



CITY OF THE DALLES

BEAUTIFICATION & TREE COMMITTEE

MEETING

July 20, 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

A. Approval of July 6, 2026 Beautification & Tree Minutes

5. AUDIENCE PARTICIPATION

6. COMMITTEE REPORTS

A. Saturday Clean Up

B. Residential Tree Grant Program & Middle School Tree Planting Update

7. DISCUSSION ITEMS

A. Discussion on Tribal Art & Community Partnerships with Eddie George

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

JULY 6, 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, Stacey Holeman, Chuck Gomez, Andreua Knight

MEMBERS ABSENT: Emily Whitfield

STAFF PRESENT: Cindy Kever, Ex Officio Member

CALL TO ORDER

The meeting was called to order by Nelson at 4:01 p.m.

ROLL CALL

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

APPROVAL OF AGENDA

It was moved by Gomez and seconded by Holeman to approve the agenda as presented.

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

APPROVAL OF MINUTES

It was moved by Holeman and seconded by Knight to approve the agenda as presented.

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

COMMITTEE REPORTS

Kelly Triangle Update

Oldenburg reported that the Kelly Triangle beautification project was completed on schedule.



She noted that additional boulders were incorporated into the final design using locally sourced materials. Staff advised that City assistance with transporting boulders for future projects may be available if coordinated in advance with the Public Works Department.

The Committee discussed applying design concepts from the Kelly Triangle project to future beautification projects, including the Lewis & Clark Park roundabout. Discussion focused on early project planning, irrigation infrastructure, and site-specific landscaping options, including raised planting areas where appropriate.

Oldenburg reported that several planned sedum plantings were unavailable during installation but could be added in the future if funding allows. The Committee discussed lessons learned from the project, including allowing additional planning time and considering long-term maintenance needs, such as irrigation, weed management, and plant selection, for future beautification projects.

Second Saturday Clean Up

The Committee reviewed the volunteer schedule for the Second Saturday Cleanup. Gomez reported a scheduling conflict for the July cleanup, and Ferrer confirmed that she and Stacy would attend. Staff were asked to send a reminder to committee member Emily regarding her scheduled volunteer assignment. The Committee agreed to continue including the volunteer schedule as a recurring agenda item to provide monthly reminders.

DISCUSSION ITEMS

Strategic Plan Review

The Committee reviewed its strategic plan and discussed selecting a limited number of projects for more detailed planning. Members considered intersection landscaping, public art, downtown pedestrian spaces, business beautification, maintenance services, and water features.

The Committee prioritized the Lewis & Clark Park roundabout landscaping project for the following spring. Oldenburg and staff agreed to update plant costs and prepare a preliminary budget, with plans to begin in late January or early February to support timely procurement and installation. The Committee also identified another collaborative public art project with Columbia Gorge Community College as a priority. Members discussed potential locations, including downtown bump-outs and other City-owned spaces. Staff were directed to invite college representatives to a future meeting to discuss project opportunities.

Members proposed incorporating local Indigenous history and artistic perspectives into future public art. The Committee agreed to contact local tribal representatives and community leaders to seek guidance, identify appropriate participants, and ensure that any project was developed respectfully. Committee members with existing contacts agreed to assist with outreach. The Committee also reaffirmed its previous direction that the Downtown Beautification Awards should continue to focus on landscaping, flowers, and greenery. Members agreed to revisit additional strategic priorities and related funding at future meetings.



Residential Tree Grant Program – Outreach Strategies

Staff reported that two Residential Tree Grant Program applications had been received to date and provided an update on outreach efforts, including press releases, the City's website, social media, the City newsletter, and Spanish-language radio. The Committee discussed additional outreach strategies to increase participation before the August 1 application deadline, including social media promotion, bilingual flyers, neighborhood outreach, and local radio announcements. Staff agreed to verify publication of the press release, coordinate with Communications regarding additional outreach, and explore opportunities for public service announcements and promotion through upcoming radio appearances by the City Manager and Mayor. Committee members also expressed interest in assisting with community outreach efforts.

ADJOURNMENT

Being no further business, Nelson adjourned the meeting at 5:13 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

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.	
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.	
Goal #1 Create a robust and extensive tree canopy and other green infrastructure to improve community health, wellbeing, and increase climate resiliency.	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
Goal #2 Encourage citizen engagement to preserve the beauty of our community	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.)
Goal #3 Enhance the beauty of our community and increase recognition of its cultural history	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
Goal #4 Enhance the usability, enjoyment, and human aspects of public spaces, to make our city more pedestrian friendly	Benches
	Trashcans
	Planters
	Research downtown bump outs, pedestrian spaces
	Fencing art projects to hide empty lots, treatment plant
Goal #5 Improving communication between City Council, City staff and other relevant city committees with ongoing projects	Public fountains and water features
	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.