



Idaho Falls Beautification Commission

Idaho Falls, ID 83405-0220

P.O. Box 50220

612-8276

March 18, 2009 — 12:00 p.m.

City Annex Conference Room

380 Constitution Way

Members Present:

Ann Bates, Cheryl Cox, Cory Emery, Pat Fuchs, Erin Kennedy, Nathan Kennedy, Terry Miller, Roxane Mitro, Linda Neeley, and Sharon Parry.

Members Absent:

Matt Hill.

Staff Present:

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

Call to Order:

The meeting was called to order at 12:00 p.m.

Modifications to the Agenda:

Additions to the agenda included: Brad Cramer, citywide clean-up event; and Sharon Parry, draft ordinance for cargo containers.

Minutes:

Motion by Mitro, seconded by Parry, to approve the minutes of February 18, 2009 with the following corrections:

Page 2, Self-nominations, second sentence:

The **Landscaping** Subcommittee did not want to allow self-nominations.

Motion passed unanimously.

Beautification Award Brochure:

Staff presented several options for the layout and content of the award brochure. Two items needed to be addressed: section for additional resources needs to be completed, and the link to the City website for eco-friendly documents needs to be omitted.

Final Changes to the brochure:

- Form layout done in landscape.
- Green color scheme.
- Idaho Falls Beautification Commission will remain on the form and for a cleaner look the direction of the text should be in portrait.
- "Village Improvement Society" will be considered for the grand overall award, but not for the brochure.
- Make grammar/punctuation changes per notes provided by Commission members.
- Brochure needs to catch the eye of the public with bright colors and a simple/clean layout.
- Beautification Award Program at the top of the brochure.
- Graphics should reflect an overall reference to landscaping regardless of category.
- Limit the number of graphics to maintain a clean appearance.
- "Neighborhood" logo/picture was preferred by the majority, but need to change direction on the layout and incorporate color.
- City seal located on front of brochure.
- Strike the eco-friendly link to the City's website.
- Change the last bullet point under judging criteria to specify nominees must be within the City of Idaho Falls jurisdiction.
- Additional resources should include: historic; green buildings;

Final draft will be emailed to members for comment prior to the April meeting. This will expedite the process and allow ample time for printing of the brochure in time for the Earth Day Event scheduled for April 25, 2009.

Introduction of Knut Meyerin:

Parry introduced Knut Meyerin, Public Relations Specialist and said he would play an integral part in promoting the award program. His purpose in attending is to give direction for getting out the word on the award program.

Meyerin suggested a press conference with the group would be a very quick way to disperse information about the program to the public. Other options include a small presentation at the weekly Chamber of Commerce Forum, Kiwanis, and Rotary; circulation of brochure; the utility billing.

Cramer said the Mayor is planning a citywide clean-up and the Commission may be competing for the opportunity to send out flyers in the utility billing for April or May. The consensus was to see if they would be able to send out information in May.

Earth Day Event:

Cramer said in talking with Flint Hall about the Earth Day event that the group should try and come up with something that will ~~can~~ **catch** the attention of the kids.

Cramer displayed a model constructed by Petty of a small city lot that represents a poorly cared for and poorly landscaped lot. The idea is to have each of the commissioners make one that has beautiful landscaping and bring them all together to create a "city street" or "city neighborhood". The kids visiting the booth would receive a "Judge" badge/sticker and "vote" for their favorite landscape.

Staff will provide the foam core base along with the cardstock cutout for the home/business. There is enough space on the tables for the mini "neighborhood" along with the brochure or other handouts. This would give an opportunity to inform the public about the Beautification Commission.

The following commissioners expressed interest in doing a landscape project for Earth Day:

- Miller
- Parry
- Mitro (2 construction packets)
- Kennedy
- Cox
- Petty
- Cramer
- Neeley

Citywide Clean-up Event:

Cramer said the Mayor is planning a citywide clean-up on May 11th through May 16th. The Commission's assignment is to come up with ideas for a small award or token in recognition of their participation in the clean-up event. It is anticipated there will be 1,000 to 1,500 citizens involved and the budget for this is very limited. He asked that any ideas they have be presented to him by Friday.

Initial suggestions were:

- Names on the website, or in the local paper.
- Candy.
- Mini garbage can.
- Have names read on the local television station.

The group did not want to do the customary paper recognition award as it becomes another piece of trash. Sanitation is committing every dumpster toward the effort. In the past the focus was on parks. This year, the focus is on neighborhoods.

Information for the event can be viewed at: <http://ifcityclean.blogspot.com>.

Draft Ordinance for Cargo Containers:

Parry presented a draft ordinance pertaining to cargo containers. She asked that the group ~~to~~ review the handout and offer comments. It was initiated in response to the increasing number of cargo containers that remain on location for as long as 16-months in commercial and residential areas.

Assignments:

1. Ann Bates will send photos for use in the Beautification Commission award brochure.
2. Copies of the brochure will be emailed for final changes/suggestions.
3. Staff will have construction "packets" ready for pick up next week for commissioners participating in Earth Day event.
4. Press conference will be an action item on the agenda for April 15, 2009.

Adjourn:

Motion by Mitro, seconded by Neeley to adjourn at 1:10 p.m.

Debra Petty, Recording Secretary