



Karen Abowd, Action Group Leader

**Beautification Action Committee Short Term Objectives:**

#1. Since our banner objective is making the downtown clean, neat and attractive what we can accomplish now is the cleanup of the immediate downtown corridor to commence on June 7, 2008 @ 7am - 10:30 am. This will include steam cleaning of sidewalks, tree grate cleanup, and trash pickup. The area covered will be determined by the participation. Besides our immediate group of 6 participants, the high school Key Club has been contacted (potentially 4 participants) as well as Community Service (2-3 participants) and Rotary Club. As committee chair I will be addressing the Business Association for their support on June 5, 2008. Planting of the Laxalt Plaza will be a June event as well once I have a firm date from Rob Fellows.

#2. The community's perception and pride in their environment can create a beautification momentum. Including all ages and interests in this process brings ownership to the movement.

#3. Task Force Assignments for June 7 Cleanup:

\*Karen Abowd and Mark Lopiccolo will meet with Parks and Recreation on Friday May 30 to secure the maintenance trailer, dumpster and street sweeper for June 7.

- a) Steam cleaning of sidewalks in Downtown corridor to commence @ 7am June 7-- Mark Lopiccolo to man this task
- b) Street sweeper @ 9am--City to man this task
- c) Tree grate cleanup--Pam Graber/Rotary Club to man this task
- d) Trash pick-up--Karen Abowd, Stan and Sue Jones to man this task

#4. Plan as presented above is our short term goal.

#5. Plan to be executed with the help of the Beautification Action Committee, Parks and Recreation Dept., Rotary Club, Key Club, Business Association, Community Service and volunteers. Planting of the Laxalt Plaza will be executed by the same participants and hopefully new volunteers.

**Beautification Action Committee Long Term Objectives:**

#1. The one thing this committee would like to accomplish to set things on the right track is the continued maintenance of our cleanup efforts. This would include an additional 14 minimum decorative garbage receptacles to be strategically located (Stan Jones can provide mapped designations) and the involvement of the prison system (good behavior inmate candidates) to participate in regular maintenance. This also

includes an enforcement policy by the City initially by providing incentives to business and ultimately by fining those who litter and/or fail to maintain their properties.

#2. A renewed sense of pride in our community is primary to our downtown redevelopment efforts. We have to bloom where we are planted!!!

This is why the above mentioned goal is right for the downtown.

#3. Walking the downtown corridor provides enough background information as to the lack of cleanliness, lack of building maintenance, lack of planting, and lack of continuity in city planning and lack of city enforcement. This needs to change ideally immediately and realistically within this next year. If action is not perceived as immediate people lose interest. By the same token businesses that have taken pride in themselves and their community need to be rewarded by a city incentive plan.

#4. Key observations about downtown:

a) Lack of continuity and adherence to a themed redevelopment plan. This includes business signage which is inconsistent to a supposed theme and in multiple cases simply temporary banner signage which does not lend itself to a feeling of permanent business in the downtown.

b) Lack of business building maintenance such as paint, dirty windows and buildings, torn and faded awnings, burnt out lights, broken signage and no effort to add any greenery to business surroundings.

c) Lack of city enforcement for littering, building maintenance or adherence to a downtown redevelopment theme. Also the planting of the downtown seems to be limited to the 3 blocks south of Telegraph rather than including its parameters of John Street to the Carson Mall and Valley Street to Division Street.

Many of the businesses that take pride in community are being left out.

#5. Specific Barriers to Beautification Plan:

a) absentee landlords unwilling to participate in sprucing up their downtown properties

b) businesses unwilling to water the planted baskets offered by the city

c) need for expanded watering plan for city parking strips

Specific Opportunities for Beautification Plan:

a) vacant lots in the downtown could allow for a community garden

b) quaint business facades lend themselves to shingle signage which would give our signage issue continuity

#6. Recommendations:

a) Building our own greenhouse perhaps tapping off the hot springs for energy for the purpose of planting our own baskets and more of them.

This could be a combined project with the high school further expanding the pride in community concept and blooming where we are planted.

- b) Banning plastic bags usage by all businesses
- c) Consistent shingle signage
- d) Installing more park benches
- e) Expanding the hanging planters city program to more businesses
- f) If possible having the Christmas Tree lights all year
- g) Allowing this committee to be a part of the review process for new building and renovations for compliance to the overall flavor of the downtown redevelopment
- h) Cleanup of our north, south and east entry corridors and planting of these same areas. Cleanup also of the area below "C" hill on Curry Street.
- i) Utilization of Community Service and prison inmates for continued maintenance of cleanup efforts.