



## COMMUNITY APPEARANCE COMMISSION

Monday April 24, 2023 – 4:00 p.m.

Hickory City Hall

Hickory City Hall

3<sup>rd</sup> Floor, Human Resources

Conference Room

Commission Members	
Vacant (Ward 1)	Sharon Crosby (At-large)
Cliff Moone (Ward 2) (Chair)	Tony Jackson (At-large)
Daria Jackson (Ward 3)	Vacant (At-large)
Delores Deal (Ward 4)	Vacant (Planning Commission)
Nancy Zagaroli (Ward 5) (Vice-Chair)	Sloane Sinclair (Youth Council)
Doug Dickson (Ward 6)	

### ----- Agenda-----

1. Welcome.
2. Approval of minutes from March 27, 2023 regular meeting.
3. Report on assignments from April 2023 meeting.
4. Greenfest (Arbor Day) discussion. Event date: April 29, 2023.

**Community Appearance Commission  
Board & Subcommittee Assignments  
October 2023**

**Tree Board / Beautification Awards**

- **Nancy Zagaroli**
- **Sharon Crosby**
- **Tony Jackson**

**Litter Reduction**

- **Daria Jackson**
- **Delores Deal**
- **Cliff Moone**
- **Doug Dickson**

*Mission Statement*

*To enhance and improve the visual quality  
and aesthetic characteristics of the city.*

*CAC Powers and Duties*

The City of Hickory holds all public meetings in accessible rooms as charged by the Hickory City Council. Special requests for accommodations should be submitted to the City Manager's Office (828-323-7412) at least 48 hours before the scheduled meeting.

**Attendance Roster**  
**FY 22-23**  
**Community Appearance Commission**

**Key**

A	Absent	AX	Excused	No meeting
P	Present	No Quorum	Vacant/Not yet appointed	

		Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Appoint	Expire
Ward 1	Vacant	P	P		AX	P			P					Jul-21	Jun-24
Ward 2	Cliff Moone	P	P		P	P			P	P				Jul-20	Jun-23
Ward 3	Daria Jackson	A	A		A	A			P	A				Jul-22	Jun-25
Ward 4	Delores Deal	A	P		A	P			P	P				Jul-22	Jun-25
Ward 5	Nancy Zagaroli	P	AX		P	P			P	P				Jul-22	Jun-25
Ward 6	Doug Dickson				P	AX			P	P				Sep-22	Jun-25
At-Large in ETJ	Tony Jackson				P	AX			P	P				Sep-22	Jun-25
At-Large	Vacant														
At-Large	Sharion Crosby	P	p		P	P			P	P				Jul-22	Jun-25
Planing Commission	Vacant														
Youth Council	Sloane Sinclair								A	A					Aug-23

## COMMUNITY APPEARANCE COMMISSION

4<sup>th</sup> Monday, 4:00 pm, Municipal Building, Human Resources Conference Room

	Name and Address	Phone and E-mail	Beginning of Term	Term Expiration
Ward 1 (Wood)	Vacant	Vacant		
Ward 2 (C. Williams)	Cliff Moone 4340 North Center Street #304 Hickory, NC 28601	828-612-6407 <a href="mailto:moonesmark@gmail.com">moonesmark@gmail.com</a>	July 2020	June 2023
Ward 3 (Seaver)	Daria Jackson 133 17 <sup>th</sup> Street SE Hickory, NC 28602	828-962-9463 <a href="mailto:Dariajackson6@gmail.com">Dariajackson6@gmail.com</a>	July 2022	June 2025
Ward 4 (D. Williams)	Delores Deal 639 4 <sup>th</sup> Avenue SW Hickory, NC 28602	828-781-3498 <a href="mailto:dvdfat155@aol.com">dvdfat155@aol.com</a>	July 2022	June 2025
Ward 5 (Zagaroli)	Nancy Zagaroli 970 18 <sup>th</sup> Avenue Circle NW Hickory, NC 28601	828-612-0069 <a href="mailto:nancy@zagco.com">nancy@zagco.com</a>	July 2022	June 2025
Ward 6 (Patton)	Doug Dickson 406 14 <sup>th</sup> Avenue NW Hickory, NC 28601	828-446-6927 <a href="mailto:bcdawgs@charter.net">bcdawgs@charter.net</a>	September 2022	June 2025
At-Large (outside City, w/in HRP (Guess)	Vacant	Vacant		
At-Large (Guess)	Anthony (Tony) Jackson 1 North Center Street Apt. 401 Hickory, NC 28601	828-962-4187 <a href="mailto:tonyjackson47@icloud.com">tonyjackson47@icloud.com</a>	September 2022	June 2025
At-Large (Guess)	Sharon Crosby 1046 3 <sup>rd</sup> Avenue Drive NW Hickory, NC 28601	828.962.2168 <a href="mailto:sharon@fabricsandmorenc.com">sharon@fabricsandmorenc.com</a>	July 2022	June 2025
Planning Commission	Vacant	Vacant		
Youth Council Rep.	Sloane Sinclair 556 11th Avenue Circle NW Hickory, NC 28601	(828) 324-7364 <a href="mailto:sinclairis@hickoryschools.net">sinclairis@hickoryschools.net</a>	August 2022	August 2022
City Staff - Planner	Cal Overby	828-323-7487 <a href="mailto:coverby@hickorync.gov">coverby@hickorync.gov</a>		

FY 2022 / 2023

Community Appearance Commission - Grant Budget

<b>Applicant</b>	<b>Location</b>	<b>Community Appearance</b>	<b>City Council Approval</b>	<b>Paid Out</b>	<b>Total Investment</b>
Proficiency Supply, LLC	585 11th Street NW	\$7,500.00	Yes	Yes	\$16,170.00
<b>Grant Totals Awarded</b>		<b>\$7,500.00</b>		<b>Total</b>	<b>\$16,170.00</b>
<b>FY 2022/2023 Grant Budget</b>		<b>\$40,000.00</b>			
<b>Unencumbered Funds Remaining</b>		<b>\$32,500.00</b>			

**Community Appearance Commission**  
**Monday, March 27, 2023, 4:00 pm**

A regular meeting of the City of Hickory's Community Appearance Commission (CAC) was held on Monday, March 27, 2023, 4:00 pm, in the Flag Room at City Hall.

**Members Present:** Cliff Moone, Sharon Crosby, Delores Deal, Tony Jackson, Doug Dickson, and Nancy Zagaroli

**Members Excused:** none

**Members Absent:** Sloane Sinclair and Daria Jackson

**Others Present:** Planning Manager Cal Overby and Minutes Clerk Anne Starnes

A quorum was present.

**Call to Order:** Cliff Moone, Chair, called the meeting to order at 4:00 pm and welcomed everyone. Bill Richter recently resigned from the Commission and the Ward 1 seat is vacant.

**Approval of February 27, 2023 Minutes:** Minutes from the previous meeting in February were distributed in advance. No corrections, additions, or deletions were stated. Tony Jackson moved, seconded by Nancy Zagaroli, to approve the February 27, 2023 minutes as presented. The motion carried.

**Next Steps from the February Brainstorming Session (prioritization, assignments, etc.):** Mr. Moone said members held a brainstorming session during their previous meeting on four topics: identify Litter Quitter opportunities, develop community involvement in beautification projects, discuss ways to better recognize Beautification Award recipients, and identify ways to better communicate grant opportunities to the community.

Mr. Moone reviewed last month's discussion. He asked members to prioritize the various ideas and assign them a priority level of high, medium or low. Members will take immediate action on the ones assigned high priority.

**1) Identify Litter Quitter opportunities.**

- Members could contact groups that might get involved in the Litter Quitter program, but will need an information packet to take on their visits. Groups suggested included The Chamber, the various business associations, Boy & Girl Scout troops, churches, high school clubs, the Youth Council, ministerial associations, and civic organizations.
- There are no trash receptacles on the City Walk between the pedestrian bridge and LRU. A Litter Quitter logo will be put on each trash receptacle. As each new walk is completed, the trash receptacles should be put in place.
- There is excessive litter outside some downtown businesses. Additional trash receptacles could be placed in front/behind these businesses and employees could ask patrons to use them. A Litter Quitter logo could be put on their trash receptacle/s, with a window cling decal on their door/window.
- A new supply of Litter Quitter materials is needed, including logos, rack cards, and marketing items. Mr. Overby has already spoken with communications staff, and they are sending him some samples.
- Members should communicate with school representatives soon regarding their Litter Quitter involvement during the next school year. Schools could create their own campaigns, with a champion serving as their liaison. Natasha Eckerd, the new public relations officer at Hickory Public Schools, could be invited to attend CAC meetings and discuss school involvement.
- Students regularly need service hours for their school and/or church and look for opportunities to acquire them. The City could help publicize organized litter pick-up activities as one way to acquire service hours.

- Hickory is becoming more of a walking city. Pedestrian litter will continue to increase as more people walk, and CAC members could discuss how to address it.

**Assignments:**

Mr. Moone will contact Andrew Ballentine, Solid Waste Manager, and request the City install trash receptacles on the City Walk between the pedestrian bridge and LRU.

Ms. Zagaroli will contact Steve Miller, Public Works Director, regarding permission for members to attach a Litter Quitter logo to trash receptacles.

Mr. Overby will contact communications staff and request a new supply of Litter Quitter logos in two sizes, including a much larger one for trash receptacles.

Mr. Jackson will contact Natasha Eckerd at Hickory Public Schools regarding attending future CAC meetings to discuss school involvement.

Mr. Dickson will contact the local Boy Scouts Council regarding their future involvement.

Mr. Moone will contact Sloan Sinclair and Dave Leonetti regarding the Youth Council's future involvement.

Mr. Moone & Ms. Zagaroli will contact the two Ministerial Associations regarding their future involvement.

**2) Develop community involvement in beautification projects.**

- Local schools, groups, and community organizations could take on beautification projects; Home Owner Associations (HOAs) were also suggested.

- Members could reach out to the local business associations, including The Chamber, Hickory Downtown Development Association (HDDA), Viewmont Business Association, and Old Lenoir Road Business Association, as well as The Chamber. A member of the CAC could attend their meetings, or their representative could attend a future CAC meeting to discuss their Litter Quitter program involvement.

- It is time for the CAC to move into Phase 2 of the Litter Quitter Campaign and involve the entire community, including businesses, schools, etc., as originally planned when the program was envisioned.

- Members with contacts in The Chamber, HDDA and other associations could contact their leadership to discuss the Litter Quitter program, request they participate in beautification projects, and ask to attend one of their association meetings.

- Members from a local high school Beta Club recently helped Todd Byrd pick up litter on a Saturday. CAC members suggested creating a way to recognize the individuals and groups that participate in community beautification projects.

**Assignments:**

Mr. Moone will contact The Chamber.

Mr. Jackson will contact the HDDA Executive Director and Board Chair.

Mr. Dickson will contact the Viewmont Business Association Chair.

Ms. Crosby will contact the Old Lenoir Road Business Association Chair.

Next month, members will discuss how to proceed, based on each group's interest in participating.

**3) Discuss ways to better recognize Beautification Award recipients.**

- Business sponsorships and yard signs were proposed, along with a creating a graphic design to use on the signs, website, and a window cling decal. Choosing a Yard of the Month or Yard of the Season was also proposed. Mr. Moone spoke with management at Lowe's Home Improvement in Viewmont about the Beautification Awards, and plans to discuss it with them in more detail.

- Develop a simple process for the CAC to select "beautiful yard" recipients. They could bring suggested residents' names/addresses to CAC meetings for discussion, and those selected for recognition would receive a yard sign. Further discussion is needed.

- A logo for the proposed yard sign needs to be designed, something bright and attractive. It should include the City's logo, but not the Litter Quitter logo.

**Assignments:**

Mr. Moone will contact the manager at Lowe's Home Improvement in Viewmont again.

Mr. Overby or communications staff will contact Donna Wright for a quote on yard signs.

**4) Identify ways to better communicate grant opportunities to the community.**

- The City's grant opportunities are posted on the website, and could be announced in the *City Snippets* enclosed with water bills.

**No assignments** were made.

Members agreed the "high priorities" chosen today are a good starting point for now.

Other – Mr. Overby said the CAC has a limited budget for purchasing Litter Quitter materials, yard signs, etc. Mr. Moone noted it had been at least two years since Mayor Guess came to the CAC and personally requested they develop a litter reduction program for the City of Hickory. Budget funds are needed to purchase the Litter Quitter materials discussed, including the logo stickers for trash receptacles (in two sizes), window cling decals for participating businesses to post, and all additional marketing materials. Yard signs will also be purchased from the CAC budget.

**Other Business:**

· Follow-up on Assignments – It was suggested everyone agreeing to contact someone should let Mr. Moone know what they learned, prior to the April CAC meeting.

· Appearance Grant Budget – The FY 2022/2023 Grant Budget was included in the agenda packet. Only one grant had been funded to-date from this year's budget. Proficiency Supply, LLC received a \$7,500 grant and \$32,500 remains through June 30, 2023. Mr. Overby said the time a business would need to request grant funds and complete their project before the fiscal year ends on June 30 was quickly running out.

· CAC Members Scheduled to Assist Winston-Salem – At the previous meeting, members discussed an e-mail received from Dan Rankin, Project Planner for City of Winston-Salem and Forsyth County, which requested that one or two Hickory CAC members serve on their appearance awards jury panel in April. Mr. Moone said he and Ms. Deal had been approved to serve on the jury panel and will travel to Winston-Salem on April 28.

· 2023 Earth Day Celebration – Mr. Overby said Earth Day is on April 22. The City's celebration will be held at the Farmers Market in downtown Hickory on Saturday, April 29. CAC members typically participate and assist in handing out tree seedlings.

**Next Meeting:** The next regular meeting is scheduled for Monday, April 26, 2023 at City Hall.

**Adjourn:** Sharon Crosby moved, seconded by Tony Jackson, to adjourn. There being no further business, the meeting adjourned at 5:20 pm.

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Cliff Moone, Chair  
Community Appearance Commission

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Anne Starnes, Minutes Clerk  
City of Hickory