeting. Tim Stearns to check with TBID group for possible funding. He will report back at next meeting.

ITEM 10. DISCUSSION REGARDING ART WALK:

Committee discussed the Art Walk program and noted that the Art Council has a new Executive Director and they may be interested in participating in the Art Walk program. Greg Messer to contract Art Council.

ITEM Q11. FRIDAY TALKS AT PARKER PLAZA:

Committee decided that this was basically a Chamber of Commerce proposal which DEAC supports.

ITEM 12. CITY ENTRANCE SIGN:

Jamie reported that she was still working on alternatives and would try to have something to present at the May meeting.

ITEM 3. EMPTY STOREFRONTS:

Committee held a general discussion regarding Empty Storefronts. Greg Messer reported that Siskiyou College is in the process of creating a new foundation to raise funds for the College and they might be able to utilize the empty storefronts as part of their efforts to do outreach.

FUTURE AGENDA ITEMS:

Drop item g Murals and Power Boxes

Meeting adjourned at 9:57 AM.