

MINUTES

BEAUTIFICATION COMMITTEE MEETING
JUNE 16, 2021

VIA ZOOM

PRESIDING: Tiffany Prince

MEMBERS PRESENT: Connie Krummrich, John Nelson, Max Butensky

ABSENT: Bill Lennox

GUEST: Mo Burford

Staff Liaison: Izetta Grossman, CMC, City Clerk

CALL TO ORDER

President Tiffany Prince called the meeting to order at 5:32 pm.

ROLL CALL

City Clerk Izetta Grossman conducted roll call; Lennox absent

APPROVAL OF AGENDA

It was moved by Nelson and seconded by Butensky to approve the agenda as presented. The motion carried 4 to 0; Krummrich, Prince, Nelson, Butensky voting in favor; none opposed; Lennox absent.

APPROVAL OF MINUTES

It was moved by Nelson and seconded by Krummrich to approve the minutes of the April 21, 2021 Regular Beautification Committee Meeting as presented. The motion carried 4 to 0; Krummrich, Prince, Nelson, Butensky voting in favor; none opposed; Lennox absent.

INTRODUCTIONS

Prince asked everyone to do a short introduction of themselves for Mo Burford, as he would be joining as a member after June 28, 2021 City Council Meeting when Mayor Mays would be officially appointing him.

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COMMITTEE REPORTS

Welcome Signs

Prince said the purpose of the meeting was to narrow down a theme for the Welcome Signs.

Nelson gave brief background information on the project to update Burford.

Nelson said the date of the meeting to include partners had been changed to July 7. He said Mayor Mays asked for City Councilor Richardson to be included in the meeting.

Nelson had the following ideas:

- Crossroads
- Trading Hub
- Diversity of people
- Landscape – Mountains/River
- Google
- Airport
- Aluminum Plant
- Railroad
- Covered wagons

Krummich had the following ideas:

- Rich cultural history
- River
- Simplicity

She said the purpose of the signs would be to welcome people to town. She said the river stood out to her as a focus – everything happens because of the river.

Butensky had the following ideas:

- History
- Simplicity – catch the eye of drivers

Prince had the following ideas:

- River is neutral – ties all things The Dalles together

Burford had the following ideas:

- River/Mountain
- Simplicity
- Red Tail Hawk

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Nelson said in his conversations with Councilor Richardson, Richardson thought it could be part of the Visioning Process.

There was some discussion regarding the idea presented by Scott Stephenson of a framework that panels could come in and out; and three-sided moving (rotating) sign.

Krummrich said it was important to consider sustainability of the signs. Who would maintain the sign; storage of interchangeable themes, upkeep.

Nelson said it would be a two-step process:

1. Artist to design
2. Engineer for installation

Grossman said once the Committee took the design to City Council for approval, it would then be up to staff to implement; grants/request for proposals; installation.

Prince summarized:

- River
- Historical
- Mountain
- Hub
- Simplicity
- Multi-Cultural dynamic

Krummrich asked if there was any idea of costs. Nelson said tens of thousands.

Butensky said he would create a PowerPoint presentation of current progress on the signs for the next meeting with partners.

Krummrich said she would try to connect with Scott Stephenson to see if he or his designee would be able to attend the meeting July 7. Nelson said he heard back from everyone else.

Stop the Drop/Community Clean-ups

Krummrich reminded everyone the next event was July 10, meet at Thompson Park at 10 am. She said the LDS church was the co-host.

Krummrich reported 15 people attended the event on June 12; one truck load of trash was picked up from West 6th Street and West 2nd.

Krummrich said the display in the Tony's building windows was complete.

Prince asked if Krummrich wanted the solar lights for the windows. She said Skot Barker had located some. Krummrich said she did.

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Krummrich said she was still coordinating with Randy Haines for the ads.

Burford said he had some ad writing skills and would be happy to help.
Prince said the Mayor was still looking for more members of the committee.

She said the meeting dates might have to be adjusted once the new members were found.

Beautification Award

Prince said she needed a couple of days to refinish the sign before it was awarded to the next recipient. She asked the sub-committee let her know when they had a presentation date arranged.

Krummrich said she anticipated having the recipient identified by end of the week.

The next meeting will be July 7, 2021 at 5:30 pm

Items for the agenda

Meeting with partners to update on welcome signs and develop timeline.

ADJOURNMENT

Being no further business, the meeting was adjourned at 6:44pm.

Submitted by/
Izetta Grossman, CMC
City Clerk

SIGNED: _____


Tiffany Prince, President

ATTEST: _____


Izetta Grossman, CMC, City Clerk

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