



City of Valdez

212 Chenega Ave.
Valdez, AK 99686

Meeting Agenda

Economic Diversification Commission

Wednesday, July 20, 2016

12:00 PM

Council Chambers

Work Session With Beautification Task Force

WORK SESSION AGENDA - 12:00 pm

1. [Joint Work Session: ED Commission & Beautification Task Force](#)

Attachments:

[Mayor's Beautification Task Force Notes 04.25.2016 copy.pdf](#)

[Untitled.docx](#)

[Beautification notes from June.pdf](#)



Agenda Statement

File #: 16-0048 **Version:** 1

Type: Work Session Item **Status:** Agenda Ready

File created: 7/18/2016 **In control:** Economic Diversification Commission

On agenda: 7/20/2016 **Final action:**

Title: Joint Work Session: ED Commission & Beautification Task Force

Sponsors:

Indexes:

Code sections:

Attachments: [Mayor's Beautification Task Force Notes 04.25.2016 copy.pdf](#)
[Untitled.pdf](#)
[Beautification notes from June.pdf](#)

Date	Ver.	Action By	Action	Result
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ITEM TITLE:

Joint Work Session: ED Commission & Beautification Task Force

SUBMITTED BY: Lisa Von Bergen, CED Director

FISCAL NOTES:

Expenditure Required: N/A

Unencumbered Balance: N/A

Funding Source: N/A

RECOMMENDATION:

None. Work session discussion information only.

SUMMARY STATEMENT:

The ED Commission has identified priorities important to economic diversification that include beautification of the community, including abatement. To ensure the goals and action items the ED Commission develops are in line with existing and future beautification priorities, the ED Commission requested a joint work session with the Beautification Task Force.

As stated above, the ED Commission has determined abatement, or enforcement of existing zoning and nuisance codes is very important. The Commission would like to discuss future action in this arena with the Task Force.

Additionally, the purpose of the meeting is for the Commission to better understand the overall mission and goals of the Task Force, and to identify possible projects in which the two groups can work together cooperatively.

Minutes from the May and June Task Force meetings have been attached. Also, the city website description of the Task Force is attached.

04/25/2016

Beautification Task Force

Tom	Larry	
Andrew	Ruthie	12:07
Laura	Allen	Call to
Todd	Dennis	order
Patty	Jenna	
Allie	Jennifer Patton	
Meg	Donna	

* Electronic copy of design

Pioneer Dr.
Egan Dr.
Senior Center Parking lot

Pioneer Dr. 1st

Egan follow Behind Harris Sand +
Gravel (state Egan / Highway)

Banners - need to be ^{in midyear} Budget
58 Banners 22" x width
hanger on rail system

Seasonal
Banner to advertise event

• banner on arch per state
- due to safety

Laura - Shopping for Banner
options - need cost

Beautification account

Branding strategy

• suggest to incorporate
the font VCVB uses
combined w/ the themes
for pocket plazas

orange dot 1/2"

• will have outlets so could
plug in ornaments

Aug 2 (tentative) planter
boxes should be complete
• under contract w/ gilpatrick's
to put flowers in planters

next mtg - banner options
and cost; light ornament
options (led)

sculpture option @ pocket plaza
in front of Three Bears

put something together
about grants from 2015

mid year - add money for
matching grant

clean-up around property

letter asking people to clean-up
the messes - how can we
help you clean-up

code enforcement

conex - what does code say
(Todd to look it up for
next meeting)

old three bears property

- potentially put the
museum in that location
- council voted no on purchasing
the Reynolds property

RFQ for marketing firm

- would include BTF in
that discussion
- June - July 2016

Put businesses in the Buildings
in the downtown area -

vacant buildings, especially
during the winter

How do we get people to put
places in Egan that pedestrians
want to walk to.

\$50k - midyear

Egan monument has to be moved per
Patty (Based on the feedback
from the State).

1. grant award - ^{revised} example to work
with - Allie
2. conceptals for flags - Laura
3. code information - Todd

↑
Next Meeting

comments from grant awardees
packages showing examples

letter to certain areas of
town (Mayor)

- Inventory of Banners/Snowflakes

- how can we repurpose them
- side streets

- Banners coming into town (10 mile
area)

- neighborhood identities

- signs or something to name
each neighborhood

- P+R signs are great

03
1 pm Adjourn

From The City Website.

MAYOR'S BEAUTIFICATION TASK FORCE

The Beautification Task Force was commissioned in 2013 by Mayor Dave Cobb to begin a coordinated, all-season community beautification effort throughout the City of Valdez. The Task Force worked for over a year to update the last Beautification Plan that was published back in the late 90's. One of the Task Force's accomplishments thus far is the design and installation of a new Welcome Sign at the city limits near mile 18 of the Richardson Highway. The Task Force invites Valdez citizen involvement with this task force and welcomes suggestions for projects and specific areas of concern. The Task Force is currently working on an Urban Design Planning and Beautification Project. The project will create a plan that can be implemented over time to make Valdez an even better place to live, more inviting for tourism and attractive to new businesses and investors.

6/13/10
Beautification Task Force

pioneer drive work

Design contest

graphic

artwork

photography

light poles

Sep 12

Nov 1st

snowflakes

Summer theme

Winter theme

~~Prohibitions~~

deadline July 15th

format

22" x 60" vinyl digital

Submit to Deputy city clerk

prior to the parade

judges stand - mayor

Banner will be part of
the parade

price

Rich refurbishment cost

Representative from Boards +
Commissions to sit on RFQ
visioning committee

BTf pause until 2017. power concerns with bringing
it along the revising
project to go through
people in

Keep in contact w/ ED
Commission

ADA Accessible community

ADA upgrades as part of 50/50
grant program

Discussion about salmon
and three Bears

Mural program
w/ pamphlet describing
wells Fargo

Alysha statue
pipeline workers

Thompson Pass concerns
discussion - background of
rangers; cleanliness

Valdez Food Cache statue
update

mural of old town
McKenley street