



## COMMUNITY APPEARANCE COMMISSION

Monday September 28, 2020 – 4:00 p.m.  
City Council Chambers  
Hickory City Hall

Commission Members	
Meg Nealon (Ward 1)	Sharon Crosby (At-large)
Cliff Moone (Ward 2)	Charlie Hayes (At-large) (Chair)
Daria Jackson (Ward 3)	Vacant (At-large)
Charlette Gore (Ward 4)	Junior Hedrick (Planning Commission)
Nancy Zagaroli (Ward 5) (Vice-Chair)	Annie Luong (Youth Council)
Nick Seiler (Ward 6)	

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

1. Welcome.
2. Recognition and swearing in of Youth Council Representative.
3. Annual Election of Officers.
4. Approval of the minutes from the February 24, 2020 Meeting.
5. Discussion of Arbor Day Tree Giveaway on October 3, 2020.
6. Discussion of Litter Campaign.
7. Discussion of Annual Beautification Awards.
8. Appointment of Bond Commission Member. (Mr. Hayes currently holds this position, and is eligible for reappointment.)
9. Appointment of Subcommittee Members.
10. Items not on the Agenda.

**Community Appearance Commission  
Board & Subcommittee Assignments  
July 2019**

**Tree Board / Beautification Awards**

- **Nancy Zagaroli**
- **Charlette Gore**
- **Meg Nealon**
- **Cliff Moone**

**Litter Reduction**

- **Nick Seiler**
- **Charlie Hayes**
- **Daria Jackson**

**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.

## 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 (Lail)	Meg Nealon 548 North Center Street Hickory, NC 28601	(h) 704-904-0219 (w) 704-333-0325 <a href="mailto:megnealon@nealonplanning.com">megnealon@nealonplanning.com</a>	July 2018	June 2021
Ward 2 (C. Williams)	Cliff Moone 4340 North Center Street #304 Hickory, NC 28601	828-612-6407 <a href="mailto:moonemark@gmail.com">moonemark@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 2019	June 2022
Ward 4 (D. Williams)	Charlette Gore 610 3 <sup>rd</sup> Street SE Hickory, NC 28602	828-322-4163 <a href="mailto:charlettegore54@gmail.com">charlettegore54@gmail.com</a>	July 2019	June 2022
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 2019	June 2022
Ward 6 (Patton)	Nick Seiler 1334 5 <sup>th</sup> Street Circle NW Hickory, NC 28601	205-310-2582 <a href="mailto:sonseiler@gmail.com">sonseiler@gmail.com</a>	July 2019	June 2022
At-Large (outside City, w/in HRP (Guess)	Vacant			
At-Large (Guess)	Charlie Hayes 108 28 <sup>th</sup> Avenue NW Hickory, NC 28601	828-291-2008 <a href="mailto:chayesnc@gmail.com">chayesnc@gmail.com</a>	July 2019	June 2022
At-Large (Guess)	Sharon Crosby 731 10 <sup>th</sup> Street Drive NW Hickory, NC 28601	828.962.2168 <a href="mailto:sharon@fabricsandmorenc.com">sharon@fabricsandmorenc.com</a>	October 2019	June 2022
Planning Commission	Junior Hedrick 1450 25 <sup>th</sup> Street NE Hickory, NC 28601	(h) 256-8404 (w) 381-6700 <a href="mailto:jrhedrick12@charter.net">jrhedrick12@charter.net</a>	July 2019	June 2022
Youth Council Rep.	Annie Luong 237 19 <sup>th</sup> Avenue SE Hickory, NC 28602	828-640-3119 <a href="mailto:onnieluong@gmail.com">onnieluong@gmail.com</a>	August 2020	August 2021
City Staff - Planner	Cal Overby	828-323-7487 <a href="mailto:coverby@hickorync.gov">coverby@hickorync.gov</a>		

**Attendance Roster**  
**FY 20-21**

**Key**

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

**Community Appearance Commission**

		Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Appoint	Expire
Ward 1	Meg Nealon													Jul-18	Jun-21
Ward 2	Cliff Moone													Jul-20	Jun-23
Ward 3	Daria Jackson													Jul-19	Jun-22
Ward 4	Charlette Gore													Jul-19	Jun-22
Ward 5	Nancy Zagaroli													Jul-19	Jun-22
Ward 6	Nick Seiler													Jul-19	Jun-22
At-Large in ETJ	Vacant														
At-Large	Charlie Hayes													Jul-19	Jun-22
At-Large	Sharion Crosby													Oct-19	Jun-22
Planing Commission	Junior Hedrick													Jul-19	Jun-22
Youth Council	Annie Luong													Aug-20	Aug-21

FY 2020 / 2021

Community Appearance Commission - Grant Budget

<b>Applicant</b>	<b>Location</b>	<b>Community Appearance</b>	<b>City Council Approval</b>	<b>Paid Out</b>
ADEMNC, LLC	509 11th Street NW	\$3,950.00	Yes	
Cube, LLC	225 2nd Avenue SW	\$7,500.00	Yes	
Hickory Bulldawg Properties, LLC	31 3rd Street SW	\$7,500.00	Yes	
<b>Grant Totals Awarded</b>		<b>\$18,950.00</b>		
<b>FY 2020/2021 Grant Budget</b>		<b>\$40,000.00</b>		
<b>Unencumbered Budget Remaining</b>		<b>\$21,050.00</b>		

## **Community Appearance Commission Monday, February 24, 2020, 4:00 pm**

A regular meeting of the City of Hickory's Community Appearance Commission (CAC) was held on Monday, February 24, 2020, 4:00 pm, in the third floor Conference Room at Hickory City Hall.

**Members Present:** Charlie Hayes, Junior Hedrick, Nancy Zagaroli, Cliff Moone, Brynne Van Allsburg, Daria Jackson, and Sharon Crosby

**Members Excused:** Nick Seiler and Charlette Gore

**Members Absent:** Meg Nealon

**Guests Present:** Office of Communications staff: Communications & Marketing Manager Dana Kaminske, Communications Specialist Sarah Killian, and Graphic Designer Melissa Mooney

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

A quorum was present.

**Call to Order:** Charlie Hayes, Chair, called the meeting to order at 4:00 pm.

**Approval of January 27, 2020 Minutes:** Minutes from the previous meeting in January were distributed in advance. No corrections, additions or deletions were stated. Cliff Moone moved, seconded by Nancy Zagaroli, to approve the January 27, 2020 minutes as presented. The motion carried unanimously.

### **Continued Discussion of Litter Reduction Initiative:**

**Educational/Outreach Component** – At the previous meeting, City Communications staff members shared a PowerPoint presentation of their proposed educational component for the City's Litter Reduction Initiative. Based on members' suggestions last month, Dana Kaminske shared the revisions they had made. The Litter Quitter campaign will go "live" during the week of April 20th, in conjunction with the Earth Day/Arbor Day event at the SALT Block on Saturday, April 25th. This year's theme is "Growing a Green Future."

Short videos under 2-minutes will be collected between Monday 4/20/2020 and Friday 5/15/2020, with winners announced on Monday 6/1/2020. Marketing materials for educational outreach include posters (50 11x17-inch posters for \$70) and rack cards (1,000 for \$250), which should be a good starting point. Promotional items were discussed, and Ms. Kaminske expects that Public Services could get the best price for branded vests. Other branded items discussed were silicone wristbands, pencils, stickers, t-shirts, Instagram frames, etc. Items such as t-shirts, could be sold alongside the City's branded items at myhkygear.com.

**Litter Sweeps and Pick-ups** – Ms. Kaminske said Earth Day would also kick off the "150 Days of Clean Up" campaign, and that April 11-25, 2020 has been designated as North Carolina Litter Sweep Week. She said that April 2020 is too soon to begin, but suggested the CAC coordinate annual spring and fall Litter Sweeps each year going forward, beginning in September 2020. These could turn into community events, with other groups and organizations getting involved.

**CAC Schedule** – Ms. Kaminske said activities and events the CAC could participate in include:

- promote being a Litter Quitter in the City's both at the Farmers Market on the first Saturday of one month, and encourage people to sign the oath
- schedule civic club presentations and discuss the Litter Quitter campaign

- coordinate with the City's Neighborhood Liaisons and provide them with a speaker on the Litter Quitter campaign
- coordinate a Litter Sweep in September 2020

After the initial push, Ms. Kaminske said the CAC could then consider additional ideas, such as:

- call or visit local businesses to emphasize the importance of partnerships; encourage them to get involved in the campaign and promote anti-littering
- visit local schools to speak to their clubs and/or classes; the Youth Council could also assist
- coordinate future Litter Sweeps during April and September

As the effort grows, Ms. Kaminske said the CAC would likely add other efforts and activities to the list. Mr. Moone noted the "Chamber Ambassadors" at the Chamber of Commerce. He suggested that when the Ambassadors make visits to assigned businesses and attend Ribbon Cuttings, they could share Litter Quitter materials with them. He suggested providing a sticker for their door if they take the oath. Ms. Kaminske said if the Chamber provides businesses with a packet, the litter campaign information could be included in it.

Other – Mr. Overby said 75 each of two tree seedlings (a dogwood and small oak) would be given away at the Earth Day event with planting instructions. He suggested including an insert with each tree on the litter initiative and video competition.

Mr. Hayes suggested printing t-shirts for CAC members to wear at the Earth Day/Arbor Day event in April; they could also be worn at other planned events, such as a Crawdads game, the Farmers Market, Litter Sweeps, etc. Mr. Overby said that when actual Litter Sweep dates are scheduled, large or small, that City staff could provide safety training to the volunteer participants.

Ms. Kaminske will check t-shirt prices with her vendors. Members discussed which logo option to put where on the t-shirts, and noted their preferences. All members liked the "Earth" logo, but agreed that each logo could be used in various ways. Mr. Hayes asked about funding for the marketing materials and promotional items discussed. Mr. Overby said next year's budget provides approximately \$1,500 for the litter campaign, which should be adequate, including ordering 20 t-shirts.

Sharon Crosby recently read an article on how Little Rock, AK hired their homeless population to clean up trash. She suggested Hickory might consider doing this in areas that Neighborhood Associations are not taking care of themselves. Members discussed this idea, and Ms. Kaminske said creating "zones" is being discussed. Regarding who manages this effort for Little Rock, or for any city, Mr. Overby suggested it might be best for a non-profit to direct it, rather than a local government.

Ms. Kaminske said the litter campaign would go to City Council for approval first. She will talk with City Manager Warren Wood and Assistant City Manager Rick Beasley this week, regarding when to present it to City Council in April. She will also order materials for CAC members to hand out at the Earth Day event, including flyers, stickers, and copies of the oaths. She will also check t-shirt prices, and order them in time for the event. Campaign publicity will include articles in the local media, City e-newsletter, and *City Snippets*.

In addition to pencils, stickers, and wristbands, an additional promotion item mentioned was rubber band rings, so Ms. Kaminske will also check prices for these.

Cliff Moone moved, seconded by Brynne Van Allsburg, to approve the Litter Quitter campaign as presented by the Communications staff and discussed in detail by members, and move forward with a presentation to City Council for their approval. The motion carried unanimously.

Ms. Kaminske will forward the campaign presentation to Mr. Overby to share with members. Everyone thanked the Communications staff members for their hard work preparing the campaign and materials.

**Presentation of the FY 2020-2021 Budget and Workplan:** Charlie Hayes, Chair, will make the workplan and budget presentation to City Council on Tuesday, March 3, 2020, at 7:00 pm.

**Matters not on the Agenda:** none

**Bond Commission Update:** Mr. Hayes recently took over from Meg Nealon as the CAC ex-officio representative to the Bond Commission and attended their January meeting. At the previous CAC meeting, he shared the information their members had discussed. This coming weekend, Mr. Overby noted that Hwy. 127 would be closed near the main Fire Station while they work on placement of the pre-fab bridge over the highway.

**Planning Commission and Youth Council Reports:**

Hickory Regional Planning Commission – Junior Hedrick said the Planning Commission had not met since the previous CAC meeting. The next meeting will be held on Wednesday at 6 pm.

Hickory Youth Council – Brynne Van Allsburg was unable to attend the meeting last week.

**Next Meeting:** The next regular meeting will be held on Monday, March 23, 2020, 4:00 pm, at City Hall.

**Adjourn:** Nancy Zagaroli moved, seconded by Cliff Moone, to adjourn. There being no further business, the meeting adjourned at 4:45 pm.

---

Charlie Hayes, Chair  
Community Appearance Commission

---

Anne Starnes, Minutes Clerk  
City of Hickory



Life. Well Crafted.

**City of Hickory  
Community Appearance Commission  
2020 Beautification Awards Program**

**Nomination Form**

The City of Hickory’s Community Appearance Commission is seeking nominations for the 2020 Beautification Awards Program. One award will be presented for each of the following categories:

**Residential Landscape – Professionally Installed and/or Maintained**

**Residential Landscape – Non-Professionally Installed and/or Maintained**

**Residential Renovation and/or Restoration**

**Non-Residential Landscape**

**Non-Residential Renovation and/or Restoration**

**Special Award – Boy Scout or Girl Scout Troop, non-profit organization, etc.**

Awards are presented to individuals and groups in each of these categories who have made an outstanding effort in beautifying their property either through landscaping or renovations and/or restorations to a building.

To nominate a property, send the information requested below to the Community Appearance Commission, Attention: Cal Overby, City of Hickory, P.O. Box 398, Hickory, NC 28603. Nominations may also be submitted via e-mail by sending the completed nomination forms to [coverby@hickorync.gov](mailto:coverby@hickorync.gov). **Submittal deadline is September 30, 2020.** Call 323-7422 for more information.

**You must attach at least one photograph of the property with this nomination (digital and paper formats are recommended). Those submitting nominations are also strongly encouraged to submit before and after photographs of the nominee’s properties.**

Name of nominee: \_\_\_\_\_

Address of property nominated \_\_\_\_\_

Nominee’s phone number \_\_\_\_\_

Nominated by \_\_\_\_\_

Phone Number/E-mail \_\_\_\_\_

Reason for nomination:

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Date submitted: \_\_\_\_\_



**CRITERIA**  
**2020 BEAUTIFICATION AWARDS**  
**COMMUNITY APPEARANCE COMMISSION**  
**(OFFICIAL COMMISSION USE ONLY)**

The following criteria will be used to review and select the 2020 Beautification Award winners. Special awards will be judged by the applicable criteria below depending on the type of project.

Project: \_\_\_\_\_

Category: \_\_\_\_\_

Landscape Projects

- \_\_\_\_\_ Does the landscape have abundant eye appeal?
- \_\_\_\_\_ Is the space inviting?
- \_\_\_\_\_ Are materials used in a creative way?
- \_\_\_\_\_ Does the project enhance the neighborhood?
- \_\_\_\_\_ Are there any topped trees on the property?  
(Topped trees will disqualify a project.)
- \_\_\_\_\_ Are the plants drought-tolerant and native or locally-adapted?

Renovation and/or Restoration Projects - Buildings and Structures

- \_\_\_\_\_ Do the improvements maintain and enhance the overall architectural character and integrity of the structure?
- \_\_\_\_\_ Do the improvements maintain and enhance the overall architectural character and integrity of the neighborhood?
- \_\_\_\_\_ Is the project a reutilization of an existing structure?

Comments/Notes: \_\_\_\_\_

---

---

---

---

---