

**City of Madison**  
**Beautification and Tree Board**  
**Tuesday, May 15, 2018**  
**City Hall**  
**5:30 p.m.**



**Attendees:**

Mike Keenan, Karen Lawler, Beth Agee, Marsha Harris, Amber Braman, Lisa Thomas, Liz Smith and Gerald Clark

**Absent:**

Cathy Scott

**Minutes**

**Proceedings:**

The meeting was called to order at 5:35 p.m. by Mike Keenan.

Mike Keenan welcomed everyone.

The first order of business was the approval of the minutes for the meeting held April 17, 2018 regular meeting. Mike Keenan called for a motion.

Amber Braman moved to approve the minutes. Beth Agee seconded the motion and the minutes were approved with no changes. All present voted Aye.

Mike addressed the concerns of Cathy Scott resigning the position of Secretary. She has a conflict of scheduling that would make her miss multiple meetings and is unable to effectively perform the duty of Secretary..

***Pride of Madison (Adopt-a-Mile)***

Beth Agee stated that there was nothing new to report.

Amber stated that an article request will be sent to Gregg Parker of the Madison Record to thank those participating in the Pride of Madison program and to solicit further participation once the forms and information is updated on the new City website Board page. Samantha Magnuson, city of Madison employee, was identified as the point of contact for getting the correct forms added to the city website.

Mike acknowledged that he had also added the article piece to the keepmadisonbeautiful.org site as well. He also added that once the MBTB page on the city website is current and accurate, it might be worth discussing the elimination of the blog page.

### ***Treasurer's Report***

Karen Lawler reported that there was no change in the current balance.

Karen Lawler recognized that Liz Smith still needs her reimbursement for the ISA conference.

### ***Beautification Awards***

Amber Braman reported that she had all but one check for the properties that submitted to be judged. She reported 86 properties paid in full, 1 name change property, and 11 new properties for the Beautification Award judging. Amber and Karen discussed the need for updating the Master list to ensure all properties are being tracked.

It was discussed that clarification between the Board and the City (Dustin Riddle, Kent Smith and/or the Mayor) in regard to those responsible for the long term care of the city properties to include the Municipal building, the Gateway, and the Firehouses. Gerald Clark took this action.

### ***Beautification Awards Luncheon Update***

Liz Smith reported that the luncheon was on schedule and all that was needed is a head count of attendees a week prior to the event. An inquiry was made about an updated pamphlet or trifold to advertise the Boards other activities to include Arbor Day.

### ***ISA Chapter Conference***

Liz Smith informed the Board that the conference was very productive and that she has already identified potential speakers for next year's Arbor Day workshop and confirmed one speaker.

### ***Beautification Award Signs and Poles***

Julie Ray pointed out that the signs took nearly nine months to be completed from design to completion. She stated that Public Works would begin placing the new signs after the Beautification Award judging. Emphasizing that Public Works is task saturated and the process will take time.

### ***New Business***

#### ***Beautification Award Drivers***

Marsha, Julie, Liz, Amber, and Mike identified themselves as drivers for the judging. Karen reported that she would arrive later.

#### ***Madison Chamber of Commerce Expo***

Mike Keenan requested the Board to vote on participation in the upcoming MCC Expo scheduled for July 28<sup>th</sup> from 10am to 2pm. All present voted Aye to participate. Mike asked for ideas to be brought forward at the next board meeting. Beth identified the need for a MBTB logo table cloth. Mike took the action to identify a source for the table cloth and identify pricing for 6' and 8' sizes.

#### ***City Flower***

Mike Keenan reengaged the board to make a plan for what flower or group of flowers they would like to put forward as a replacement to the Knockout Rose.

The meeting was adjourned at 6:30p.m.

Minutes recorded by Liz Smith, in absence of Cathy Scott.