

Downtown Merchants Group Meeting

October 10, 2022

Downtown Needs and Challenges

- The merchants struggle with the lack of a Chamber to plan events, costs to businesses, and regular foot traffic
- Consistency of events is difficult because there is no one person to focus on organizing the events besides the business owners
- Some merchants would like to see more involvement of the at-risk youth and people to make them feel connected to the city and stop behaviors that the community deems undesirable (i.e. littering, public intoxication, nudity, yelling profanities)
- The merchants would like to see more investment by the City in events like Art Hops, Gold Rush, Concerts in the Park, Liberty Arts events, and new events
- The Merchants would like to see the City or the Chamber pull more people from Interstate 5, improve the aesthetics of Miner Street buildings and the Plaza by Liberty Arts
- The group would like to see the City or Garden Club put in new landscaping and maintain it
- The south and north ends of town also need attention. They are not well kept or integrated into the city.
- We need more things for teens to do that would keep them out of trouble and get them engaged in the community.
- There needs to be better coordination between all local agencies – i.e. city, SEDC, Northern Siskiyou Chamber, businesses, property owners
- The homeless population is an issue with security concerns, vandalism, and littering
- The Community Resource Center offers free food and people who use the service leave litter on Broadway all of the time. The group is requesting the City to step in to help negate this.
- Vacant properties need to be cleaned up and something done to get them open
- The group would like help with grant dollars to do aesthetic improvements to the buildings.
- The group would not like to see more chains in the downtown area.

Chamber of Commerce Discussion

- The aesthetics of the historic district and Miner Street need attention. Specifically, more landscaping, maintenance of landscaping, and design standards for building owners
- If there is a Chamber, they cannot rely on membership for at least three years of successful programs. The group would like to see the City help hire a Director for 3 to 5 years on a grant or funding from the City to get the Chamber restarted.

Opportunities

- The City or SEDC should have a central calendar of events and marketing, maybe advertise stores on the city website.

- The group would like to see a centralized visitor's center that has information on things to do in the area and advertise the town's amenities
- The group would like to see the theatre revived to be either a performing arts center or theatre. Just something to do in the evenings for people and teens.
- Merchants would like to see outdoor merchandise sales like clothing, improve curb appeal of Miner Street, holiday cedar bows for the holidays, night parades, and a breakfast place for early morning people.
- The group like the idea of window coverings with historic pictures or public art on vacant buildings. The group also like the idea of shadow boxes in windows advertising products for home businesses that may not have a storefront and information on how to obtain the products
- The group would like to see artisan focused restaurant that are higher end and offer a variety of cuisines.
- The group would really like to see a live music venue, Co-op, French Bakery, movie nights of reruns, and cultural events and pop-up restaurants
- The group would like to see more leadership with youth and helping them develop businesses and products.

Example Cities

- Downtown Truckee – have hanging flower baskets, watering system, and outdoor life
- McCloud – the events are amazing and well planned for a small town. They have a large vendor pool at these events which draws more people.
- Jacksonville, OR – the Britt has great events most of the year, the buildings are well kept, and the historic district is interesting and a draw to people
- Nevada and Grass Valley – have great downtowns with good restaurants, clean, and visually appealing.
- Folsom and Placerville – downtown have a similar western/mining town vibe and include interesting shops and stores
- Levanworth, WA – great design style and we like how they maintain the town. Cute events on weekends that don't involve a lot of effort
- Elk Rapids, Michigan – Downtown is fun to be in at night and has a lot of entertainment options.