

**INCLINE VILLAGE MAIN STREET/INCLINE TAHOE FOUNDATION  
BEAUTIFICATION CAMPAIGN  
SPRING CLEANING IN THE VILLAGE  
INCLINED TO BLOOM**

Incline Village Main Street is a revitalization program under the auspices of IVCBA. The community lacks unifying displays of public beauty. Grassroots efforts by Carolyn Usinger and others in the past have resulted in sowing wildflower seeds and temporary art/landscaping implementations. The goal of the Beautification Campaign is to enhance the downtown commercial areas in our beautiful natural setting known as the Lake Tahoe Basin with a more consistent design beginning with our shopping centers.

- Commit to Defensible Space, residential, commercial and community clean-ups
- Plant native perennials along boulevards;
- Provide pots and planters with annuals in shopping centers
- Encourage larger projects with grants through ITF

**Spring Cleaning in the Village**

**Goal:** Mobilize community to clean up after winter and get ready for summer

- Encourage residents to join Blue Crews or IVEH clean-up crews.
- Encourage residents to join East Shore Clean-up on .
- Encourage businesses and property owners to identify ways to improve their location.

IVCBA member organizations: Sustainable Tahoe, Tahoe Fund, TERC, TNTNV

**Strategy:** Highlight what businesses and other agencies are doing.

**Inclined to Bloom**

**Goal:** Beautify Incline with flowers/landscaping; encourage merchants and residents to do their own planting. Educate residents on effective gardening techniques.

**Strategy:** *Inclined to Bloom* pots and hanging planters to give consistent branding look to retail shopping areas.

- Pots and hanging planters offered to center owners and individual owners for purchase; Does IVCBA purchase ahead of time? Or HSG /Grocery Outlet stock them for individual purchase?
- Offer a standard look for people to adopt, list resources and businesses
- Organize committees at each center to ID a plan
- Community asked to donate through ITF
- Begin planning for large scale pots at intersections

**Strategy:** *Inclined to Bloom summer workshops*

- Offer a series of classes on such topics as pollinator friendly plants, flowers that bloom throughout the summer, landscapes that are functional and water efficient, and how to irrigate during warm months
- Line up experts; find a place to hold workshops

**Strategy:** ID landscaping elements that can create cohesive look to Tahoe Blvd:

Hardscape, protective border, style of pot, planter, hanging basket, soil, perennial flowers or flowering bushes like carpet roses and a means of watering.

NDOT: Get occupancy waiver that allows us to clean and landscape on boulevards

**Strategy:** Highlight individual projects. Offer grants through ITF. Ask local landscapers to donate time and expertise.

**Areas that already landscape:**

Pet Station frontage along Tahoe Blvd (Scott Dutcher)

High Sierra Gardens

Chevron station: Doug Brown and noon Rotary Club

Island Blvd in front of MW and Around Tahoe Tours

Starbucks corner(John Deynon)

Tahoe Time Plaza (Gloria)

Raleys

TNTNV Visitor Center

Cornerstone Church with rose bushes

Grocery Outlet planters in front of building

Hyatt

Zazove..around their building, not on the corner

**New strategic locations that are the most likely to succeed:**

- Christmas Tree Village/Crosby's Park
- Rotary Garden at Chevron Station with monument; adding a Peace Pole
- Island in front of Mountain Workspace
- Rotary bus shelters
- UNR@Lake Tahoe Demonstration Garden
- Identify boulevards to be adopted by an organization for planting
- Easement in front of UNR along fence.(the can help water)
- Incline Center (Larry Wodarski)...all 3 entrances??
- Bus shelters (with help from Rotary)

## **IDENTIFICATION OF INTERSECTIONS**

### **1. Northwood stoplight to Village**

Corners: 76 Station/ Wells Fargo, Pet Station, old IES, easement in front of apartments

Other businesses on north side of Tahoe Blvd:

Incline Library John Crockett, Sierra Lawyers: ask High Sierra Gardens to extend

Christmas Tree Village (hanging plants?) and easement along sidewalk

Jason Jurs(Christmas Tree),

Menath Insurance Idg.: Randy Fleisher and Jason Phillips

Other businesses on south side of Tahoe Blvd:

Sun Bear Realty/EXL Media

Long stretch with condos set back

Centerpointe Chris Talbot (island across from CTV), Mountain workspace is landscaped)

### **1. Village stoplight to Southwood:**

Corners: Starbucks(John Deynon), 711, Chevron/Rotary Club, Bank of America vacant easement

Other businesses south side of Tahoe Blvd:

Incline and Aspen Plaza: John Kasden;

Clock Tower/ Gloria; Rainbow, Chase, US Bank

Alibi, Coldwell Banker, Bonanza building, Pineridge Plaza

Other businesses on north side of Tahoe Blvd in Raleys Center

Bank of America, Gus' BBQ,

Raleys buildings(Broadway Pizza, FATCO, Dickson

Rookies, Wells Fargo financial services

### **1. Southwood crosswalk to Country Club**

Corners: Nine47 corner, skatepark, easement/ golf course, easement/ Third Creek

Other businesses on south side of Tahoe Blvd:

Visitor Center, Lake Tahoe School

North side is along the Champ golf course

### **1. Country Club stoplight to IVGID East Park**

Corners: UNRLT, Zazove, Cornerstone Church, Champ golf course  
Businesses along south side of Hwy 28:  
Parkside Inn  
Businesses along north side of Hwy 28:  
Holman Art Center, Waste Management, Rock company, Tunnel Creek

**1. Village Center: IPM**

Lower Village Center: Grocery Outlet/Ryan Parrish  
Upper Village Center

- 1. Country Club Center: IPM/Smith Design Group**
- 2. Other:**
  - a. 264-288 Village, Village Pharmacy, Harland Plaza
  - b. Hyatt, Compass
  - c. Building on Southwood that Ts with Mays Blvd.

**INCLINE BEAUTIFICATION CAMPAIGN PARTICIPANTS**

**COMMITTEE**

Christine Karnofsky  
Larry Wodarski  
Raleys Incline Center: Whitney, Manager at Potlatch  
Village Center:  
Julie from Grocery Outlet, Pam Aaron, Sierra Verde, Jen Wechsler, Wyld Peony  
Christmas Tree Village Center:  
Russell Jones, Jason Jurss, [Darya Shahvaran](#)  
High Sierra Gardens: Chris Yori, Mark, Joni  
Hoskins Landscape Contractor: Robert Hoskins and Jamie Lima  
Lu Sweeny/Rotary Club  
[Jeff Rosenfeld](#) with Wildwood Lands Foundation  
Amanda McPhail, Incline Library

**Member landscapers and property managers**

Canopy Property Management  
Christine Karnofsky Landscape Design  
Gary Kasden, owner of Incline Plaza and Aspen Plaza  
High Sierra Gardens  
Hoskins Landscape Contractor  
Incline Property Management  
Incline Center (Raleys)  
Revitalizing the Cal Neva  
SQ Pavers LLC

**Environmental and sustainability organizations**

**REGIONAL/STATE**

Tahoe Fund\*  
Stewardship Tahoe: Lake Tahoe Stewardship Plan  
Keep Tahoe Blue/Blue Crews  
Take Care Tahoe  
Clean Tahoe  
Parasol Tahoe\* Fire Safe  
TRPA Wildwood Open Lands Foundation\*

**LOCAL/EDUCATION:**

TNTNV\* Destination Stewardship  
Sustainable Tahoe\* Tahoe Earth Magic  
UC Davis Tahoe Environmental Resource Center\*

TINS

UNR Sustainability certificate\* and Demonstration Garden\*

Tahoe Institute for Natural Science

Incline Schools

**CLEAN-UPS:**

Incline Village Enhancement Foundation

IV Waste Not/Incline Green Clean and block Party at Incline Library

Public schools and Lake Tahoe School

**FIRE SAFETY**

NLTFPD: Fire Adapted Communities, Wildfire Preparedness Guide

Parasol Tahoe: Firesafe

**MARKETING PLANS/MEDIA**

**FEATURE STORIES**

**Tentative schedule**

**May 1:** NDOT, Washoe Roads, Clean Tahoe clean-up of Hwy 28, Mt. Rose,

( street sweepers, what can we do about easements that get covered with mud and sand from winter)

**May 7:** PRESS RELEASE ON BEAUTIFICATION CAMPAIGN

**May 14:** Commercial Spring clean-up, roundabout clean-up, property managers

**May 21:** Spring planting recs on landscapers, guide to plants

SQ Enterprises, Karnofsky, Hoskins,

**May 28:** Spotlight on Village Clean-up on June 7

Building sustainably: contractors like Greenwood Homes, Jeff Miller, Enterprises LLC,  
Sustainability

June/July

1. Stories geared to visitors and locals:

on wildlife, native plants, native Indians, public art, walking paths

1. Fire safety
2. Tahoe Fund on lake sustainability
3. TNTNV sustainable tourism

For members;

Guide for sustainable landscaping and planting

Compost instead of fertilizers

High Sierra Gardens: List of recommended plants and where to buy

Stories and pictures on businesses and centers that do landscaping

**THOUGHTS AFTER MEETING**

**Commercial Clean-up:**

Identify areas in Incline not covered by property managers or the fire district to clean up. Ask landscapers and volunteers to for help.

**Neighborhood clean-up:**

Ask fire district to hold joint workshops on defensible space and encourage neighborhoods to form their own crews. Share information on Fire Adapted and Firewise programs.

**Community Clean-ups:**

Ask residents, service clubs/nonprofits/schools to participate in Clean-up on June 7. Organize Blue Crews.

We would make a list of all the participating organizations.

Inclined to Bloom Flower Campaign

Sell pots and planters to shopping centers and businesses.

Find donors to sponsor pots in public places like the bus shelters. We will need volunteers to help with planting the pots, distribution and watering.