



Shadelands Steering Committee Meeting Agenda

Date: January 13, 2023 Time: 9:30 a.m. to 11:00 a.m.

Location: Virtual
Join Zoom Meeting

<https://us02web.zoom.us/j/83189292133>

Meeting ID: 831 8929 2133
Dial by phone
+1 669 900 9128 US (San Jose)

- I. **WELCOME**-Call to Order (5 minutes) De La Housaye-Ashley
 - a. Roll Call

II. **PUBLIC COMMUNICATIONS** (5-7 minutes) This portion of the meeting is reserved for comment on items not on the agenda. Under the Brown Act, the Board cannot act on items raised during public communications but may respond briefly to statements made of questions posed; request clarification; or refer the item to staff.

- III. **CONSIDERATION / ACTION ITEMS (20 minutes)** De La Housaye-Ashley

- a. Approval of Minutes: October 7, 2022 and November 4, 2022 Motion
- b. Implementation Plan-Status Report (Jared Asch) Linscheid
- c. Marketing & Business Attraction Linscheid
- d. Brand Engagement Strategy Linscheid
- e. Scope of Work – Consultant Linscheid

- IV. **REVIEW & UPDATES** (40 Minutes)

- a. City Update Killgore
 - i. Multi-Modal Subcommittee- Improvement Recommendations Boardman
- b. Shadelands Website- ADA issues Ashley /Linscheid
 - i. Retained legal services
- c. Made in the Shade- plan for 2023 Linscheid
- d. Newsletter & Communications Update Colberg

- V. **COMMITTEE MEMBER UPDATES** (10 minutes) All

- VI. **ADJOURN: NEXT MEETING:** March 10, 2023, 9:30 a.m.

BROWN ACT: Government Code 54950 (The Brown Act) requires that a brief description of each item to be transacted or discussed be posted at least 72 hours prior to a regular meeting. Action may not be taken on items not posted on the agenda.

NOTICE TO PUBLIC: You are welcomed and encouraged to participate in this meeting. Public comment is taken (3 minutes maximum per person) on items listed on the agenda when they are called. Public Comment on items not listed on the agenda will be heard at the meeting as noted on the agenda. Comments on controversial items may be limited and large groups are encouraged to select one or two speakers to represent the opinion of the group. The order of Agenda items is listed for reference and may be taken in any order deemed appropriate by the Board of Directors. The Agenda provides a general description and staff recommendations; however, the Board of Directors may take action other than what is recommended.