

A. MoorHeart Recognition: Troy and Diane DeLeon



City Council Communication

August 12, 2024

SUBJECT:

MoorHeart Recognition: Troy and Diane DeLeon

RECOMMENDATION:

The Mayor and City Council are asked to recognize and honor Troy and Diane DeLeon with the MoorHeart award.

BACKGROUND/KEY POINTS:



The MoorHeart award recognizes individuals and organizations that go above and beyond to demonstrate community within our City by their actions and service. A team of volunteers from City boards and commissions selects a recipient who are recognized at City Council meetings. The MoorHeart selection committee chose to recognize Troy and Diane for their generosity created by their work with the historic Moorhead Dairy Queen.

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Troy and Diane DeLeon took over the Moorhead Dairy Queen in 1995. The Moorhead Dairy Queen is special to the Moorhead area. With specialty menu items and often long lines because of its popularity, Troy and Diane create a caring and welcoming environment throughout the spring and summer season. They get involved with and give back to the community through promotions at the Dairy Queen and their dedication, passion, and humility for the Moorhead community amaze us all.

Lisa Bode and Scott Kostohryz wrote in nominations: "The Historic Moorhead Dairy Queen is celebrating its 75th anniversary in 2024. The Moorhead location opened August 1, 1949, as one of the original stores in the Dairy Queen system. It was known for its ice cream and handmade treats, as well as the pride the original owners, Bob and Phyllis Litherland, had in serving the community of Moorhead. Upon their retirement in 1995, the Litherlands sold the Historic Moorhead Dairy Queen to Troy and Diane DeLeon. The DeLeons have maintained and expanded the recipes, traditions, and excellent service foundation. The Moorhead Dairy Queen, a beloved institution, thrives today.

For decades, the State of Minnesota and the Towards Zero Deaths traffic safety program have provided national Dairy Queen sponsored "I Got Caught" coupons to police agencies throughout Minnesota. These coupons are given by police officers to youth who are wearing helmets while riding bikes, scooters or other recreational conveyance. This piece of paper was good for a free ice cream cone at any Minnesota Dairy Queen, but it was much more than that. This interaction was not only a positive experience for the child, but also an opportunity for the officers across the state to have a positive interaction with the kids.

In 2023, the Office of Traffic Safety notified agencies that they were discontinuing the program due to lack of funding. The DeLeons were approached in the Fall of 2023 and were asked if they would continue this program locally if private funding was provided. They took full control of this idea and not only agreed to it but provided 2000 coupons at no cost for Clay County agencies to continue this tradition. In addition, they coordinated with all Clay County Dairy Queens to ensure they would honor the coupons as well, at no cost. This act of kindness ensures a beloved tradition stays here in Clay County and local law enforcement has a way to maintain positive reinforcement for safe youth bicyclists and continued positive interaction with our officers. This is on top of all the great things the DeLeons do to provide a fun community atmosphere and Moorhead pride."

The dedication and commitment of Troy and Diane have significantly enriched our downtown neighborhood, providing not only a welcoming environment but also fostering a sense of community, providing Moorhead with experiences, memories, and delicious treats. Thank you



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Troy and Diane DeLeon!

The MoorHeart award is commemorated with a piece of art commissioned from local artist, Dennis Krull especially for this purpose.

As you learn of others in our community doing great things, large and small, please consider submitting a nomination. Information on nominating others for MoorHeart consideration is found at cityofmoorhead.com.

FINANCIAL CONSIDERATIONS:

Not Applicable

Voting Requirements: Not Applicable

Submitted By:

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Kelly Kuntz, Communications Coordinator

Attachments: