



CITY OF THE DALLES BEAUTIFICATION & TREE COMMITTEE MEETING

JULY 6, 2026 at 4:00 p.m.

CITY HALL · COUNCIL CHAMBER · 313 COURT STREET

[Via Zoom](#) Meeting ID: 951-4736-1566 Passcode: 197873

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MEETING AGENDA

1. **CALL TO ORDER**
2. **ROLL CALL**
3. **APPROVAL OF AGENDA**
4. **APPROVAL OF MINUTES**
5. **AUDIENCE PARTICIPATION**
6. **COMMITTEE REPORTS**
 - A. Kelly Triangle Update
 - B. Second Saturday Clean Up
7. **DISCUSSION ITEMS**
 - A. Strategic Plan Review
 - B. Residential Tree Grant Program – Outreach Strategies
8. **ADJOURNMENT**

Prepared by/ Abigail Jara, Executive Assistant

CITY OF THE DALLES

"Serving The Dalles with safety, transparency, and care"



THE DALLES BEAUTIFICATION & TREE COMMITTEE MEETING MINUTES

JUNE 15, 2026 at 4:00 PM

CITY HALL · COUNCIL CHAMBER · 313 COURT STREET
IN PERSON & VIA ZOOM

PRESIDING: John Nelson

MEMBERS PRESENT: Debi Ferrer, John Nelson, Jann Oldenburg, Emily Whitfield, Stacey Holeman, Chuck Gomez

MEMBERS ABSENT: Andrea Knight

STAFF PRESENT: Abigail Jara, Staff Liaison; Cindy Kever, Ex Officio Member

CALL TO ORDER

The meeting was called to order by Nelson at 4:00 p.m.

ROLL CALL

Executive Assistant Abigail Jara conducted roll call. Ferrer, Nelson, Oldenburg, Whitfield, Holeman, Gomez present. Knight absent.

APPROVAL OF AGENDA

Nelson noted the addition of item #9A Triangle Maintenance Discussion

It was moved by Ferrer and seconded by Gomez to approve the agenda as amended.

Motion carried 6 to 0: Ferrer, Gomez, Oldenburg, Whitfield, Holeman, Nelson voting in favor; none opposed; Knight absent.

APPROVAL OF MINUTES

Nelson noted a correction to the date listed in the previous meeting minutes.

It was moved by Whitfield and seconded by Holeman to approve the agenda as amended.

Motion carried 6 to 0: Whitfield, Holeman, Oldenburg, Ferrer, Gomez, Nelson voting in favor; none opposed; Knight absent.



COMMITTEE REPORTS

Kelly Triangle Project Update

Oldenburg provided an update on the Kelly Triangle beautification project located at the intersection of West 12th Street and Kelly Avenue. She reported the project contract had been finalized with the contractor, The Green Team, and was pending final execution by the City. Appreciation was expressed for the assistance provided by staff, including Abigail Jara, Executive Assistant to the City Manager; Cindy Keever, Administrative Secretary for Public Works; and City Attorney Jonathan Kara, in facilitating the contract and permitting process.

The Committee reviewed the proposed landscape improvements, which include replacing the existing drip irrigation system with underground irrigation and pop-up sprinklers, removing deteriorated landscaping and pavers, retaining the existing sculpture, mature tree, bench, and select basalt rocks, and installing new decorative rock features and drought-tolerant perennial plantings. The design incorporates river rock and crushed basalt elements intended to complement nearby public art and create a visually cohesive landscape feature. Discussion focused on maintaining low-growing landscaping to preserve sight lines for vehicles and pedestrians due to the site's location at a busy intersection. The Committee also discussed discouraging pedestrian access within the landscaped area by removing existing walking pavers while maintaining the existing bench adjacent to the sidewalk.

Oldenburg reported construction is scheduled to begin on June 25, 2026, with completion anticipated by June 29, 2026, at an estimated cost of \$6,500. The contractor will provide follow-up maintenance and monitoring during the establishment period. Public Works staff noted that any repositioned landscape features must comply with traffic visibility requirements.

Committee members expressed support for the project and noted that design concepts developed for this project may inform future beautification efforts.

Committee Member Ferrer Update

Ferrer reported that the June Second Saturday Community Clean-Up, scheduled for June 14, 2026, was canceled due to the conflict with the Ted Walker Memorial Swim Meet at the community pool facility, which was well attended. She reviewed the upcoming volunteer schedule, confirming that Gomez and Whitfield are scheduled for the July, Ferrer and Oldenburg for August. Members also discussed the importance of communicating cancellations promptly and maintaining volunteer coverage throughout scheduled cleanup periods. The Committee discussed public outreach efforts related to the Second Saturday Community Clean-Up program, including the use of social media and Facebook event postings to increase public awareness and participation. Staff offered to coordinate with volunteers to share and amplify event information through the City's social media channels.

Ferrer also reported attending a recent City Council meeting to provide a public update regarding the Downtown Beautification Grant Program and the Residential Tree Grant Program. She informed the City Council and members of the public that ten Downtown Beautification Grant awards had been issued and that applications for the Residential Tree Grant Program were available online and through paper applications distributed at the meeting. The Committee



discussed strategies to increase participation in the Residential Tree Grant Program, including additional outreach efforts, media coverage, neighborhood engagement, and the use of photographs in promotional materials. Members agreed to hold further discussion regarding outreach strategies on a future agenda.

The Committee discussed communication with the City Council regarding Beautification and Tree Committee activities. Members clarified that formal monthly reports to the City Council are not required, as committee meeting minutes are regularly provided to City staff. However, members agreed that committee representatives may provide brief public comments or announcements at City Council meetings when there are specific programs, events, or initiatives that would benefit from additional public awareness.

An update was provided regarding the City Tree List project. The draft list had been forwarded to City staff for additional review and refinement. Ferrer reported the list would next be reviewed by representatives from the local Soil and Water Conservation District before being returned to the Oregon Department of Forestry for further review.

Downtown Grant Program Update

Jara provided an update, specifically addressing the withdrawal of a grant recipient whose proposed project did not align with the program's intended focus on plant-based beautification. Members agreed to proceed with the previously identified alternate applicants.

The Committee also discussed the potential future expansion of downtown beautification efforts beyond live plant materials. Members expressed varying perspectives regarding maintaining the existing focus on plant-based beautification versus establishing additional grant opportunities dedicated to public art, sculpture, and other aesthetic improvements. General support was expressed for exploring separate beautification or public art initiatives while maintaining the existing plant-focused grant program.

DISCUSSION ITEMS

Triangle Maintenance Discussion

Committee members discussed the long-term maintenance needs of the Trevitt Triangle, Kelly Avenue Triangle, and the Second Street Triangle near the Chamber of Commerce. Members expressed concern regarding the adequacy of current maintenance efforts, including weed control, irrigation management, and the loss of plant materials due to insufficient maintenance practices. The Committee discussed the potential benefits of establishing a landscape maintenance contract to provide ongoing care for the three sites, with the goal of protecting the Committee's investments and supporting local businesses. Members noted that future beautification projects, including the roundabout project, would also require consideration of long-term maintenance needs.

Staff indicated that research would be conducted regarding the scope of work and estimated costs for contracted maintenance services, including obtaining information from local landscaping providers. Committee members discussed potential funding sources and



acknowledged that additional discussions with City staff and the City Manager would be necessary before pursuing a maintenance contract.

The Committee discussed reviewing priorities and projects for the new fiscal year. Members noted that while the Committee's strategic planning process typically occurs in January, it would be beneficial to review the existing strategic plan earlier in the fiscal year to identify and prioritize specific projects and initiatives. They also discussed opportunities to strengthen partnerships with local educational institutions, including exploring future public art projects and community engagement opportunities. Members also discussed the importance of coordinating beautification and public art efforts throughout the community and acknowledged that art-related projects require significant advance planning. The Committee agreed to place a review of the strategic plan and fiscal year priorities on the agenda for the next meeting.

ADJOURNMENT

Being no further business, Nelson adjourned the meeting at 5:01 p.m.

Prepared by/ Abigail Jara, Executive Assistant

SIGNED: _____
John Nelson, Chair

ATTEST: _____
Abigail Jara, Executive Assistant

The City of The Dalles Beautification and Tree Committee | Strategic Plan – 2026-2027 FY

<p>Vision: A community that involves 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.</p>	
<p>Mission: 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 Create a robust and extensive tree canopy and other green infrastructure to improve community health, wellbeing, and increase climate resiliency.</p>	Residential tree grants
	Develop a community tree plan to include potential sources of additional funding
	Become a part of Tree City USA
	Conduct a tree inventory
	Advisory role to downtown streets trees
<p>Goal #2 Encourage citizen engagement to preserve the beauty of our community</p>	Stop the Drop Updates
	Community Cleanups
	Increase visibility, i.e. marketing, articles, social media, etc. to increase awareness in BTC activities
	Adopt-a- _____ (block, public space, street etc.)
<p>Goal #3 Enhance the beauty of our community and increase recognition of its cultural history</p>	Wind sculptures, art
	Beautification awards (residential & businesses) and postcards to recognize other nominations
	Recognizing Native American History (i.e. 'Welcome Sign')
	Update and improve existing notable trees walking tour
	Heritage tree inventory + QR codes for information
	Cruise ship hillside, Trevitt Triangle landscaping projects
<p>Goal #4 Enhance the usability, enjoyment, and human aspects of public spaces, to make our city more pedestrian friendly</p>	Benches
	Trashcans
	Planters
	Research downtown bump outs, pedestrian spaces
	Fencing art projects to hide empty lots, treatment plant
	Public fountains and water features
<p>Goal #5 Improving communication between City Council, City staff and other relevant city committees with ongoing projects</p>	Provide regular updates to the City Manager and City Council through established communication channels.
	Invite City Council members and city staff to attend a Beautification & Tree Committee meeting regularly
	Attend relevant community meetings for awareness and coordination of activities, while keeping the Chair informed of participation.