

# Shasta Lake Community Connection

January 2026



## City Council Selects Justin Jones as Mayor

Thank you to outgoing Mayor Pamelyn Morgan for your leadership and congratulations to Vice Mayor Greg Watkins on your appointment.



## A New Year's Resolution Worth Keeping: Support Local Businesses

A NOTE FROM YOUR CITY MANAGER

As we wrap up 2025, I want to sincerely thank the residents of Shasta Lake for continuing to support our local businesses.

Every dollar spent locally matters. For each taxable purchase made in our community, 1% stays right here to support essential services such as public safety, parks, roads, and many other essential services. While we have all grown accustomed to clicking "Buy Now" online, the reality is that very little of that spending benefits our local budget. Local governments rely heavily on General Fund revenues, and we want to see those dollars increase, not decline.

To put this into perspective, a \$1,000 purchase made at a local business generates approximately \$10 in local sales tax for the City of Shasta Lake. That same \$1,000 spent online typically returns only 10 to 25 cents. The full 1% sales tax instead goes to the jurisdiction where the fulfillment or distribution center is located, often in the Bay Area or Los Angeles, helping fund their law enforcement, parks, and services. That difference adds up quickly. Anything we can do to keep spending local is greatly appreciated.

We are excited to welcome new businesses to our community. Fall River Brewery has just opened its taproom along Shasta Dam Boulevard in Cascade Village. If you have not stopped by yet, I encourage you to do so and enjoy the great selection of brews. If you are hungry, you can order food from any of our local restaurants that offer takeout or delivery. Next door to Fall River, we will be welcoming a SmashBurger, with an anticipated opening in early March. Concerned about driving? Take advantage of RABA Runabout's convenient door-to-door Shasta Lake service.

Let's also continue supporting our long-standing local favorites including Pizza Factory, Silver Dollar, Ridgetop Cellars, Farmers Market, Ace Hardware, local gas stations, and many others. A strong business community supports a strong community. One simply cannot exist without the other.

Our local Chamber of Commerce does an outstanding job representing and connecting the business community. If you are looking for local services, I encourage you to contact the Chamber (275-7497). They can help connect you with a local business to meet your needs. If you are interested in starting a business or expanding an existing one, please reach out to Whitney Zeller at City Hall. We maintain a current list of available properties and are happy to help you find your new home in Shasta Lake.

As always, I want to hear from you. If you have questions, concerns, or ideas, please reach out. I do read the emails and I do respond. Your input is essential to the continued success of our community. As I speak with people from all over, I hear one consistent message. Shasta Lake is such a great place to live, work, and invest. I could not agree more.



Jessaca Lugo,  
City Manager  
(530) 275-7411

Look for your \$75.00  
CA Climate Credit in  
your next bill



## Upcoming Events

City Council Meetings  
Held on the 1st and 3rd Tuesdays  
of each month  
6:00 PM | City Council Chambers,  
4488 Red Bluff Street

Parks & Recreation Commission  
Meetings  
Held on the 2nd Thursday of each  
month  
4:30 PM | City Council Chambers,  
4488 Red Bluff Street

Planning Commission Meetings  
Held on the 1st Thursday of each  
month  
6:00 PM | City Council Chambers,  
4488 Red Bluff Street

City Hall Closure(s):

- January 1, 2026
- January 19, 2026
- February 16, 2026

Save the Date:

- Community Awards Dinner  
March 7, 2026
- Boomtown Festival  
May 1st & May 2nd, 2026

City of Shasta Lake  
4477 Main Street, Shasta Lake, CA 96019  
Phone : (530) 275-7400  
Website : [www.cityofshastalake.gov](http://www.cityofshastalake.gov)

# Changes in your solid waste - Organic Recycling is here!



Enacted in 2016, Senate Bill 1383 requires all California businesses, multifamily properties, and residences to separate food scraps, food-soiled paper, and yard waste from trash and recycling, and to participate in an organics collection service.

The City of Shasta Lake contracts with Waste Management for solid waste services through a Franchise Agreement. CalRecycle has delayed enforcement on the City while Waste Management completed a \$10 million facility upgrade necessary to accept and process organic waste. That facility is now complete, and the State is requiring the City to implement a comprehensive SB 1383 program effective on or after January 1, 2026.

Under the City's Franchise Agreement, commercial and multi-family customers are billed directly by Waste Management based on the number and size of their containers and the frequency of weekly service. Single-family residential customers are charged a monthly base rate that includes weekly collection of trash (gray cart), recyclables (blue cart), and organics/green waste (green cart). Businesses, you may qualify for a 5-year waiver from reporting. Please visit our website for more information. [www.cityofshastalake.gov/businessrecyclingwaiver](http://www.cityofshastalake.gov/businessrecyclingwaiver)

It is important to note that the Shasta Lake City Council strongly opposed SB 1383 from the outset, cautioning state lawmakers that the mandate would be costly, difficult to administer, and particularly challenging for rural communities. Despite those concerns, the State moved forward with the legislation.

The City is now focused on implementing the program in the most practical and reasonable way possible. We recognize there will be challenges and questions as customers adjust. Educational materials will be distributed, and reminder stickers for carts are available in the City Hall lobby for those who find them helpful.

If you have questions or need guidance on the new requirements, please contact us. We will do our best to navigate this transition together.



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# Cat and Dog Adoption!

## Shasta Lake Animal Shelter



## Adopt a Loving Pet!

- Bring home a loyal, loving companion!
- Save a life and make a new best friend.
- Adopting a pet helps make room for other animals in need.

3025 Ashby Road, Shasta Lake, CA  
(530) 275-7480

## Making Upgrades to Your Home or Business?



The City has energy  
efficiency rebates available



### Electric Rebates:

- ✓ Lighting (ceiling fans, LED lights, holiday lights)
- ✓ HVAC (HVAC units, whole house fan, duct sealing)
- ✓ Appliances (washer, dishwasher, refrigerator, and more)
- ✓ Weatherization (insulation, windows, window film, sealing)
- ✓ Free Energy Audits



### Water Rebates:

- ✓ High Performance Low-Flush Toilet
- ✓ High Performance Clothes Washer
- ✓ Automatic Irrigation Controller
- ✓ Free Water Audits

For More Information & Rebate Forms:

Call ESG Group (855) 516-2105 or  
visit our website