



# Idaho Falls Beautification Commission

Idaho Falls, ID 83405-0220

P.O. Box 50220

612-8276

May 20, 2009 — 12:00 p.m.  
City Annex Conference Room  
380 Constitution Way

## **Members Present:**

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

## **Members Absent:**

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 Hill, to approve the minutes of April 15, 2009 with the following corrections:

Page 5, Item 2:  
Delete "for the".

Motion passed unanimously.

## **Awards Process:**

Petty informed the members that to date no award nominations have been received, but has received a number of calls from interested parties. Bates said she didn't expect to see any nomination forms until closer to the deadline in June. Several members have distributed brochures to a number of local businesses, garden centers, real estate

agencies, and the library. Miller questioned the potential for nominations for buildings. Petty said that Johnson Brothers called to see if they could self-nominate their new building on Basalt, so there is potential for nominations for that category.

Cox mentioned the Historic Preservation Walking Tour on Saturday, May 16<sup>th</sup> stating a number of brochures were made available to the public and the event was very successful. She believes it was a good effort to inform participants of the nomination program. The group will continue to inform the public and will discuss the award process when they have nominations for consideration.

### **Award Ideas and Costs for Beautification Awards:**

Fuchs visited trophy shops in town and presented several examples ranging in price from \$7.50 to \$50.00. The overall favorite was the rock from “Etched in Stone” costing \$50.00. Most thought recipients would enjoy displaying a “rock” award in their yard and it would not become a “dust-collector” like most other types of awards. The rock may not be an appropriate award for buildings and it was suggested an etched paver or brick would be a better option. The group estimated the number of awards to be between ten (10) and twenty (20) at a cost of \$50.00 each and will present a budget of \$1,000.00 to the Mayor for expenses.

Miller suggested using stone with historic significance (i.e. from a local demolition). Mitro wasn't aware of any pending demolitions but will check into the possibility. Cox is going to investigate where stone from previous demos may be deposited and if it would be available for the awards. Cox shared with the members that when the Eagle Rock structures were demolished the material was disposed of and it was very surprising when a gentleman presented Mr. Catmull with the keystone from the top of the original building. Catmull's was etched into the stone and was a very exciting discovery as its existence was not known.

Additional recognition efforts will be to publish the names of winners in the paper, a laminated yard sign to identify their property for the driving tour, a month-long pictorial display at City Hall in recognition of award recipients, and a congratulatory letter. Neeley volunteered to draft the letter and have it ready for consideration by the commission at the next meeting. It was suggested to enlist the assistance of Knut Meyerin, Public Relations Officer, during the award nomination process as he has done a great service to the Commission in keeping the public informed.

### **Outreach Event Updates:**

- Bates made a presentation to the County Master Gardeners, and is presenting to the Civitan Club on May 28, 2009, and the Kiwanis Club on June 4, 2009.
- Bates will contact a second time with Shirley Chastain, Idaho Falls Downtown Development Corporation as she was quite interested in having a presentation to educate their group on the Beautification Commission.
- A presentation is scheduled for the Garden Club on June 17, 2009 and Bates is making the presentation.

- Mitro or Cramer will make a presentation to the Historic Preservation Commission on June 4, 2009.

### **Miscellaneous:**

#### **1. Improvements to the railroad property south of Broadway.**

Cox received a phone call regarding ownership of the railroad property as it is an eyesore. North of Broadway it is fairly well maintained by the City, but to the south of Broadway it is not very appealing. She said Cramer told her the railroad owns all of the land but leases the land on the east of the tracks just south of Broadway and it is the responsibility of the lessee to maintain their portion. He said Union Pacific owns the leases, and in a joint effort the railroad and the Zoning Department put the lessees “under the gun” to get some of the properties cleaned of debris.

Cox said the phone call was prompted by the brochure and that folks from the Idaho Museum are willing to make personal contributions of \$200.00 each for plantings or what is needed to help beautify the area. Bates said the project needs to be adopted by someone. Parry said that a couple of months ago she began working with Jan Blickenstaff, Grants Administrator, to see if grant monies could be use to beautify the area as a gateway. She said Blickenstaff and Magee have both indicated there are funds for the improvements if that is what people really want and noted downtown merchants would love to have more parking on the south side of Broadway, but it comes at a price.

Parry believes the topic of gateways is worthy of discussion and action by the commission suggested creating a timeline for improvements. Cox asked if a project of this nature is within the prevue of the commission. Miller said it is and the very reason many joined the commission was the desire to clean up the Northgate Mile area. He believes with the help of the museum folks it would be relatively simple to get lessees on the east side of the track to improve that area. Hill suggested partnering with BMPO if the group chooses to tackle the railroad property to the south of Broadway as they do extensive work with streets and pathways. Cox suggested making the topic a discussion item once the awards program is complete.

Miller suggested watching the government to see what funds are available for that type of improvement project. Parry said it is important for each division director in the city to monitor stimulus monies and it is the only effective way to ensure necessary steps are made to take advantage of these opportunities. Parry suggested a mini seminar for the next meeting to include the weed program, water tower, CDBG funds for gateways, graffiti, code enforcement, and garbage/sanitation.

#### **2. Reports from Boards and Commissions.**

A regular agenda item for future meetings will be reports from representatives from the various Boards and Commissions as follows:

- Miller – Park and Recreation Commission
- Emery/Hill – Shade Tree Commission
- Mitro – Historic Preservation

- Cox – Planning Commission
- Parry – City Council

**Assignments:**

1. Neeley to prepare a draft recognition letter.
2. Cox and Mitro to investigate the possibility of using historic material from a demolition for the awards.
3. Miller is going to check with the appropriate city personnel for funding that the commission could earmark for improving gateways within the city.
4. Have Knut Meyerin, Public Relations Officer make a reminder announcement one week prior to the nomination deadline.

**Adjourn:**

Motion by Mitro, seconded by Kennedy to adjourn the meeting at 1:00 p.m.

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Debra Petty, Recording Secretary