

Valdez Beautification Commission

2022 Strategic Planning Session

August 12th 2022

5:00 PM

City Council Chambers

Overall objective: To discuss City Beautification Commission's priorities and vision

Attendees: Kathy Nielsen, Chair
Patricia Relay, Chair Pro Tem
Ruth E. Knight, Commissioner
Jennifer Benda, Commissioner
Meg Weaver, Commissioner

Recorder: Elise Sorum-Birk, Deputy City Clerk **Absent:** Abigail Ferrara, Commissioner

Notes from Discussion

Reference	VMC Powers and Duties	Text
A	2.66.020 (A)	Work to advocate for, promote, and enhance the aesthetics of the local human-built environment to reflect the beauty of the surrounding natural environment.
B	2.66.020 (B)	Work to build community, a sense of place, and civic pride through beautification projects, educational programming, grant programs, and other activities focused on the aesthetics of Valdez, including but not limited to design, landscaping, and public art.
C	2.66.020 (C)	Receive, consider, and evaluate public input, opinions, and recommendations regarding aesthetics of the community and advise the city council of any findings or recommendations.
D	2.66.020 (D)	Advise on aesthetic components of city projects and public-private partnerships, as requested.
E	2.66.020 (E)	Advise on code enforcement efforts related to community aesthetics, as requested.
F	2.66.020 (F)	Consult with other city boards and commissions on their work as it relates to community aesthetics.
G	2.66.020 (G)	Participate in the city comprehensive planning process as it relates to community aesthetics.
H	2.66.020 (H)	Make recommendations to city council through the city budget process regarding beautification programs and beautification project priorities for funding.
I	2.66.020 (I)	Meet at least once per month and cause minutes of each meeting to be recorded.
J	2.66.020 (J)	Perform such other activities as may be requested of it by the city council.

Priority/ Project	Additional Notes/ Goals	Related Reference(s)
Beautification Matching Grant Program	<ul style="list-style-type: none">Supporting a variety of projects, not just artRequesting funds from Council during the budget process to support the programPublic/ private partnershipBolstering the existing program is the top priority for the current year	A, B, H

Priority/ Project	Additional Notes/ Goals	Related Reference(s)
Engage with the comprehensive planning process moving forward	<ul style="list-style-type: none"> • Question: How is this plan reexamined and adapted moving forward? • Engage with P&Z Commission and Planning • Can commission members engage on Title 17 rewrite? 	A, F, G
Landscaping and beautification of park strips and snow lots	<ul style="list-style-type: none"> • Work with Parks and Rec Commission and parks maintenance staff • Need for resilient updates to green spaces • Challenges with balancing snow removal and desired summertime uses 	D, F
Support code enforcement activities	<ul style="list-style-type: none"> • Reach out to Danial Plaster relating to code enforcement • Find out more about whether connexes are allowable in the downtown core. 	E
Gather public input on beautification priorities	<ul style="list-style-type: none"> • Host a public meeting to gather input on beautification initiatives • Use Flash Vote to get public input on projects/ priorities 	C
Support wayfinding and trail signage/ upkeep projects	<ul style="list-style-type: none"> • Work with EDC and Economic Development department – what is the next phase • Explore having more walking trails and boardwalks downtown • Trails as an excellent aspect of beautification 	B, D, F
Continued improvement of Main Street/ Egan Drive	<ul style="list-style-type: none"> • Engage with Capital Facilities Department on the annual timing for light pole decorations (Graduation banners, holiday lights, etc.) • Look at options to make this street more walkable/ citizen and tourist friendly • Provide input on any proposed development on vacant lots (i.e. pipeline property) • Example given on Homer Spit shops- how to work toward something like this? 	A, D
Town Square	<ul style="list-style-type: none"> • Work with city administration to see this project through • This has been ongoing and talked about extensively/ planned for in the past 	
Develop an Art Walk for Valdez	<ul style="list-style-type: none"> • Can engage with VCVB and Economic Development department • Integrate wooden statues and mural into a map 	

Other topics brought up (idea parking lot):

- Valdez Mural Society – how to work in partnership with/ support the work of this group
- Concerns over the community perception that the commission just gives out money - exploring how to move away from this perception while still supporting the grant program
- William T Riker Statute – engaging the group looking for this
- Creating a duck flats boardwalk
- Work on the gazebo