

BEAUTIFICATION COMMITTEE AGENDA

AGENDA

BEAUTIFICATION COMMITTEE MEETING

JUNE 19, 2023

4:00 p.m.

City Hall Council Chamber

VIA ZOOM

<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 June 5, 2023 Beautification Minutes
5. AUDIENCE PARTICIPATION/PRESENTATIONS
6. COMMITTEE REPORTS
 - A. Update on Trees for Schools
7. ACTION ITEMS
8. DISCUSSION ITEMS
 - A. Review of the Beautification Award process and requirements
 - i. Ball Caps
 - B. Strategic Planning
9. Next Meeting: July 3, 2023
Items for next meeting:
10. ADJOURNMENT

This meeting conducted Via ZOOM

Prepared by/
Amie Ell
Executive Assistant to the City Manager

CITY OF THE DALLES

The Beautification Commission will 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.

MINUTES

BEAUTIFICATION COMMITTEE MEETING

JUNE 5, 2023

VIA ZOOM/IN PERSON

PRESIDING: John Nelson, Vice Chair

MEMBERS PRESENT: Connie Krummrich, Debi Ferrer, Janet Kavanaugh

ABSENT: Adam Rahmlow

Staff Liaison: Izetta Grossman, CMC, City Clerk; Amie Ell, Staff liaison in training

Also in attendance: Matthew Klebes, City Manager; Whitney Walker incoming member;

CALL TO ORDER

Vice Chair John Nelson called the meeting to order at 4:01 pm.

ROLL CALL

City Clerk Izetta Grossman conducted roll call; Krummrich, Ferrer, Kavanaugh, Nelson present. Rahmlow absent.

APPROVAL OF AGENDA

It was moved by Ferrer and seconded by Krummrich to approve the agenda as submitted. The motion carried 4 to 0; Ferrer, Kavanaugh, Nelson, Krummrich in favor, Rahmlow absent

APPROVAL OF MINUTES

It was moved by Krummrich and seconded by Kavanaugh to approve the minutes of the May 22, 2023 Regular Beautification Committee Meeting as presented. The motion carried 4 to 0; Ferrer, Kavanaugh, Nelson, Krummrich in favor, Rahmlow absent

COMMITTEE REPORTS

Stop The Drop/2nd Saturday Clean-up

Krummrich & Ferrer are meeting with Rachel Carter to go over the 2nd Saturday Clean-up process

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.”

Krummrich will attend a July city council meeting to share information about the success of the 2nd Saturday Clean-ups and encourage the council to begin an adopt-a street program

Nelson asked what the City's role would be in adopt-a street program

Krummrich suggests the city manage a website for community members to sign up and to access information about the program

The next 2nd Saturday clean-up will be Studio Fit and the will focus on the downtown area between 1st and Webber.

Beautification Award

Krummrich spoke with Rahmlow to recommend this committee review and revise the original Beautification Award process documents sometime in the near future (July or August). She has handed off past release form documents to Nelson, Grossman has the record of past recipients.

Nelson shared the idea to have documentation of past participants online for members to access. Kavanaugh suggests allowing for notes for helping to make decisions in the future.

Krummrich asked about creating an orientation document for new committee members which may include a history of accomplishments, instructions on where to location documents, and descriptions of subcommittees.

Ferrer brought up the past practice of sending cards to recognize beautification improvements

Tree Grant Update

The application has been approved by City attorney. Additions to provided supplies/materials will include mulch and root barrier.

Grossman will create a fillable PDF form of the application

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Completed applications will be due on September 1

Recipients will pick up (up to 2) trees on October 14th, at Thompson Park (pool) Master Gardeners will be there too.

Grossman and Ell will create and distribute marketing materials to advertise the Tree Grant. Radio Tierra will be added to the list of media to share the materials with.

Kelly Triangle Update

Grossman reports that the sculpture installation date will be June 20 or 21. She will coordinate with David Mills & Robert Clark to determine specific date & time then arrange with Chamber of Commerce a recognition event.

DISCUSSION Strategic Planning

Klebes described the strategic planning process then facilitated completing a draft of strategic plan (attached)

Klebes left at 5:35PM

Nelson notified the committee that he talked with North Wasco County School District 21 principals at the last school board meeting about the Beautification Committee providing trees for schools. All principals expressed interest

There was a discussion on the possibility of purchasing more benches for the downtown area.

The committee moved back to discussion of donations of trees from schools.

It was moved by Ferrer and seconded by Kavanaugh to donate up to \$5000 for in schools with needed barriers and mulch. The motion carried 4 to 0; Ferrer, Kavanaugh, Nelson, Krummrich in favor, Rahmlow absent

Grossman reported that Tyler Roth an Urban Forester at the Oregon Department of Forestry, will be coming to help with the request for proposals for the downtown tree replacement project

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Items for Next Meeting: June 19th at 4:00 p.m.

- Review the Beautification Award process and requirements
- Continue strategic planning
- Update on Trees for Schools
- Ball caps

ADJOURNMENT

Being no further business, the meeting was adjourned at 6:00pm.

Submitted by/
Amie Ell
Executive Assistant to The City Manager

SIGNED:

Adam Rahmlow, President

ATTEST:

Izetta Grossman, CMC, City Clerk

BEAUTIFICATION COMMITTEE

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CITY BEAUTIFICATION COMMITTEE/COLUMBIA GORGE REAL ESTATE RESIDENTIAL

BEAUTIFICATION AWARD

JULY, 2020

The City of The Dalles Beautification Committee and Columbia Gorge Real Estate recognize the hard work and pride shown by residents who beautify their properties and contribute to the quality of life and aesthetic appeal of our community. A Beautification Award is hereby established with the intention to share the beauty of our community as well as to inspire others and promote community spirit.

Keep in mind, a great property doesn't necessarily require a great amount of money to be spent. We are looking for properties that demonstrate the love their owners feel for their homes and yards.

The Beautification Award will be announced at the beginning of the following months: April through October and the month of December.

Properties that have won previously are not eligible for a period of 5 years.

With their permission, by signing a waiver form, a photo of the Award recipients and their property will be placed on the City's Facebook page and in the City Newsletter (when available). Recipients will be invited to attend a City Council meeting, where they will be recognized.

Additionally, a time is set for photo-taking. Present at the photo op, along with the recipients, the Mayor or a BC member and a representative from Columbia Gorge Real Estate (Call Becky Schertenleib at 541.296.5500 or 541.993.2565)

The photo and relevant information about the Award recipients should be sent to:

- Staff Liaison with the City—for publication on the City Facebook site; in the City Newsletter, if possible; for inclusion on the City Utility Bill (information must be turned in no less than 4 days and no more than 7 days prior to the end of the current month)
- The Mayor—for publication on his Facebook site
- Tom@Columbiacommunityconnections.com or news@columbiacommunityconnections.com
- markg@gorgenews.com
- Radio stations for announcement (some post to their Facebook pages as well)

Recipients invited to a City Council meeting (when in person meetings resume), where they will be recognized.

Designated Beautification Committee members and Columbia Gorge Real Estate will make final decisions regarding Award honorees. The Sub-Committee will consist of 3 members of the Beautification Committee. Every two months one member will rotate off and a new member will join. This process creates two members with the history to assist the new member.

City staff liaison will keep track of the members of the committee, the nominees and honorees of the award. Staff liaison will send the list to the subcommittee at the start of each month.

During off months the sign will be stored in the basement of City Hall, along with the lock, chain and mallet for installing the sign. Lock combination is TD1.

Signed waivers should be provided to the staff liaison for historical purposes.

CRITERIA FOR SELECTION OF AWARD RECIPIENTS

GENERAL APPEARANCE

- Landscape should be visible from the street if you were to walk or drive past the property.
- Unsightly views are screened (ex. garbage cans, clutter).
- Home, structures, and yard are well-maintained and visually appealing.

AESTHETIC APPEAL

- Landscape shows Interesting design, selection, grouping, placement, and variety of plant material and creative use of other garden elements such as rocks, paths, etc.
- Attractive garden features are included, such as art pieces, fences, potted plants, bird baths, feeders, birdhouse, rock walls, shutters, window boxes, decorative lighting, decorative mailboxes, pottery, arbors, yard furniture, and fountains.

MAINTENANCE

- Regular up-keep of the landscape is evident, including weeding, mulching, watering, pruning, mowing and weed-eating.
- Paint or stain on all structures is well-maintained.

<p>Vision</p> <p>A community that has involved citizens of all ages, strong local collaboration, green spaces, a revitalized downtown, efficient government, is a commercial hub, honors our cultural diversity, has a proactive education system, has compatible neighborhoods, a far ranging transportation system, and a comprehensive medical system. (Compiled summary of VAP)</p>	
<p>Mission</p> <p>To promote and honor our rich cultural history, share and enhance the beauty of our community, and strengthen communal pride in our public spaces through citizen engagement, advocacy, recognition, and partnerships.</p>	
<p>Goal #1</p> <p>Create a robust and extensive tree canopy to improve community health and wellbeing.</p>	Increase the tree canopy
	Become a part of Tree City USA
	Conduct a tree inventory
	Downtown streets tree project
<p>Goal #2</p> <p>Preserve the beauty of our community through education and citizen engagement</p>	Stop the Drop
	2 nd Saturday Clean-Ups
	Adopt-a-street
	Adopt-a- _____ (block, public space, etc.)
<p>Goal #3</p> <p>Enhance the beauty and improve recognition of the communities' cultural history</p>	Wind sculptures, art
	Beautification awards (residential & businesses)
	Tree of the month
	Heritage tree inventory
	Cruise ship hillside
<p>Goal #4</p> <p>Enhance the usability, enjoyment, and human aspects of public spaces</p>	Benches
	Trashcans
	Planters
	(Fencing art projects; empty lots, treatment plant

City of The Dalles Vision:

A community that has involved citizens of all ages, strong local collaboration, green spaces, a revitalized downtown, efficient government, is a commercial hub, honors our cultural diversity, has a proactive education system, has compatible neighborhoods, a far ranging transportation system, and a comprehensive medical system. (Compiled summary of VAP)

City of The Dalles Mission:

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

City of The Dalles Goals:

- Provide City-wide infrastructure to support safe and well maintained streets and reliable utility systems for the citizens of The Dalles.
- Promote economic development opportunities which will provide jobs and enhance community livability.
- Encourage civic responsibility and promote health and public safety through programs, partnerships, plans and policies.
- Work and partner with governmental agencies and non-profits to improve coordination of services and open communication.
- Maintain a sustainable budget that will support City operations and capital improvements, while assuring an adequate contingency fund.
- Provide transparent and efficient administration of City government.

[2023 City of The Dalles Council Goals](#)

Beautification Committee Mission:

“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.”