



**Meeting of the Beautification and Public
Art Committee
Held at the Elk River City Hall
Monday, April 20, 2026**

Members Present: Committee Member Melissa McAlpine, Committee Member Ryan Hardin, Councilmember J. Brian Calva, Councilmember Cory Grupa

Members Absent: Committee Member Deb Hjermstad, Committee Member Nic Hahn

Staff Present: Economic Development Specialist Josh Mollan

1. CALL MEETING TO ORDER

Pursuant to due call and notice thereof, the meeting was called to order at 4:31 p.m. by Josh.

Prospective member, Connie Beckers, and the committee introduced themselves.

2. CONSIDER AGENDA

Moved by Ryan and seconded by Melissa to approve the agenda. Motion carried 4-0.

3. CONSIDER MINUTES

3.1 03-16-2026 BPA Minutes

Moved by Ryan and seconded by Cory to approve the March 16, 2026 Meeting Minutes. Motion carried 4-0.

4. GENERAL BUSINESS

4.1 Beautification Award

Josh shared the draft Beautification Award Guidelines.

The committee was in favor of adding a provision allowing past non-winning nominees the ability to reapply.

Josh shared that he has open communication with Plaisted Companies in regard to the Beautification Award alternative award for the Elk River Area Chamber of Commerce.

Moved by Ryan and seconded by J. Brian to approve the updated Beautification Award Guidelines as written with the inclusion of a line allowing past non-winning nominees to reapply. Motion carried 4-0.

4.2 Garden Gem Awards

Josh shared the draft Garden Gem Awards Guidelines.

Josh shared that Plaisted Companies could be a resource for the engraved garden stones for the 2026 winners.

Moved by J. Brian and seconded by Melissa to approve the updated Garden Gem Awards Guidelines as written. Motion carried 4-0.

4.3 Marketing

The committee discussed ways to market programs and activities.

Josh shared the 2025 flyers for the Beautification Award and the Garden Gem Awards.

Mel advised that she is open to updating the flyers.

Josh shared the following methods of marketing the committee programs:

- Social media
- ED webpage
- ED website article
- Flyers
- Post cards
- Word of mouth

4.4 Public Art

Josh shared updated details of a custom mural from Mural Mosaic.

The committee agreed that the proposed cost was not feasible. The committee suggested looking into creating a similar mural with in-house support and planning.

Mel suggested the mural shouldn't include human faces, nothing too literal, and should be modern and bold.

The committee desired for staff to continue looking into the feasibility of a project like this.

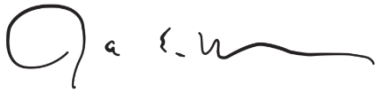
4.5 General Updates

Josh shared that the DERBA downtown cleanup event that the committee partnered with on is Wednesday, April 22, from 9 to 11 a.m. at Rivers Edge Commons.

5. ADJOURNMENT

There being no further business, Josh adjourned the meeting at 5:12 p.m.

Minutes prepared by Josh Mollan.

A handwritten signature in black ink, appearing to read "Josh Mollan". The signature is fluid and cursive, with a large initial "J" and a long, sweeping underline.

Josh Mollan, Recording Secretary

A handwritten signature in black ink, appearing to read "Justin Dunford". The signature is cursive and stylized, with a large initial "J" and a long, sweeping underline.

Justin Dunford, City Clerk