



Idaho Falls Beautification Commission

Idaho Falls, ID 83405-0220

P.O. Box 50220

612-8276

January 21, 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, Linda Neeley, and Sharon Parry.

Members Absent:

Ann Bates, Cory Emery.

Staff Present:

Brad Cramer, Assistant Director, and Deb Petty, Recording Secretary.

Call to Order:

The meeting was called to order at 12:05 p.m.

Modifications to the Agenda:

None.

Minutes:

Motion by Mitro, seconded by Fuchs, to approve the minutes of December 17, 2008 as presented. Motion passed unanimously.

Report from Building Subcommittee:

The following is a summary of the meeting of the Building Subcommittee as presented by Cheryl Cox:

- All communication to the public should be as simple, accommodating, and user friendly as possible.
- Two categories were chosen: Residential and Non-residential and should be applicable to building awards (churches, schools, government buildings, etc.) as well as landscaping awards.

- Would like opportunity for non-entity awards such as a place, street, block, or specific project, etc.
- Nominations should be initiated by the public.
 - ~ Avoid self-nominations.
 - ~ Avoid nominations by the Beautification Commission.
- Form should incorporate reason for the nomination, as this can stimulate ideas for award categories.
- The nomination process and **nomination form** ~~form-up-for~~ **need to be reviewed** after the first awards program and incorporate any adjustments ~~that come via the learning process.~~
- Categories to include:
 - ~ Overall Appearance.
 - ~ Best Improved.
 - ~ Superior Landscaping.
- Opportunity for public education with the development of criteria/standards.

Beautification Award Brochure:

Below are suggestions by the Commission for incorporation into the final award brochure.

Standards:

- Adherence to the Clear View of Intersection Streets and Ways
- Compliance with Zoning Ordinance
- Proper planting practices and use of landscape materials

Format:

- “Did you know statements” in bullet format
- Simplistic language (i.e. ‘incorporated’ to ‘city limits’)
- Minor grammar corrections
- Deadline for submission should be own paragraph and moved to the top of the form.

Additions:

- Include a statement of ‘Caution’ at the bottom of the brochure regarding compliance.
- Incorporate block “For City Use Only” for internal processing of nomination.
- Mention resources for public information

The members in attendance were in agreement that the brochure should be reviewed closely and discussed at the next meeting. As well, comments from the Landscaping Subcommittee will be incorporated in the final draft as there will be one Beautification Award Nomination Brochure.

It was determined that the group needs to make a decision concerning the number of award events for a given year and discussed the possibility of seasonal awards. Judging criteria will be determined at a later date, but awards need to be as ‘clean’ and

fair as possible. It is a complex process as you may have new construction with immature landscaping; there may be a lack of harmony between the architecture and landscaping, inappropriate use of materials, etc.

Zone Map:

Cramer referenced the zone map in the packet for discussion related to presentation of awards and was requested by the Commission at the last meeting. It was determined the zone map would be used as a guide for making awards throughout the city. The members made additional observations regarding the map:

- Nominations within a specific zone should not be compared with other nominations in other areas of the city.
- A possible reduction to the number of zones without limit to the number of awards that may be granted may help simplify.
- The commission may have to nudge some areas into participation until the program is strong.
- There is an advantage in having a larger number of separate zones for purposes of diversity and mention was made of the special clean-up efforts in Bel Aire by the Zoning Enforcement Officer.
- Awards could be based on valuation or square footage of the property and have three (3) awards for each level of valuation/square footage.
- Census information may be helpful criteria when determining awards.

It is important to recognize all who were nominated and not just those who won awards and the first series of awards will be a learning experience. All agree that adjustments for future programs will need to be made. Hill confirmed that the 'Flowerbed Program' has awards, but does not know how many are given and for what categories. He will research the information for the next meeting.

Crow Creek Connection:

The Crow Creek Connection is an informative newsletter put out by the neighborhood association and is effective in creating a strong sense of community for that area. Stephanie Rose, Editor, is more than willing to promote the Beautification Award Program in an upcoming issue.

There are many areas of the City that do not have an identity and it was suggested that 'branding' or naming of neighborhoods creates a more cohesive community with pride of ownership and a sense of belonging. Not many residents know the name of the neighborhood in which they live. However, the commission does not necessarily want 'classify' residents of a neighborhood as part of the awards program.

The following sources were suggested for further promotion of the award program:

- The Idaho Falls Downtown Development Corporation Newsletter
- Neighborhood Watch Program
- Farmers Market
- 4th of July Parade/Celebration

- Community Night Out, Youth Jam, and Duck Race Weekend
- Earth Day Celebration
- Arbor Day
- Knut Meyerin, Public Relations Officer for the City of Idaho Falls
- TV Stations/sponsors
- Utility Billing Flyers

Miscellaneous:

Parry asked if members of the Commission if they were interested in giving input on future changes to the sign ordinance and the zoning requirements for fences. She indicated it would be over the next several months and suggested a presentation on the issues during the March meeting.

Assignments:

1. At the February 18th meeting the Landscaping Subcommittee will present a comprehensive list of categories for landscaping awards.
2. The commission will make suggestions for the final draft of the award brochure.
3. Cramer will make a presentation on impending changes to the zoning ordinance in regard to fences and signs at the March 18, 2009 meeting.
4. Terry Miller is going to ask Dave Christiansen, Parks Director, if he intends to turn administration of the Flowerbed Award Program over to the Beautification Commission, or if he is going to continue on in the same tradition through Parks.
5. The Beautification Commission has targeted their initial kick-off at the Earth Day Celebration in April and will coordinate efforts with the Planning Department, as they intend to have a booth at the event.
6. Invite Knut Meyerin to the February commission meeting.

Adjourn:

Motion by Mitro, seconded by Kennedy to adjourn the meeting at 1:15 p.m.

Debra Petty, Recording Secretary