

MINUTES

BEAUTIFICATION COMMITTEE MEETING

November 15, 2021

VIA ZOOM

PRESIDING: Tiffany Prince

MEMBERS PRESENT: Connie Krummrich, John Nelson, Adam Rahmlow, Debi Ferrer

ABSENT: Bill Lennox

GUEST: None

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; Ferrer, Prince, Rahmlow, Nelson, Krummrich in attendance. Ferrer said she would be unavailable for a few minutes.

APPROVAL OF AGENDA

Rahmlow moved and Nelson seconded to add discussion of meeting in person. Motion It was moved by Rahmlow and seconded by Nelson to approve the agenda as amended. The motion carried 4 to 0; Rahmlow, Nelson, Krummrich, Prince voting in favor; Ferrer not available; none opposed.

APPROVAL OF MINUTES

It was moved by Nelson and seconded by Krummrich to approve the minutes of the November 1, 2021 Regular Beautification Committee Meeting as presented. The motion carried 4 to 0; Rahmlow, Nelson, Krummrich, Prince voting in favor; Ferrer not available; none opposed.

COMMITTEE REPORTS

Stop the Drop/Community Clean-ups

Krummrich reported on the last Community cleanup for 2021, Columbia Gorge Community College was the host. Krummrich said the group worked on West 7<sup>th</sup>, and West 6<sup>th</sup> in front of Denny's. Rachel Carter and Krummrich are busy working on calendar and ideas for next year.

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"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."

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Prince said she saw there was a better turnout than she thought.

Krummrich said the awareness campaign would start in January and February on Bicoastal Media. She said the schedule was changed to start after the holidays. She said Randy Haines will do some live interviews as well.

### Holiday Beautification Award

Prince said she and Nelson met and discussed the criteria. She said they decided to have categories, instead of one winner awarded the sign. Prince said the categories winners could receive hats and a certificate.

Nelson said he talked to his wife and she thought only three categories were needed. He said he and Prince discussed these categories:

- Entertainment – moving pieces, blow ups, lights
- Futuristic – light show on house type; new ideas
- Traditional – lights on house, bushes, fence
- Thematics – Santa, manger, music

Nelson said his wife suggested:

- Traditional - lights on house, stories, manger scenes, Santa
- Futuristic - light show, new ways of decorating
- Grandiose – entertainment, moving pieces, blow ups

Prince suggested posting a google form on Facebook for nominations. She said people can submit more than one house, within a category. She said there would be a press release with the google form link.

She said three houses would get the hats, and a certificate, and not the yard sign. She will design the certificate and bring to a meeting.

Prince suggested having The Workshop make a customized ornament for the three-category winners. It was the consensus of the Committee for her to proceed.

Rahmlow suggested creating a driving tour list to post to Facebook.

### INTRODUCTIONS

Prince asked everyone to do introductions for Debi Ferrer, the new Committee Member.

Ferrer said she was excited to join the Committee. She said she played tennis at The Dalles Athletic Club. She said she was involved with other boards in the community.

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ACTION ITEMS

Walkabout game plan

The consensus was to meet Friday, November 19<sup>th</sup> at 1pm, in the Cannon Packer parking lot.

Rahmlow said tree inventory, maybe in the future.

Krummrich said her thought was to have eyes on everything together, cleanliness, envision containers, trash cans – visionary review. Nelson asked about side streets, and 1<sup>st</sup> Street. Krummrich said the side streets could be included.

Nelson suggested capitalizing on what was already happening.

Prince said Alice Cannon had said Urban Renewal Agency was working on 1<sup>st</sup> Street.

Rahmlow asked about timeline. Prince said she thought an hour was plenty of time.

DISCUSSION ITEM

Meeting in person

Rahmlow asked how the committee felt about meeting in person.

Prince said at the College they are meeting via Zoom.

Nelson said D21 School Board is now doing a hybrid, seats are spaced, masks required unless speaking.

Ferrer said watching the statistics would give a good feel for situation. She said she would like to stay safe and not put community at risk.

Grossman explained the City's policy of only Zoom. She said they were hoping to go hybrid meetings in January.

Prince said she was fine with whatever the group was comfortable with and being respectful.

Rahmlow said he was good with meeting in person.

Ferrer said she was out of town in January, but could attend via Zoom.

Prince said the ornament approval would be done via email.

Krummrich reminded everyone the Visioning Process Survey deadline was December 6<sup>th</sup>.

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Grossman said Cannon had said the Committee could decide what they wanted and submit the form individually.

Ferrer said her understanding from Cannon was after the first set of results, there would be a second survey.

Krummrich said she sensed Cannon would hear the input from the group.

Grossman said Cannon really wanted the Committee to help push the survey. She said Cannon wants lots of input, with high level, big picture, dreams.

Prince asked how people feel about wearing masks on the Walkabout. Consensus was everyone doing what they were comfortable with.

The next meeting will be December 6, 2021 at 4:00 pm

Items for the agenda

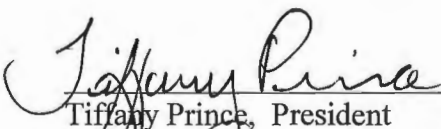
- Holiday Lights Award
- Recap of Walkabout
- Subcommittees for Project List
- December 20<sup>th</sup> meeting – yes or no

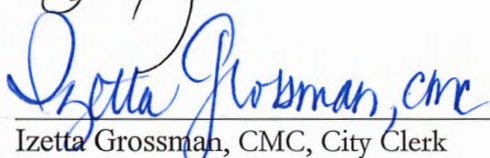
ADJOURNMENT

Being no further business, the meeting was adjourned at 5:14 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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