

FROM (DEPT/ DIVISION): Community Development

SUBJECT: Crop Signage Program

<p>Background: Umatilla County Tourism is launching an initiative in collaboration with Oregon Women in Agriculture to enhance agricultural education and awareness throughout our region. Starting in the 2025 growing season, we plan to install crop signage along key roadways in Umatilla County. These signs will help the public identify various crops being grown, fostering greater understanding and appreciation of our agricultural sector.</p> <p>To support this initiative, we are seeking to partner with local schools and their welding programs to fabricate metal sign holders that will display these informative signs. This project provides a fantastic hands-on learning opportunity for students, allowing them to apply their welding skills in a real-world context while contributing to a meaningful community effort. Approval to allocate \$7,500 from the economic development budget is requested for this project to support the cost of materials and a \$500 contribution to participating FFA chapters.</p>	<p>Requested Action: Approve participation in program and authorize \$7,500 to be allocated from the economic development budget to support the crop signage project.</p>
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ATTACHMENTS: Draft Letter to FFA Programs, Overview of Crop Signage Program

Date: (10/02/24) Submitted By: Robert Waldher, Director

*****For Internal Use Only*****

Checkoffs:

- () Dept. Head (copy)
- () Human Resources (copy)
- () Fiscal
- () Legal (copy)
- () (Other - List:)

To be notified of Meeting:
Robert Waldher

Needed at Meeting:
Robert Waldher

Scheduled for meeting on: October 2, 2024

Action taken:

Follow-up:

Subject: Opportunity for Welding Classes to Partner with Umatilla County Tourism for a Meaningful Project!

Dear Agricultural Education Teachers,

We hope this message finds you well as the school year commences. We are writing to share an exciting opportunity for your welding classes that could greatly benefit both your students and the local community.

Umatilla County Tourism is launching an initiative in collaboration with the Oregon Women in Agriculture (OWA) to enhance agricultural education and awareness throughout our region. Starting in the 2025 growing season, we plan to install crop signage along key roadways in Umatilla County. These signs will help the public identify various crops being grown, fostering greater understanding and appreciation of our agricultural sector.

To support this initiative, we are seeking to partner with local schools and their welding programs to fabricate metal sign holders that will display these informative signs. This project provides a fantastic hands-on learning opportunity for your students, allowing them to apply their welding skills in a real-world context while contributing to a meaningful community effort.

Here's how your welding classes can get involved:

- **Project Scope:** Fabricate durable metal holders for crop signage. These holders will be designed to withstand outdoor conditions and securely display the signs along roadways. Cost of materials (metal) to be reimbursed by Umatilla County. Students will have the opportunity to assist with placement/installation at locations throughout the county.
- **Learning Opportunities:** This project offers practical experience in welding techniques, project planning, and collaboration with local organizations, possibly meeting state work-based learning objectives.
- **Community Impact:** By participating, your students will contribute to a program that educates the public and promotes the importance of agriculture in our region.

We believe this collaboration will not only enhance your students' skills but also deepen their connection to the local agricultural community. If you are interested in participating or would like more information about the project, please feel free to contact either Karie Walchli or Bob Waldher. We would be happy to discuss the details and answer any questions you may have.

Thank you for considering this opportunity. We look forward to the possibility of working together to support agricultural education and celebrate the vital role of farming in our county.

Best regards,

Karie Walchli
Explore Umatilla County!
PO Box 1317
Hermiston, OR 97838
541-561-6207

Bob Waldher
Community Development Director
216 SE 4th Street
Pendleton, OR 97801
541-278-6251



Dear Commissioner Dorrان, Bob & Karie,

Thank you for your interest in the **Crop Identification Signs** program, which is supported by the **Oregon Women for Agriculture (OWA)**. We appreciate your enthusiasm for this initiative and your commitment to promoting agricultural education and awareness.

As you mentioned, the **Crop Identification Signs** program was founded in **1974** by Linn-Benton chapter member **Pat Coon**. Since then, it has grown to include more than **220 crops** growing along the freeways and roadsides across the state. These signs provide a valuable resource for travelers who are curious about the crops they see during their commutes.

At **OWA**, we are proud to support this program and its mission of educating the public about the importance of agriculture. We believe that by highlighting the crops grown in our state, we can help foster a deeper appreciation for the hard work of farmers and ranchers who sustain our communities.

We encourage you to watch this video

<https://youtu.be/rh48DfXzpz?si=RMIqPqOzxrul--KI> to learn more about the **Crop Identification Signs** program and its impact on our state. We hope that you will continue to support this initiative and help us spread the word about its importance.

OWA Grant Criteria for Crop Sign Project:

1. Grant Amount Determination:

- The grant amount is based on the **OWA State budget**.
- It considers the **cost of materials** for the signs.

2. Cost of Materials:

- Each sign costs **\$60**.
- The metal holder for the sign costs **\$110**.

3. Placement of Signs:

- Signs are to be placed in the following locations:
 - **High Traffic Locations**
 - **Fields with corresponding crop**
 - **For-profit businesses** may also purchase signs at above prices.
 - **Adding another logo** to be determined may have an added cost.

4. Duration:

- The duration for sign placement varies:
 - **10 days to 3 months**, depending on demand and quantity.

Thank you again for your interest in this program. We look forward to working with you to promote agricultural education and awareness in Oregon.

Sincerely,

A handwritten signature in black ink, appearing to read "Gina Tyhuis". The signature is fluid and cursive, with the first name "Gina" being more prominent than the last name "Tyhuis".

Gina Tyhuis, Vice-President, Oregon Women for Agriculture