

**From:** [Allie Ferko](#)  
**To:** [Sharon Scheidt](#); [Dawson Moore](#)  
**Cc:** [Mark Detter](#); [Sheri Pierce](#)  
**Subject:** BTF Recommendation for Council Retreat  
**Date:** Tuesday, July 6, 2021 1:50:00 PM

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Sharon, Dawson,

Here is the Beautification Task Force's recommendation to City Council regarding the future of the group. As we planned, they put this recommendation together for you as part of the overall task force/commission/board discussion at the Council retreat.

(I should have the audio recording of the session posted on the city agenda's website by tomorrow afternoon if you also wanted to listen to their discussion.)

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- **Name/Type:** Beautification Commission  
(Commission to be established by ordinance if City Council concurs with the need for the group to continue their work.)
- **Composition:** Seven commissioners, each serving a three-year term. A chair and chair pro tempore will be elected at the first meeting of the commission.
- **Representation:** Commissioners should not be assigned specific sectors so as to not limit interested participants. However, Council could consider maintaining a variety of stakeholder representation during the commission selection/appointment process.
- **Staff Advisor:** Clerk's Office. However, due to existing workload of the department, commissioners will be actively involved in performing the work of the commission.
- **Meeting Schedule:** Commission should continue to meet once per month at their regular meeting time - noon on the last Monday of the month.
- **Commission Mission Statement:** The Beautification Commission advocates for, promotes, and enhances the aesthetics of the community's human built environment to reflect the beauty of the surrounding natural environment and build a sense of place and civic pride.
- **What commission success looks like in ten years:** Positive momentum towards passionate, sustained community engagement and pride in the aesthetic environment of our community.
- **Commission Responsibilities** (to include in the ordinance; in no particular order):
  - Serving as an advisory commission to the city council.
  - Building community, a sense of place, and civic pride through beautification projects, educational programming, and activities focused on the aesthetics of town, including but not limited to design, landscaping, and public art.

- Serving as a collection point for public feedback regarding aesthetics of the community and associated needs/wants.
  - Advising on the aesthetic components of city projects and public-private partnership projects, as requested.
  - Advising on code enforcement efforts related to community aesthetics, as requested.
  - Administering city-funded beautification grant and incentive programs.
  - Facilitating applications to obtain outside beautification grant funding.
  - Consulting with other city boards and commission on their work as it relates to community aesthetics.
  - Participating in the comprehensive planning process as it relates to community aesthetics.
  - Providing recommendations to city council thru the city budget process regarding beautification program or beautification project priorities for funding.
- **Commission Goals:** These will be set during the first couple of meetings once the commission is established. The task force did not want to get into too much detail or spend too much time on goal setting until they received confirmation the Council wanted them to continue their work in the form of a commission.

They did provide a few examples of goals, including but not limited to:

- Setting up a process to collaborate with other commissions, code enforcement, capital facilities, etc. after commission creation. Perhaps through joint work sessions. Collaboration process in place by January 2022. Commission would then know what their role would be with each, and other entities would know how/when the commission could help.
- Administer the beautification matching grant program annually, as long as funding and interest from property owners continue. Perhaps emphasizing landscaping or art in future years.
- Gathering input thru a variety of avenues on where the public believes the focus should be for beautification efforts moving forward. Done by the end of 2021. Does not need to be done by a contractor – can be a grassroots effort. Have this be an annual occurrence. Discussion about having a 2-3 person team of commission members staffing vendor booths at events to gather input using a paper survey of some sort. Would have to thought out to ensure we meet compliance with statute and have strict guidelines for the commissioners participating.
- Commission develop a public art/mural program. Solicitation to artists to envision where and what type of art would best be suited for different areas of the city.

Brainstorming session in early 2022 and future plan, with request for funding if necessary, by budget time in 2022.

- Commission develops an interactive presentation on the economic and social benefits of beautification by the end of 2021. Commission members use the presentation to do outreach to 5-10 community organizations in 2022.
- In late 2021 or early 2022, begin discussing/revisiting the “Valdez Home and Garden Show” concept. With the goal to help property owners with the resources and ideas needed to improve the aesthetics of their property. During the show, connect home/property improvement vendors with property owners, provide educational sessions on types of landscaping/plants that do well in our climate, provide educational sessions on basic home improvement skills in a home show type setting, etc. This may be a potential partnership opportunity with PWSC and other private entities.
- There continues to be discussion on the need for a centralized “town square” or centralized outdoor gathering/community use/event space in the core downtown area to pull together the pedestrian experience and overall aesthetic of town. So this is likely to be one type of project championed by this group in the future.

Take Care,

*Allie Ferko, MMC*

**Public Information Officer & Deputy City Clerk**

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