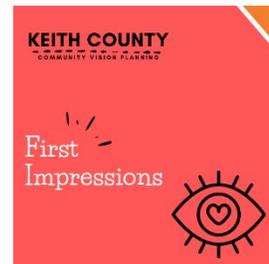


**First Impressions / Curb Appeal – Community Vision Planning**  
**Session III – February 18, 2021**  
**Zoom Webinar Notes**



Hosted by:  
Keith County Area Development and Keith County Foundation Fund  
Moderated by:  
Mary Wilson, KCAD

**Participants:**

Mary Wilson  
Lisa Kraus  
Sue Schilz  
Barb Jeffres  
Mary Jensen  
Amber Kuskie

Deb Schilz  
MaKenzi Spurgin  
Mary Pierce  
Christine Vail  
Richard Gibson  
Mark Berger

Bruce Smith  
Jane Skinner  
David Fowler  
Tina DeVoe  
Katherine Vail  
Pam Abbott

- Recap of previous conversations
- Agenda overview
- Groups will be formed and by summertime, we will work to have a consolidated map of project priorities and how all the projects work together.
- Each group will look into funding opportunities. Deb Schilz offered to assist any group with this.

**Murals**

- Have business owners been involved in conversations so far? Not yet. This is the foundational group.
- Will there be a common theme among mural projects?
- Deb Schilz: Dave Barrett has put forward a grant request to the Visitors Committee, which will be discussed Wednesday, February 24th.
- Dave Fowler shared research he has done on mural projects, and found that most successful ones have not created murals as signs, but as pieces of art. This also avoids some of the regulations on signage. Murals should be something that people want to come and see, not something that they happen to see. He also showed a few images of buildings in town with photographs superimposed on them for demonstration purposes.
- You want the “wow” and beauty factors, not a hodge-podge of committee driven items to include.
- Christine Vail: Keep Keith County Beautiful painted the alleyway by Cal’s Boots through a grant from Sherwin Williams.
- One community has a wall that the high school students get to paint each year.
- Tina DeVoe showed a grain elevator mural in Faulkton as an example and emphasized that parking should be available close to the murals to make them easily accessible to visitors.
- Projects can be very expensive: Dave Barrett wall will cost around \$20,000 once the repairs are made; Painting the Leave Only Your Footsteps billboard was around \$15,000 and needs to be redone after only five or so years.

- Mural art can sometimes look contrived when working for a client. Artists prefer to have artistic license.

**Green Spaces**

- The 150<sup>th</sup> Anniversary of Arbor Day is coming up – Ogallala is an “Arboretum City” and there are plans to plant 150 trees throughout the city and county during the anniversary year.
- Green spaces can include small “landing spaces” where there are picnic tables or benches.
- There is a focus on trees along Hwy 30.

**Wayfinding**

- Nebraska Department of Transportation regulates Tourist Oriented Directional Signing (TODS): <https://dot.nebraska.gov/business-center/permits/signs/>
- Christine Vail discussed how Lakewood, Colo., worked through professional organizations who could coordinate with the federal, state, and local agencies.

**Participants were asked to share which small focus area they would like to participate in:**

Mural Development

- KCAD - lead

Green Space Development

- Barb Jeffres - lead

Wayfinding

- Chris Vail - lead