

# BEAUTIFICATION COMMITTEE AGENDA

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## AGENDA

### BEAUTIFICATION COMMITTEE MEETING

NOVEMBER 1, 2021

4:00 p.m.

### VIA ZOOM

<https://zoom.us/j/95147361566?pwd=S2N6bnRSbHVqZkdwaFJEVkhVNFZQZQT09>

Meeting ID: 951 4736 1566

Passcode: 197873

Dial 1 346 248 7799

or 1 669 900 6833

1. CALL TO ORDER
2. ROLL CALL
3. APPROVAL OF AGENDA
4. APPROVAL OF MINUTES
  - A. Approval of October 18, 2021 Beautification Minutes
5. AUDIENCE PARTICIPATION
6. PRESENTATION
  - A. City of The Dalles Visioning Process – Alice Cannon, Community Development Director
7. COMMITTEE REPORTS
  - A. Stop the Drop Awareness Campaign
  - B. Beautification Award – Update on Holiday Award Criteria
8. ACTION ITEMS
  - A. Downtown Walkabout – set date
  - B. Review New Projects List
9. DISCUSSION
  - A. Accomplishments List

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## **CITY OF THE DALLES**

"By working together, we will provide services that enhance the vitality of The Dalles"

## BEAUTIFICATION COMMITTEE AGENDA

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10. Next Meeting: November 15, 2021 – 4:00 pm  
Items for next meeting:

11. ADJOURNMENT

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This meeting conducted Via ZOOM

Prepared by/  
Izetta Grossman, CMC  
City Clerk

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**CITY OF THE DALLES**

"By working together, we will provide services that enhance the vitality of The Dalles"

MINUTES  
BEAUTIFICATION COMMITTEE MEETING  
OCTOBER 18, 2021  
VIA ZOOM

PRESIDING: Tiffany Prince

MEMBERS PRESENT: Connie Krummrich, John Nelson, Bill Lennox, Adam Rahmlow

ABSENT: None

GUEST: None

Staff Liaison: Izetta Grossman, CMC, City Clerk

CALL TO ORDER

President Tiffany Prince called the meeting to order at 4:04 pm.

ROLL CALL

City Clerk Izetta Grossman conducted roll call; all members present

APPROVAL OF AGENDA

It was moved by Rahmlow and seconded by Nelson to approve the agenda as presented. The motion carried 5 to 0; Prince, Nelson, Krummrich, Lennox and Rahmlow voting in favor; none opposed.

APPROVAL OF MINUTES

It was moved by Krummrich and seconded by Nelson to approve the minutes of the October 4, 2021 Regular Beautification Committee Meeting as presented. The motion carried 5 to 0; Prince, Nelson, Krummrich, Lennox and Rahmlow voting in favor; none opposed.

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**BEAUTIFICATION COMMITTEE**

“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.”

## COMMITTEE REPORTS

### Stop the Drop/Community Clean-ups – Ad proposal

Krummrich reviewed the report (attached).

Krummrich said there were two citizens that show up to every clean up. She asked if the Committee approved of giving them each a cap as a thank you. The Committee was in favor.

Krummrich reviewed the proposal from Bicoastal Media for an ad campaign. Grossman said it was a good number of ads for the price.

Items discussed:

Local musician to help with jingle (song)

Sub group to help flesh out message

Different messages for 60 second ad and 30 second ad

It was moved by Krummrich and seconded by Nelson to spend \$1000.00 with Bicoastal Media on an awareness campaign. The motion carried 5 to 0; Krummrich, Nelson, Prince, Lennox, Rahmlow in favor; none opposed.

## POTENTIAL NEW PROJECTS DISCUSSION

The following items were discussed and decisions made as noted under each topic:

### Stop the Drop –expand awareness

Consensus of Committee was to keep this Stop the Drop as a long-term project, find ways to increase awareness.

Ideas discussed:

- Krummrich to contact teachers to see how she could be involved, during this time of COVID:
  - Zoom into Classrooms
  - Provide curriculum for teachers
  - Provide posters
- Sub-Committee to assist Krummrich with project
- Signage on City Trucks
- Flyers with utility billing
- City Newsletter
- Facebook campaign
- Adopt a street promotion
- Civic involvement project

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SIDE NOTE: Lennox asked if there was any word on City doing the Welcome Signs. Grossman said the project was slated for next budget cycle. She said she would keep the Committee informed.

Downtown Trees – recommend City remove dead trees; City wide trees

Committee decided this should be a Long-term project.

Discussed:

- Recommend City hire arborist to catalogue current status of trees in the city and make recommendations for replacement/new trees
- Identify areas that could accommodate trees easily
- Trees are good for shade, climate control
- Look into grants – Oregon Department of Forestry; OSU Extension Urban Forestry
- 1992 Comprehensive Study done by Citizens with draft ordinance (Lennox will provide to Rahmlow)

Container Plantings Downtown – flowers/metal art; BC provide containers

Item to bring to City Visioning Process

Items discussed:

- Living matter softens look of downtown
- Need strong commitment from the City for planting/watering
- Do a walk about as Committee – see what is there now
- Have a theme – plan
- Metal art option
- Sustainability

Vogt Fountain – help find plumber

Short term project

Items discussed:

Work with Northern Wasco Parks and Recreation to find suitable volunteer

Skot Barker willing to volunteer

Work hard in next three months to identify a volunteer, ready to turn fountain back on in Spring

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Wind Sculpture – more locations

Committee decided to pursue identifying new locations. Ongoing project.

Ordinance regarding empty storefronts – see attached information from City Community Development Department

Short term project.

- Discuss at November 1, 2021 meeting on how to proceed
- Part of Visioning Process?
- Identify things to make better

Grossman said the items sounded like things that should be presented at the Vision Planning meetings. She said she would invite Alice Cannon, Community Development Director to the next meeting to explain the process to the Committee.

NEXT MEETING:

November 1, 2021 4:00 pm

Items for Agenda:

Recap Projects and Prioritize

Reports:

Stop the Drop

Holiday Award Criteria

Krummrich will work with Bicoastal on awareness campaign. Grossman will help if needed. Rahmlow interested in helping with message.

Nelson will talk to school principals on Stop The Drop Campaign and ideas on how to get into the schools.

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**ADJOURNMENT**

Being no further business, the meeting was adjourned at 5:35 pm.

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Submitted by/  
Izetta Grossman, CMC  
City Clerk

SIGNED: \_\_\_\_\_  
Tiffany Prince, President

ATTEST: \_\_\_\_\_  
Izetta Grossman, CMC, City Clerk

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## **ACCOMPLISHMENTS**

### **CITY OF THE DALLES BEAUTIFICATION COMMITTEE**

#### **JUNE 2019 THROUGH OCTOBER 2021**

(draft)

**\*CERTIFICATES TO BUSINESSES AND ORGANIZATIONS** -- Summer 2019

**\*POSTCARDS TO HOMEOWNERS** -- Summer 2019

**\*SOROSIS PARK ROSE GARDEN AND VOGT FOUNTAIN RESTORATION** -- Project begin in August, teaming with Park and Rec and The Dalles Lions Club

**\*STOP THE DROP ANTI-LITTERING CAMPAIGN** -- Initiated in the Fall of 2019, with special emphasis on the schools. Ongoing public outreach.

**\*THE LOO** -- Research and recommendations presented to City Council January 2021

**\*POWER-WASHING OF DOWNTOWN SIDEWALKS** -- Research and recommendations presented to City Council, January 2021

**\*DOWNTOWN CLEAN UP** -- Beautification Committee members and friends, June 2020

**\*LIGHTING OF THE WELCOME SIGN ON EAST 2<sup>ND</sup> STREET** -- Date?

**\*ALL-TOGETHER THE DALLES MONTHLY CLEAN UPS** -- Began in Oct. 2020 and are ongoing during the months of March through November, with Columbia Gorge Toyota Honda in the lead and the Beautification Committee serving as Co-Hosts.

**\*BEAUTIFICATION AWARD YARDSIGN** -- Jeff Steward created the beautiful sign which is awarded to homeowners during the months April through October, and December. Project began in August, 2020.

**\*BEAUTIFUL THE DALLES BALL CAPS** -- Gifts given to recipients of the Beautification Awards, beginning August, 2020.

**\*LIGHTING AND REFURBISHMENT OF THE CLOCK BY GAIER JEWELERS** -- Date?

**\*WELCOME SIGNS** -- Project initiated October 2019. Research and recommendations presented to the City Council September, 2021

**\*DOWNTOWN TREES** -- Research and recommendations presented to City Council, April 2021



**\*WIND SCULPTURES ON KELLY AVENUE ISLAND -- June, 2021**

**\*BEAUTIFUL THE DALLES AND STOP THE DROP DISPLAY IN TONY'S BUILDING -- Summer, 2021**

**Ongiong**