



# Idaho Falls Beautification Commission

Idaho Falls, ID 83405-0220

P.O. Box 50220

612-8276

August 12, 2009 — 12:00 p.m.  
City Annex Conference Room  
380 Constitution Way

## **Members Present:**

Cheryl Cox, Pat Fuchs, ~~Matt Hill~~, Erin Kennedy, Nathan Kennedy, Terry Miller, Roxane Mitro, and Sharon Parry.

## **Members Absent:**

Ann Bates, Cory Emery, ~~Matt Hill~~, ~~Erin Kennedy~~, and Linda Neeley.

## **Staff Present:**

Renee Magee, Director; and Deb Petty, Recording Secretary.

## **Call to Order:**

The meeting was called to order at 12:03 p.m.

## **Modifications to the Agenda:**

None.

## **Minutes:**

None.

## **Debrief Comments on 2009 Award Program:**

- Mitro said it is one of the first positive things the City has done in awhile. Very well received.
- Miller said it went very well for the first time. The group didn't know what they were doing last March/April, but in the end it all came together. Just need a few small changes for next year.
- Parry said it helped to have some advocates out there like Dan's Detailing and Rocky Mountain Supply that would take the time to fill out the paperwork. The rocks were fun/outstanding/lighthearted. Community Night Out was the perfect time to present the awards. It was neat, sweet, and clean. Just fit in really nice.
- Kennedy thought the Commission was on the same page and met the objective of the group.
- Neeley was excited to be out and about and see the brochures available to the public and would like to see them available in more places.
- Fuchs said the booth was outstanding. Being there and talking with people did a great deal to make them aware of the program. They could see that the winners were not commercially landscaped. People who got the award were very excited about it.

- Cox agreed it was an excellent place and many of the winners took their picture by the display board.

### **Suggestions for 2010:**

- Mitro said the group did not have enough publicity. The Community Night was good, but two-thirds of the people didn't know a thing about it.
- Miller said the group missed an opportunity for publicity. He said each Tuesday the Post is running neighborhood profiles. It would have been great to have a photo of one of the winners. Next time the group should be able to come up with more press opportunities.
- Fuchs said Neeley had the idea to make sure that the areas defined by the Post Register had a nomination from each section. Disappointed that there was nothing in the newspaper about the awards.
- Cox said it was a good idea to use the breakdown.
- Parry said ~~Mark~~ **Mark** the local paper is sticking with hometown **news** in order to preserve the future of the local paper. Thought it would be a good idea to approach Falls Printing as they are always looking for ideas.

Kennedy suggested delaying the nomination deadline and many of the Commission also thought it too early, but staff reminded them that Etched in Stone worked up to the day of the event to complete the awards.

Mitro said it is important to have criteria setup prior to the day the nominations are judged. She believes the group needs to sit down and look at how they judged the awards and have a list of criteria. During the process the categories were modified...could base the criteria on the brochure. Cox said brochure provided a great deal of good information and was user friendly. Historic significance may not be under the purview of the Commission. There was some overlap with the award for historic significance. It was suggested by Miller to forward that award to the Historic Preservation Commission for action.

The commission would like to make date changes and photos to the brochure and get them out as soon as possible. These changes will be left to Petty who will email for approval when complete. Fuchs wants to take the display board to the Farmer's Market along with the new brochures in September/October. Miller suggested having the brochure changes done now and have printed prior to the next meeting. He suggested that staff could select the pictures that fit best.

### **Miscellaneous:**

#### **September 16, 2009 Meeting:**

Suggested by Parry to have mini in-service at the 9-16-09 meeting.

### **Assignments:**

- Miller will contact Hometown Stories.
- Parry will contact Harris Publishing.
- Mitro will talk to Stephanie Gifford regarding display at Farmers' Market.
- Cox will contact Crow Creek Addition.

### **Adjourn:**

Motion to adjourn the meeting at 12:35 p.m.

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Debra Petty, Recording Secretary