

BEAUTIFICATION COMMITTEE AGENDA

AGENDA

BEAUTIFICATION COMMITTEE MEETING

NOVEMBER 15, 2021

4:00 p.m.

VIA ZOOM

<https://zoom.us/j/95147361566?pwd=S2N6bnRSbHVqZkdwaFJEVkhVNFZQT09>

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 November 1, 2021 Beautification Minutes
5. AUDIENCE PARTICIPATION
6. COMMITTEE REPORTS
 - A. Stop the Drop/Community Clean-ups
 - B. Holiday Award Update
7. ACTION ITEMS
 - A. Walkabout game plan
8. Next Meeting: December 8, 2021
Items for next meeting:
9. ADJOURNMENT

This meeting conducted Via ZOOM

Prepared by/
Izetta Grossman, CMC
City Clerk

CITY OF THE DALLES

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

MINUTES

BEAUTIFICATION COMMITTEE MEETING

NOVEMBER 1, 2021

VIA ZOOM

PRESIDING: Tiffany Prince

MEMBERS PRESENT: Connie Krummrich, John Nelson, Adam Rahmlow

ABSENT: Bill Lennox

GUESTS: Alice Cannon, Community Development Director; former
Committee Member Max Butensky

Staff Liaison: Izetta Grossman, CMC, City Clerk

CALL TO ORDER

President Tiffany Prince called the meeting to order at 4:00 pm.

ROLL CALL

City Clerk Izetta Grossman conducted roll call; Krummrich, Nelson, Prince, Rahmlow present; Lennox absent.

APPROVAL OF AGENDA

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

APPROVAL OF MINUTES

It was moved by Rahmlow and seconded by Krummrich to approve the minutes of October 18, 2021 Regular Beautification Committee Meeting as presented. The motion carried 4 to 0; Nelson, Rahmlow, Krummrich, Prince voting in favor; Lennox absent; none opposed.

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.”

PRESENTATION

City of The Dalles Visioning Process – Alice Cannon, Community Development Director
Community Development Director Alice Cannon introduced herself

Cannon said the Community Visioning Plan was started in 1995. She said the plan was a 20-year plan that was updated every 10 years. She said the Plan was a road map for City administration and Council. Cannon said the City had hired consultant to assist with the project.

Cannon said a high level; big idea survey would be distributed via email and online November 8th through December 6th. She asked the Committee to please distribute the link to everyone they know. Cannon explained more responses give a better picture of what the community would like to see The Dalles become.

Krummrich said she had seen a calendar of events that listed a meeting on November 15th. Cannon said due to COVID 19 pandemic that in person meeting had been cancelled. She said there would only be the online survey.

Cannon said she would come back and share the results with the Committee when they were available.

Nelson asked what the consultant's role would be. Cannon said the consultant drafted the survey, would compile the results, have personal interviews with community partners such as the Port of The Dalles, School District 21 Board, Northern Wasco County Parks and Recreation and others.

Rahmlow asked if the Beautification Committee could be interviewed. Cannon said the personal interviews were with other partner entities, committees and commissions were not included in that step.

Cannon said she loved the mission of the Beautification Committee. She said she had been inspired to pick up trash, and pull weeds downtown.

Cannon gave an update on Urban Renewal Projects:

Strategic Planning underway: 10 years and \$10 million life of agency

Recreation Building: two new store fronts by the end of 2021; the third targeted for completion Summer of 2022

Tony's Building: Slated for demolition; first environmental cleanup necessary; land used for downtown housing

1st Street upgrade plan: replacing sewer and water lines, new ADA compliant sidewalk, bike lanes

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Old Griffith Motors building: developer interested in putting in housing
Blue Building: developer interested in housing units

COMMITTEE REPORTS

Stop the Drop/Community Clean-ups

Krummrich said she and Grossman had met with Randy Haines at Bicoastal Media. She said she is working with Haines to create :30 ads featuring the Stop the Drop Rap. She said they would insert “Put trash in the can” in Spanish with a native speaker voicing it.

Krummrich said she would appreciate help getting Stop the Drop posters, in English and Spanish, out to businesses.

Krummrich reminded the Committee the next Clean-up would be November 13th.

Beautification Award – Holiday Award Criteria

Prince reported she would be picking up the Beautification Award sign later in the week.

Prince reported she was gathering thoughts from the December 2020 minutes in preparation for meeting with Nelson to design the process for this year’s Holiday Award. She said the Award would be placed from mid-December to mid-January.

Prince said she would bring back the criteria for 2021 to the Committee recording purposes.

ACTION ITEMS

Downtown Walkabout

It was the consensus of the Committee to have the Downtown Walkabout on November 19, 2021 at 1pm, beginning at Freebridge.

The purpose is to see what kind of containers and trashcans are in place and brainstorm ideas.

Butensky thanked the Committee continuing the good work, and for letting him sit in.

Review New Projects List

It was the consensus of the Committee to move forward with the projects identified in the last meeting.

- Next steps:
create sub-committees and timelines

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Grossman asked if the Committee would like her to reach out to new member, Debi Ferrer with information about the next meeting and the walkabout. Prince said it would be helpful if Grossman contacted Ferrer.

DISCUSSION ITEMS/OTHER BUSINESS

Accomplishments List

Krummrich said she drafted the accomplishments list as a helpful document for new members, and for the historical record.

Krummrich asked Grossman to clean up the list. Grossman said she would and it would be a nice addition to the Beautification Committee's webpage on the new City website.

The next meeting will be November 15, 2021 at 4:00 pm

Items for the agenda

- Discuss sub-committees/timeline for project list
- Holiday Award Update
- Walkabout game plan

ADJOURNMENT

Being no further business, the meeting was adjourned at 5:28 pm.

Submitted by/
Izetta Grossman, CMC
City Clerk

SIGNED:

Tiffany Prince, President

ATTEST:

Izetta Grossman, CMC, City Clerk

BEAUTIFICATION COMMITTEE

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ACCOMPLISHMENTS

CITY OF THE DALLES BEAUTIFICATION COMMITTEE

Start Date: June, 2019

*CERTIFICATES TO BUSINESSES AND ORGANIZATIONS -- Recognition of beautification efforts
Summer 2019

*POSTCARDS TO HOMEOWNERS -- Recognition of beautification efforts Summer 2019

*SORORIS PARK ROSE GARDEN AND VOGT FOUNTAIN RESTORATION -- Project began in August, 2019
teaming with North Wasco County Parks and Recreation and The Dalles Lions Club

*STOP THE DROP ANTI-LITTERING CAMPAIGN -- Initiated in Fall, 2019 Ongoing

*DISPLAY AND PRESENTATION AT THE DALLES ARTCENTER -- March 2020

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

*LIGHTING OF WELCOME SIGN ON EAST 2ND STREET -- 2020

*BEAUTIFICATION AWARD YARDSIGN -- Jeff Stewart created this sign which is displayed at
designated residences during the months of April through October, plus December. Initiated August
2020.

*"BEAUTIFUL THE DALLES" BALL CAPS -- Gifted to recipients of the Beautification Award beginning
August, 2020

*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-Host.

*LIGHTING AND REFURBISHMENT OF THE CLOCK BY GAIER JEWELERS BUILDING -- 2020

*The LOO -- Research and recommendations presented to the City Council January, 2021

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

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

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

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

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

STOP THE DROP -- UPDATE FOR 11/15/21 BEAUTIFICATION COMMITTEE MEETING

I met with Randy Haines and we created the version of the 30 second radio spot which will be aired in January and February. He will send to Izetta a revised schedule showing the specific times for the spots.

I have emailed everyone an attachment which contains the radio spot.

In January, I will begin to visit businesses and offer them small Stop The Drop posters to put in their windows. Tiffany, John, and Adam have offered to accompany me on this mission.

November 13th marked the final All Together The Dalles Monthly Clean Up...with Guest Host CGCC Student Govt. Rachel Carter and I will meet in January and create the 2022 calendar of events and Guest Hosts list. I also plan to explore the idea of meeting with the new Main Street Exec. Director to foster regular participation of that group in downtown clean ups. Additionally, I will be talking with Rachel about developing an "Adopt a Street/Spot" in an effort to keep our whole town more litter-free.

Submitted by Connie Krummrich