

Valley Pride to Launch War on Weeds Campaign

With the spring weather upon us, a group of folks affiliated with Valley Pride are busy putting plans in place for the 5th Annual “War on Weeds” campaign. The purpose of the War on Weeds is to motivate businesses and residents to keep their properties clean and weed free. Festivities will kick off on Wednesday, June 3 when Valley Pride volunteers walk along main business corridors in Pocatello and Chubbuck to help convince business owners to keep the exteriors of their properties neat and weed free.

Valley Pride believes the War on Weeds campaign and other beautification efforts go a long in helping our community move forward because good curb appeal is important to our economic success. Additionally, for those of us who live here, a good, weed-free community can do nothing but add to our quality of life. It is important for all of us to get out of our rut once in a while and take notice of what is going on around us, including the appearance of the community in which we live.

For example, we need to stop and think about how lucky we are to live in such a beautiful valley, which right now is surrounded by snow-capped mountains. To go along with this, the sense of community we have here and the fact that we have so many wonderful volunteers trying to make our community better is something we should all be proud of, as is the fact that we have been spared from the worst effects of the housing and foreclosure crisis that so many parts of the country are currently gripped in.

I am proud to be involved with Valley Pride and am proud to live in Pocatello. Over the past few years, Valley Pride has spearheaded major cleanups of the Portneuf River, erected a welcome sign and landscaped an area of the Clark Street Interchange, and dedicated a statue of Chief Pocatello. Most of all, I appreciate the belief Valley Pride subscribes to, which is that a positive mindset and attitude is needed in order to move the community forward in an equally positive manner. Pocatello will move forward if each of us have the attitude that it will move forward.

When you walk or drive around town, I would encourage you to try looking at things with a different set of eyes. Kind of like you would when you drive into another community or look at a house you are considering buying for the first time. When you take a closer look at your yard or property, are you really portraying the best possible image for Pocatello?

When you drive or walk around town, do you notice our beautiful setting and wonderful surroundings? At the same time, do you notice whether or not weeds are growing between the cracks in your sidewalks? Is the planter box in front of your business or the landscape strip between your sidewalk and the street well manicured, or has it been taken over by weeds, Siberian Elm trees and tall grass?

Is your parking lot or sidewalk swept and kept litter free? When you look carefully, do you notice all the leftover winter sand in your parking lot or on your sidewalk?

Someone coming into Pocatello for the first time to visit might very well be more aware of these “little details” than you and I, who gets used to looking at the same things over and over again. We have all heard the saying that “curb appeal” usually ends up closing the deal on a sale. Do we have the right “curb appeal” when visitors come into the community to consider investing their dollars here?

We all need to take time out of our day-to-day schedule to evaluate how we are presenting our community and take the time to fix the little things around us, including eradicating weeds.

In preparation of the June 3 kick-off day for the War on Weeds, Valley Pride is in the process of putting together volunteers. Help is needed to remove weeds from public areas. Individuals or service groups of any type or any age are encouraged to volunteer. If you are interested in volunteering to eradicate weeds around town starting next month, call Mark Dahlquist at 232-9468. Otherwise, remember to look at your property with a fresh set of eyes and take care of the weeds and the appearance of your property.

We all need to take time out of our day-to-day schedule to evaluate how we are presenting our community and take the time to fix the little things (like getting rid of weeds). Whether it be upgrading your landscaping or volunteering, you can make a difference. Economic development and community pride is not something a single governmental entity can do on its own. As the Valley Pride tag line goes, “The importance of one, the power of many.” We all need to do our part to make Pocatello and Chubbuck look great.

Written by: Mark Dahlquist- Member of Valley Pride Board of Directors and Executive Director of Pocatello Neighborhood Housing Services.