

BEAUTIFICATION COMMITTEE AGENDA

AGENDA

BEAUTIFICATION COMMITTEE MEETING

JULY 3, 2023

4:00 p.m.

City Hall Council Chamber

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 June 19, 2023 Beautification Minutes
5. AUDIENCE PARTICIPATION/PRESENTATIONS
6. COMMITTEE REPORTS
 - A. Trees for Elementary Schools
 - B. July Beautification Award Update
 - C. Residential Tree Grant Applications Update
7. ACTION ITEMS
 - A. Finalize the Beautification Committee's Strategic Plan
8. DISCUSSION ITEMS
 - A. Review and make changes to the Beautification Award criteria and steps
9. Next Meeting: July 17, 2023
Items for next meeting:
10. ADJOURNMENT

This meeting conducted Via ZOOM

Prepared by/
Amie Ell, Executive Assistant

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 19, 2023

VIA ZOOM/IN PERSON

PRESIDING: Adam Rahmlow

MEMBERS PRESENT: Connie Krummrich, Debi Ferrer, John Nelson, Whitney Walker

ABSENT: Janet Kavanaugh

Staff Liaison: Amie Ell, Executive Assistant

Also in attendance: Josh Chandler, Director of Community Development
Matt Caldwell, Facilities Supervisor
Izetta Grossman, City Clerk

CALL TO ORDER

President Adam Rahmlow called the meeting to order at 4:00 pm.

ROLL CALL

Executive Assistant, Amie Ell conducted roll call; Krummrich, Ferrer, Rahmlow, Nelson present. Kavanaugh, Walker absent

APPROVAL OF AGENDA

It was moved by Nelson and seconded by Rahmlow to approve the agenda as amended. The motion carried 4 to 0; Krummrich, Ferrer, Rahmlow, Nelson in favor; none opposed (Kavanaugh & Walker absent)

APPROVAL OF MINUTES

It was moved by Rahmlow and seconded by Ferrer to approve the minutes of the June 5, 2023 Regular Beautification Committee Meeting as presented. 4 to 0; Krummrich, Ferrer, Rahmlow, Nelson in favor; none opposed (Kavanaugh & Walker absent)

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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.”

Walker joined the meeting at 4:04pm

AUDIENCE PARTICIPATION

Josh Chandler, Community Development Director introduced Matt Caldwell as the new Facilities Supervisor.

Ferrer would like to arrange for the committee to talk with Caldwell about downtown trees soon.

Rahmlow asked what the timeline was on the downtown tree project.

Chandler answered that he and Grossman met with Tyler Roth of the Oregon Department of Forestry (ODF) last week and the next step is to complete the RFP. He hopes that the trees will be in place within the next 6-8 months.

Grossman shared that Caldwell will become a member of the Tree Committee when it is established.

Audience Member Paul Kuiper shared ideas for types of trees he thinks would be drought resistant in our area. He recommends incense cedar, locust, and maple trees. He also suggests looking at trees on Vey Way which he says are thriving.

Ferrer responded that the locust trees commonly seen in this area are considered to be a highly invasive species and more research is being done along with professional arborists on what trees would be best for the locations.

Nelson reiterated that the locust is invasive and susceptible to tree borer beetle so may not be a good option.

COMMITTEE REPORTS

Update on Trees for Schools

Grossman reports that planting of the trees donated to schools is to begin within the next couple of days. 18 trees were purchased for schools. Tyler Roth from ODF would like to be present when the planting occurs.

Rahmlow asked about updating the media on the Beautification Committee's progress with tree projects.

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."

Grossman then reminded the committee that there are 2 weeks left in the 22/23 fiscal year for the Annex to invoice for funding for a greenspace. She will email to remind them.

Ferrer stated that she had spoken with those working on the Annex green space and volunteered to help with the plan and choosing of plants but did not hear back from them.

Grossman reports that the residential Tree Grant application is live on the City website as well as on Facebook. The press release will go out this evening. She asked for a spokesperson from the committee to be listed as a contact for media who have additional questions. Ferrer volunteers to be this person.

Krummrich asked if there could be a press release prepared to share about the Trees for Schools.

Ferrer suggests that an article about all of the work the Beautification Committee has done with trees this year would be good PR.

Ferrer also notified the committee that there is a house bill being voted on tomorrow that with a tree grant included along with other climate legislation.

Nelson then reported that he and Kavanaugh had talked with Dan Ezelle, Director of Maintenance and Operations for North Wasco County School District about the plans for the trees that were donated to schools. The trees will go to all three elementary schools. Colonel Wright will plant on the north side of the school in front of the original building, Chenoweth will plant in areas surrounding the playground, and Dry Hollow will plant all along the slope in front of the school on 19th street as well as in the back playground area.

DISCUSSION

Review of the Beautification Award process and requirements / Ball Caps

Krummrich shared her suggestions for things to consider as the committee reviews the process and requirements for Beautification Awards. Her suggestions were:

- Talk about perhaps removing “December” as one of the months, the committee as of yet, has not awarded in December.
- Do you want to continue with the requirement of not receiving more than once within a 5 year period?
- Radio stations are listed as someone who receives info about recipients, but believes this has never been done.
- The original plan was to have members rotating in and out of this sub-committee, this has not been happening.
- The location of the sign storage has not been City Hall as listed, Krummrich has been storing it at her home.

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.”

MINUTES

Beautification Committee Meeting

June 19, 2023

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- The sign is in very good shape because of the yearly teak oil treatments, this should continue to help make it last for the expected 10 year lifespan
 - It may be good to consider looking at some home with zero-scaping or discussion of making decisions based around considerations for water conservation.
 - An inventory of ball caps should be done to determine when and how many should be purchased in the future.
 - Ell will do this inventory and find the name and contact info for the company used in the past for the cap embroidery to be included in the committee's records.

Strategic Planning

Rahmlow read the goals and vision aloud, then commented that it sounded like were borrowing the City's vision.

Nelson clarified that this was intentional as the mission and goals of the committee should support and tie in with the City's vision.

Grossman shared the hope that this strategic plan would be a tool to use for working with the City Manager to get his approval on projects all at once instead of case by case.

Ferrer shared that during the strategic planning process the committee had a robust and had put a lot of thought into this draft plan. She also pointed out that the mission statement had been modified. She suggested that the committee take the next two weeks to look over the plan and bring revisions to the next committee meeting on July 3, 2023 with the intention of making a motion to adopt it as the committee's official strategic plan moving forward in July 2023.

Krummrich said she feels this strategic plan will help to keep the committee on track. By creating timelines along with the strategies, it will help to make sure that projects get completed and funded on time.

Rahmlow asked the committee about their thoughts on prioritizing the goals of the strategic plan to ensure important projects get the focus needed.

Ferrer expressed that prioritizing may be too limiting.

Nelson shared that he thinks it is a good framework that should be reviewed periodically to determine priorities.

The committee thanked Krummrich for her 4 years of service on the Beautification Committee and ask her to sing the Stop the Drop Rap for the group one last time. She obliged.

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."

Next Meeting: July 3, 2023

Items for next meeting:

Revise and adopt the Strategic Plan

Review and make changes to the Beautification Award criteria & processes

Update on Tree Grant applicants

ADJOURNMENT

Being no further business, the meeting was adjourned at 5:24pm.

Submitted by/
Amie Ell
Executive Assistant

SIGNED:

Adam Rahmlow, President

ATTEST:

Amie Ell, Executive Assistant

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.”

<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.”

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.