

# Beautification Committee Agenda

It is the mission of the Beautification Commission to add to the rich cultural history of our place; share the beauty of our community; and instill a sense of pride in our public, private, and communal outdoor spaces.

Location: The Dalles City Hall - Upstairs Conference Room

Date: Wednesday, June 3, 2020 VIA ZOOM

Time: 5:30pm

Chair: Tiffany Prince

## Agenda items

T. Prince	Call the Meeting to order	5:30pm
Izetta Grossman	Roll Call	
T. Prince	Approval of March 11, 2020 meeting minutes	
Meeting Focus:	Approval of sign design for award Clean up to Open up	5:40 pm
Other Business	Updates on Vogt Fountain Stop the Drop Litter Campaign	6:20 pm
ADJOURN		7:30 pm

## ZOOM LOGIN INFORMATION

[https://zoom.us/j/91448641070?pwd=\\_T3hnQWV4T1FZVTdoRmsrQkxEY0N1dz09](https://zoom.us/j/91448641070?pwd=_T3hnQWV4T1FZVTdoRmsrQkxEY0N1dz09)

Meeting ID: 914 4864 1070

Password: 386560

OR DIAL 1.253.215.8782 or

1.346-248-7799



BEAUTIFICATION COMMITTEE  
Minutes  
March 11, 2020  
5:30PM

THE DALLES CITY HALL  
313 COURT STREET  
THE DALLES, OR 97058

PRESIDING: Tiffany Prince

COMMITTEE MEMBERS PRESENT: Brenda Coats, Judy Merrill, Tiffany Prince, Connie Krummrich

ABSENT: John Nelson, Bill Lennox, Max Butensky

Staff Liaison: Izetta Grossman, CMC, City Clerk

CALL TO ORDER

Tiffany Prince called the meeting to order at 5:38 pm.

ROLL CALL

City Clerk Izetta Grossman conducted roll call; Nelson, Lennox, Butensky absent.

APPROVAL OF MINUTES

It was moved by Coats and seconded by Krummrich to approve the minutes of the February 26, 2020 Meeting. The motion carried; Nelson, Lennox, Butensky absent.

OTHER BUSINESS

Vogt Fountain

Coats reported that the fundraising campaign for the pavers around the rose garden had begun.

Coats said the Troutdale company would create a flat surface on the back of the lion heads for mounting. The Goldendale company would do the actual drilling and installing of the lion heads.

Coats said in order to move forward the committee needed to authorize the grant amount to Northern Wasco County Parks & Recreation.

Grossman said no funds could be spent until Scott Baker, Executive Director of Northern Wasco County Parks & Recreation District (NWCPR) provided a hold harmless letter for the installation.

Coats said she would remind him to provide the letter.

It was moved by Prince and seconded by Krummrich to award a grant in the amount of \$700 to NWCPR for installation of the lion heads on the Vogt Fountain contingent on receipt of the hold harmless letter from NWCPR. The motion carried; Butensky, Lennox and Nelson absent.

#### MEETING FOCUS TOPIC

Stop the Drop Campaign – see attached update

Krummrich performed the new “Butts song”.

Krummrich said there was a need for other Committee members to take on parts of the program.

She said the April kick off at schools and at the City Council meeting was going full steam ahead.

Prince said she would work with the high school and college on April 4<sup>th</sup> clean up. She said she would ask Butensky to help her.

Merrill reviewed information regarding the cigarette up cleanup campaign. She said if it was ok with the Committee she would continue to work with Main Street and encourage them to work on a program. It was the consensus of the committee for her to continue to work with Main Street.

There was discussion regarding “Adopt a Street” program, as a continuation of the clean ups. The committee agreed that if others don’t get involved the recently cleaned up areas will become trashy again.

Krummrich asked if the committee wanted to be in the Cherry Festival Parade. IT was moved by Coats and seconded by Merrill to authorize the \$20 parade entry fee.

Discussion regarding the ability of the Committee to take over the Monthly Clean ups when Blue Zones disbands at the end of April. Krummrich had a task list and SOLV waivers for the committee (attached).

Grossman will talk to the City Manager to clarify if the Committee can take over without a staff person overseeing and being present during the cleanups and what the liability would be to the City. The possibility of using NorCor inmates as volunteers was brought up.

Krummrich said she had mentioned using Immense Imagery through the school district before and no decision had been made regarding offering \$300 to the district for use of the videos to promote Stop the Drop. It was decided to add this item to the next meeting agenda.

#### May Gathering with Partners

Discussion regarding who to invite, format and name of the event.

Possible date May 13  
City Council Chambers  
Provide food

Ideas:

"Litter Summit"

"Beautiful The Dalles Summit"

"Litter Awareness"

Invites:

Public Works

The Dalles Disposal

Main Street

The Chamber

ODOT

Jacobs

Aaron from UPRR

Parks & Recreation

Focus:

Listening/Sharing meeting

Everyone comes with what projects they are working on in the area of clean up and litter education

Find areas of overlap for collaboration

Sustainability of projects

Clean ups – list of needs

#### NEXT MEETING:

March 25, 2020 5:30pm

Focus:

Yard sign design for Monthly Beautification Award

Stop the Drop

Contribution to D21 for videos

Ads at Movie theatres

May Gathering planning

#### ADJOURN

Being no further business the meeting was adjourned at 7:40 pm.

Signed: \_\_\_\_\_

Tiffany Prince, President

# Columbia Cinema Ads

## Discounted Non-Profit Rates

### Contract Rates: Hood River Cinemas and Skylight Theater (7 movie screens)

\*Rates are based on a 30 second advertising spot or two fifteen second spots

One Year Contract	Still Image	Still image with audio	Video / Audio
	\$175 each month	\$225 each month	\$275 each month
Six Month Contract	Still Image	Still image with audio	Video / Audio
	\$195 each month	\$245 each month	\$295 each month
Three Month Contract	Still Image	Still image with audio	Video / Audio
	\$225 each month	\$275 each month	\$325 each month
Month by Month	Still Image	Still image with audio	Video / Audio
	\$245 each month	\$295 each month	\$345 each month



### Contract Rates: Columbia Cinemas - The Dalles, Oregon (4 movie screens)

\*Rates are based on a 30 second advertising spot or two fifteen second spots

One Year Contract	Still Image	Still image with audio	Video / Audio
	\$150 each month	\$200 each month	\$250 each month
Six Month Contract	Still Image	Still image with audio	Video / Audio
	\$175 each month	\$225 each month	\$275 each month
Three Month Contract	Still Image	Still image with audio	Video / Audio
	\$200 each month	\$250 each month	\$300 each month
Month by Month	Still Image	Still image with audio	Video / Audio
	\$225 each month	\$275 each month	\$325 each month

## Coming Soon - Lobby Advertising

Hood River Cinemas	\$65 monthly
Skylight Theatre, Hood River	\$45 monthly
Columbia Cinemas, The Dalles	Coming Soon

\*Please request media kit for design charges and other details on advertising

Big Screen Advertising | nathan@bigscreenad.com | (541) 490-4843

Update from Connie and Brenda—May 26, 2020

Listed below are the 3 bids for the yard beautification sign, along with a bit of info each.

\*Optimist Printers

- \$470, which inc layout
- single sided brushed aluminum
- three color vinyl
- 2' x 3' in size

\*The Dalles Workshop

- \$650
- made from pallet wood with metal stakes
- waterproofed for durability
- wording etched with laser machine
- 3' x 2 ½' in size

\*Jeff Stewart

- \$1,000
- made from wood (fir)
- relief carving (has dimension)
- coated w/oil and Johnson's floor wax for protection
- can be buffed to protect and shine each year
- legs made of rebar, which is countersunk into wood
- 2' x 3'
- entrance sign at college is an example of his work

\*Denae Manion Studios

- thought she was going to give us a bid, but it never materialized

Each individual/business was given a set of criteria prior to giving us a bid. A rendition of each finished product is included, as well as the list of the sign criteria

CRITERIA FOR CREATION OF A "BEAUTIFICATION AWARD" SIGN

2/25/20

THE SIGN WILL BE DESIGNED AS A "TRAVELLING PIECE OF ART"; IT WILL BE AESTHETICALLY PLEASING AND INSPIRING, IN HONOR OF THE MISSION STATEMENT OF THE BEAUTIFICATION COMMITTEE

MATERIALS: MADE OF WOOD OR METAL

DURABILITY: DESIGNED TO LAST AT LEAST 10 YEARS

IT WILL HAVE A FRAMEWORK/LEGS WHICH WILL ALLOW IT TO BE SECURELY PLANTED INTO THE GROUND.

THE WORDS "BEAUTIFICATION AWARD" WILL BE DISPLAYED AND THE SIGN MUST NOTE THE SPONSORS: MID-COLUMBIA REALTORS ASSOCIATION AND CITY BEAUTIFICATION COMMITTEE

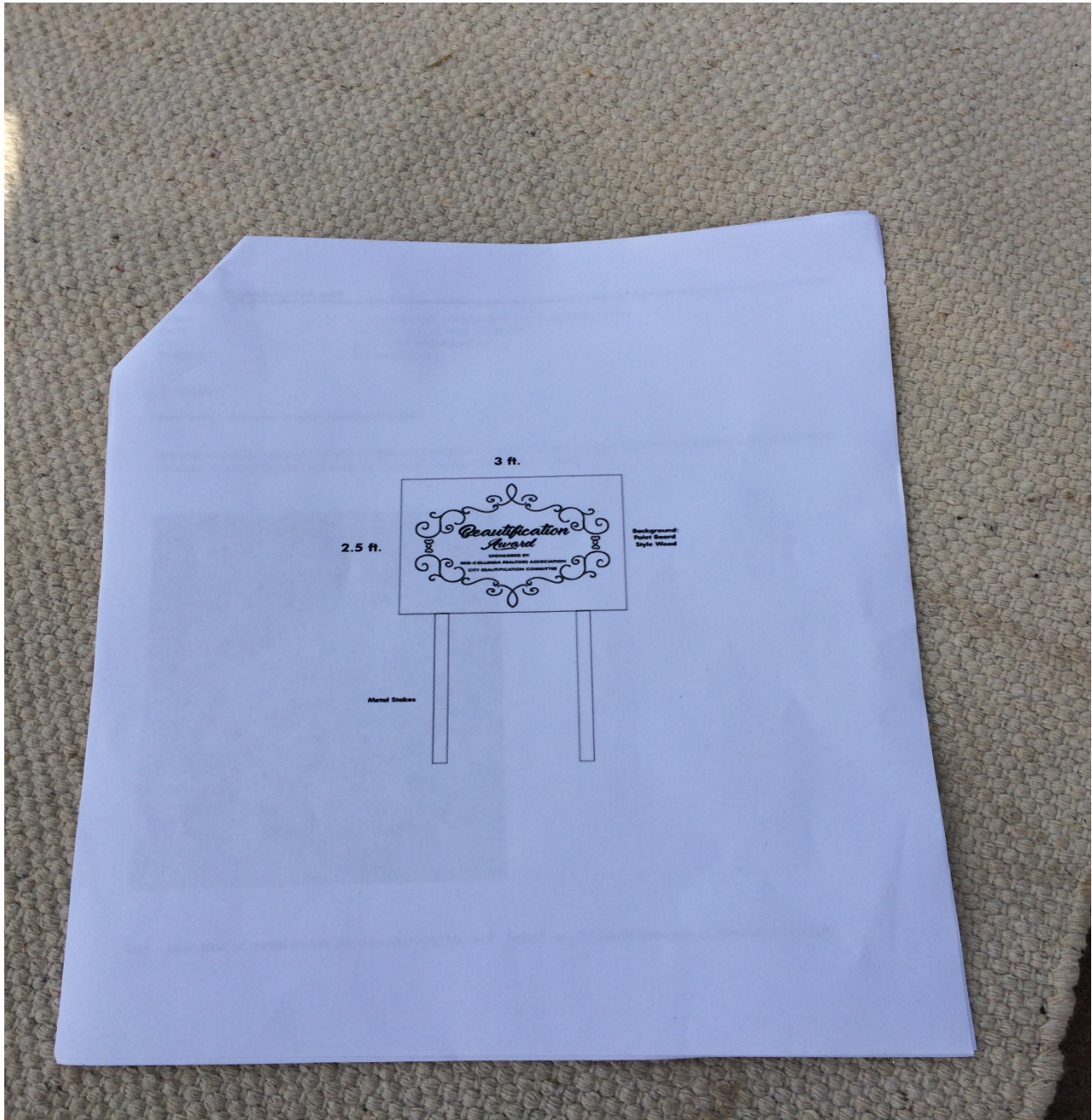
WEIGHT: 2 PEOPLE MUST BE ABLE TO MANAGE THE TRANSPORTATION AND PLACEMENT OF THE SIGN

SIZE: APPROXIMATELY 2' x 3' or 3' x 3'

THERE SHOULD BE A MINIMUM OF 2 BIDS RECEIVED FOR THE CREATION OF THE SIGN—TO INCLUDE A SKETCH AND COST. THE MAXIMUM COST OF THE SIGN WILL NOT EXCEED \$1000.00—WHICH WOULD BE SPLIT EQUALLY BETWEEN THE CITY AND THE MID-COLUMBIA REALTORS ASSOCIATION.

Submitted by Brenda Coats and Connie Krummrich







# BEAUTIFICATION AWARD

MID-COLUMBIA  
REALTORS ASSC.

THE DALLAS  
BEAUTIFICATION  
COMMITTEE





BEAUTIFICATION COMMITTEE

Minutes  
June 3, 2020  
5:30PM

VIA ZOOM

PRESIDING: Tiffany Prince

COMMITTEE MEMBERS PRESENT: Brenda Coats, Judy Merrill, Tiffany Prince, Connie Krummrich, John Nelson, Bill Lennox, Max Butensky

ABSENT: None

Staff Liaison: Izetta Grossman, CMC, City Clerk

CALL TO ORDER

Tiffany Prince called the meeting to order at 5:33 pm.

ROLL CALL

City Clerk Izetta Grossman conducted roll call; all members present

APPROVAL OF MINUTES

It was moved by Lennox and seconded by Coats to approve the minutes of the March 11, 2020 meeting. The motion carried unanimously.

ACTION ITEMS

Approval of design for Beautification Traveling Award

Coats reviewed the options from three designers.

It was moved by Nelson and seconded by Merrill to accept the proposal from Jeff Stewart, for the traveling beautification award. The motion carried unanimously.

Krummrich and Coats will take the design to Mid-Columbia realtors for their approval. Once approved Krummrich and Coats will get invoice from Stewart and will present an invoice to the City of The Dalles for the payment of the deposit.

Clean Up to Open Up

It was the consensus of the Committee to ask Main Street and the Chamber to join by working on another part of downtown on June 28 from 6-8pm, or on some other date.

The Committee decided to work on Second Street from the Sunshine Mill to the Chamber.

Merrill said she would contact Don Warren at Main Street. Prince said she would contact Lisa Farquharson at The Dalles Area Chamber of Commerce.

Coats said she would drive her truck and bring buckets. Krummrich said she would bring bags, brooms and gloves.

All members of the Committee were available to help.

Lennox said he was willing to help, but he felt the Committee charge was larger projects.

#### UPDATES:

##### Lion Club Fundraising Report – Fountain Pavers – Coats

Coats reported that \$4400 had been raised to date.

She said Jim Wilcox had submitted a grant to Union Pacific Rail Road on behalf of the Lions for the remaining improvements at the Fountain. She said he didn't expect to know if the grant was successful until September.

Coats and Lennox said they were arranging a ribbon cutting with Mayor, Chamber.

They said the Lions Heads were installed and water was clean. A granddaughter of the Vogt's had contacted the installer wanting to know who to contact to help with the project. Lennox thought that inviting her to the ribbon cutting would be nice.

##### Stop the Drop

Krummrich had written a letter to the editor thanking the community for all the yard work being done.

She reported that at this time the schools aren't open for the various presentations. She said she hoped to start up again in September.

Nelson said the school district was waiting on direction from the State of Oregon on when schools could reopen and what it would look like.

##### Other Business

Grossman said the Mayor had contacted ODOT about working together on Welcome Signs. He said he would provide Prince with the contacts for the Committee.

Coats asked if the City had determined the funding for the Committee next fiscal year. Grossman said \$10,000 had been budgeted. She said all departments of the City had made budget cuts, due to the reduction of revenue due to COVID-19.

Grossman said she didn't think the Mayor could act as the Staff Person for the Community Clean ups that previously were handled by Blue Zones. Krummrich said she thought the City could join the SOLVE program and they covered the Volunteer liability. Grossman said she would look into it.

Prince reported that the Executive Director of The Dalles Art Center, who is under contract with the City for Art Projects, met with her and told her about their plan for using part of the Discounts Plus parking lot for a sculpture, seating and landscaping. She said the owner of Discounts Plus was working with The Dalles Art Center.

Prince said they didn't ask for funds. She said her thought was that the Committee could help with removal of the red rock and planting landscaping.

Merrill said she would like to discuss big projects for next fiscal year at the next meeting.

Grossman said in person meetings were not an option at this time. She said other committees of the City weren't meeting at all, only Council, Planning Commission, Historic Landmarks and Urban Renewal were meeting. She said they were all ZOOM meetings due to social distancing.

She said she would prefer one meeting per month.

Prince said she would send out an email to schedule the next meeting.

ADJOURN

Being no further business the meeting was adjourned at 7:01 pm.

Signed: \_\_\_\_\_

  
Tiffany Prince, President

