

BEAUTIFICATION COMMITTEE AGENDA

---

**AGENDA**

**BEAUTIFICATION COMMITTEE MEETING**

February 6, 2023

4:00 p.m.

City Hall Council Chamber

VIA ZOOM/IN PERSON

<https://zoom.us/j/95147361566?pwd=S2N6bnRSbHVqZkdwaFJlEVkhVnFBZQT09>

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 January 30, 2023 Beautification Committee Minutes
5. AUDIENCE PARTICIPATION/PRESENTATION
  - A.
6. COMMITTEE REPORTS
  - A. Community Outreach-Grant application
  - B. Stop The Drop/Second Saturday Monthly Cleanup
  - C. Kelly Triangle
7. DISCUSSION ITEMS
  - A. Newsletter BC Article
  - B. Beautification Budget Planning
  - C. Next meeting day
8. Next Meeting: TBD  
Items for next meeting:
9. ADJOURNMENT

---

This meeting conducted Via ZOOM

Prepared by/  
Nubia Sanchez  
Executive Assistant

---

**CITY OF THE DALLES**

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

BEAUTIFICATION COMMITTEE AGENDA

---

MINUTES

BEAUTIFICATION COMMITTEE MEETING

January 30, 2023

VIA ZOOM/IN PERSON

PRESIDING: John Nelson

MEMBERS PRESENT: Connie Krummrich, Debi Ferrer, Kelsey Alsheimer, Janet Kavanagh

ABSENT: Adam Rahmlow

Staff Liaison: Nubia Sanchez, Executive Assistant to City Manager

CALL TO ORDER

Nelson called the meeting to order at 4:10 pm.

ROLL CALL

Executive Assistant Nubia Sanchez conducted roll call; Nelson, Krummrich, Kavanagh, Alsheimer, Ferrer, present; Rahmlow absent.

APPROVAL OF AGENDA

It was moved by Alsheimer and seconded by Krummrich to approve the agenda. The motion carried 5 to 0; Nelson, Krummrich, Ferrer, Alsheimer voting in favor; none opposed; Rahmlow absent.

APPROVAL OF MINUTES

It was moved by Alsheimer and seconded by Krummrich to approve the minutes of the January 30<sup>th</sup> 2023 Regular Beautification Committee Meeting as presented. The motion carried 5 to 0; Nelson, Krummrich, Ferrer, Alsheimer voting in favor; none opposed; Rahmlow absent.

AUDIENCE PARTICIPATION/PRESENTATIONS

David Mills: Presented the two possible designs both would be a light gray and white border with the colored logo. It would take about one-two months to build and ship. Once it arrive public works would install sign along with solar lighting.

The only difference between the two signs is the cost. The one with the bigger logo is \$320 more.

---

**CITY OF THE DALLES**

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

## BEAUTIFICATION COMMITTEE AGENDA

---

City Manager: Updated the group that the facilities supervisor will start at the end of February. Their focus will be street trees, murals on the roundabout and maintaining them.

The City Manager also let the group know that the city does not own the trees and stars. He also informed the committee that the first draft of the budget would be February 17<sup>th</sup>.

### COMMITTEE REPORTS

#### Stop The Drop/All Together The Dalles Monthly Cleanup

Krummrich is working with Rachel to come up with the cleanup schedule. Krummrich also mentioned that she will be stepping down from the beautification committee come June. She would like to find someone to replace her represent the city at the monthly cleanups which go from March-November.

#### Kelly Triangle

No new updates. Waiting to hear back from Prince/college students.

#### MainStreet Lights

Sanchez read the update from the chambers regarding MainStreet. See attachment.

### DISCUSSION ITEMS

#### Community Outreach

Ferrer discussed the article the City Manager shared with the committee. Ferrer talked about the grant application and what the process would look like for rolling out the project. Nelson asked what groups would be prioritized? One of the grant links shared that people would not need to reapply if they already applied.

Ferrer said she would go back and make changes to the application. Once the application is ready it might need to go to legal to make sure everything looks good.

After much discussion, the committee decided that the focus would be trees. Also, how to help the community keep their tree alive and potentially apply an incentive program. There is also the possibility of the committee buying the trees at a discounted rate.

Due to time, the discussion will be picked up at the next meeting.

Next Meeting: February 6, 2023 at 4pm

Items for next meeting:

### ADJOURNMENT

Being no further business, the meeting was adjourned at 5:41pm.

---

Prepared by/  
Nubia Sanchez

---

**CITY OF THE DALLES**

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

BEAUTIFICATION COMMITTEE AGENDA

---

Executive Assistant

SIGNED:

\_\_\_\_\_  
Adam Rahmlow, Chair

ATTEST:

\_\_\_\_\_  
Nubia Sanchez, Executive Assistant

---

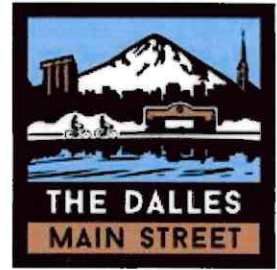
**CITY OF THE DALLES**

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

## An Update from The Dalles MainStreet

The Dalles Community,

As many of you may be aware, The Dalles MainStreet is going through some changes. We are pausing operations to re-form and restart to better serve The Dalles downtown. This is what is happening:



1. The MainStreet Board has been re-organized. The Board of Directors are:

- President-Chris Zukin
- Vice-President- Carmen Myers
- Secretary- Rose Mays
- Treasurer- Anthony Pereira
- Board Member-Jared Sawyer
- Board Member- David Polehn
- Board Member- Denae Manion
- Board Member-Matt Bennett

2. Our Executive Director- Victoria Davis has decided to seek other opportunities. We appreciate her hard work and passion for The Dalles and Downtown. She has agreed to stay on during the interim period to help wind down all MainStreet activity as we pause operations. We thank her for her service and dedication to the community.

3. The MainStreet Board plans to review and revive how we are to serve The Dalles Downtown.

- First, we are hitting "pause" on all MainStreet activity. MainStreet is going into hibernation for a short period.
- We have begun to work with Oregon MainStreet to train our re-structured Board and to help evaluate the MainStreet program for The Dalles. Part of this evaluation will include interviews with downtown merchants, property owners and key stakeholders.
- Once we have gone through the evaluation process, we will set a new course of action based on the findings and recommendations developed from the evaluation.

Thank you for your patience and understanding as we go through this process. We are confident that the result will be a more effective, strong, productive, and vibrant MainStreet Program. Stay tuned. We will keep you posted on developments.

Thank you!  
The MainStreet Board