

**City of Madison
Beautification and Tree Board
Monday, August 15th, 2011
Conference Room, City Hall
6:00 p.m.**



Minutes

Board Members Present: Liz Cuneo, Carol Umstaedter, Debbie Overcash, Sue Bish, Gigi Bullman, Chad Hunter, Julie Ray and Amy Goddard Robison.

Board Members Absent: Pat Cross, Jeanne Steadman, Rose Berry, Shrail Heinrich, Lisa Thomas and Councilwoman Ronica Ondocsin.

Invited Guests: Joe Hackett and Ray Lewis

Proceedings

The meeting was called to order at 6:00pm by President Liz Cuneo.

Finance report was provided by Sue Bish, Treasurer:

- \$ 9,724.78 (Beautification Board)
- \$ 6,544.63 (Tree Board)

Liz stated that she and Sue prepared a budget request for 2012 as requested by the mayor. Once our allocation is known, they will update the budget and present it to the Board.

June minutes were presented with Julie Ray motioning to approve and Sue Bish seconding the motion.

Tree Board Updates

Downtown Revitalization Tree Recommendations:

VP Carol Umstaedter, Jeanne Steadman and Chad Hunter completed the Tree Recommendation Plan. Selections include Chinese Elms, Kousa (Square Dance) Dogwood, Natchez Crape Myrtle, and Teddy Bear Magnolia. Choices were made based on disease and drought tolerance in urban environments, as well as recognition of native tree cultivars available during the historical timeframe of the city of Madison. After consultation with Jeanne Steadman and Chad

Hunter, downtown residents and members of the recommendation committee, Carol submitted the plan to Mr. Chynoweth, Madison City's Director of Engineering.

Tree City USA:

The City of Madison is an official 10-Year Tree City as designated by the Arbor Day Foundation. To fulfill the requirements of the Arbor Day Foundation, the 10 year flag must be presented to the city council and flown over the city before December. Carol will work with the mayor's office to find a time on the city council agenda to make the presentation.

The Tree Board will again be sponsoring the Arbor Day poster contest with the Madison City Schools. The theme for 2012 will be: "Trees are Terrific and Forests are Too". The Tree Board is still looking for a volunteer to help with the Poster Contest. Anyone interested should contact Carol Umstaedter.

Tree Survey:

Two volunteers, Charles Hightower and Andy Scott, are participating in the on-going tree surveys. Carol stated that they are doing an excellent job and have come up with suggestions on how to enhance the surveys. She is looking forward to working with them in the future.

As a note, free soil surveys are available through the Bob Jones Science Department. Soil should be collected from three different locations within the yard, from approximately eight to ten inches deep. The three samples should be mixed together in a ziplock bag, labeled with name, address and email address. The samples can be dropped off at the front desk of Bob Jones High School, with a note to provide to Mr. Elegante, Chemistry teacher.

Master Gardener Recovery Effort:

In conjunction with the Master Gardeners of North Alabama, Carol is coordinating with said gardeners to plant trees to help re-forest areas in North Alabama devastated by April tornadoes. Carol has suggested that Madison be included in this effort and asked for suggestions from Board members as to public areas in Madison where re-planting could prove beneficial.

Beautification Board Updates

Beautification Awards Judging:

Liz Cuneo reported that the judging for the Beautification Awards went very well. The plan for next year is to send out renewal notices to all participants from this year, as well as to seek out new properties within the city of Madison and invite their participation.

Awards Ceremony and Luncheon

Chad Hunter reported that Madison's Beautification Awards luncheon was held June 30th at the Holiday Inn in Madison and there were 72 attendees. Sixty seven properties were honored, with

11 earning the Excellence Award requiring a score of 100%, and one property earning the 'Knock Out' Rose award. Liz Cuneo stated that there were numerous compliments on the table centerpieces created by Chad Hunter and Debbie Overcash, who used flowers from members' gardens. It was mentioned that all Beautification Board members sat at different tables in order to meet the honorees, and that this approach enabled more dialog about the participation and judging with the general public.

Pride of Madison:

Shrail Heinrich provided her status prior to the meeting to Liz Cuneo. As reported, fourteen 18x24 metal Pride of Madison Adopt-A-Mile signs have been ordered. One pair (signs are placed at each end of the mile) has been lettered for Knights of Columbus. Their signs were removed (not sure when or why) from Shelton Road and are being replaced. Public Works graciously offered to install them.

Shrail has inquired and is waiting on a response from Public Works on lettering signs in the future, as miles are adopted. This was an arrangement that had initially been established (8+ years ago). Now that Public Works has a new sign machine, it is hoped that this partnership may be reinstated.

The BTB is still waiting on Redstone Recognition to provide an engraving plaque sample for the future Adopt-A-Bench program.

Third quarter emails have gone out to all Pride of Madison participants thanking them for their continued support and reminding them to stay well hydrated when working their areas.

Yards of Madison:

Liz Cuneo reported that 30 certificates were provided to Madison city homeowners for the month of July. A photograph of Joe Hackett's home was included in the article on the Yards of Madison program in the Madison County Record. It was mentioned that Melissa Kirkendall wrote a 'Thank you' note to the Board for her award last month, with the promise to nominate a deserving yard shortly.

Signature Plant Anniversary:

September 10th, 2011 is the anniversary of the selection of the Signature Plant of Madison, the 'Knock Out' rose. There will be a display designed by Chad Hunter and Rose Berry at the Madison Public Library noting this event.

Board Member Nominations and Resignations:

Pat Cross, Amy Goddard Robison and Sue Bish will chair the nominating committee for new officers for the Madison Beautification and Tree Board. Eric St. John has resigned from the Board due to time constraints as a full time student and Jeanne Steadman and Debbie Overcash have chosen not to renew their appointment. Their service was noted and greatly appreciated.

Joint Meeting with Huntsville Beautification Board (HBB):

There will be a joint meeting with the HBB on Tuesday October 11th. The meeting will be at 6:00 p.m. at the Huntsville Botanical Gardens.

Signature Trash Receptacle:

Sue Bish provided a picture of the newly designed receptacle, featuring the Madison “M” and a rose pattern that represents the signature flower of Madison. The receptacles will cost \$850 apiece, and will be located at various sites in Madison. Liz Cuneo requested that the Board purchase one trash receptacle to be placed in front of city hall. Carol motioned that we purchase said receptacle, and Chad seconded the motion. Sue will place the order with New Market Iron Works.

Companion Plant Update:

Gigi Bullman reported that the Companion Plant Committee worked diligently to finalize the Companion Plant activity, within the constraints presented by the narrow planting area and high-traffic urban environment along Hughes Road. The recommendation is a phased plan, and the planting along Hughes Road would be as follows (see Plant Listing and Hughes Road Layout attachment):

- Phase 1: ‘Centennial Spirit’ crape myrtles will be planted at intervals along Hughes Road. They will be anchored at each end by a combination of nandinas and evergreen shrubs.
- Phase 2: Shorter ‘Victor’ crape myrtles will be interleaved with the Phase 1 plantings, with additional plantings of yews and ‘Adagio’ miscanthus included for additional interest.
- Phase 3: ‘Cherry Dazzle’ crape myrtles, ‘Knockout’ roses and ‘Blue Chip’ butterfly bush will finish the planting.

The ground cover will be pine straw throughout the beds. The recommendation includes beginning the Phase 1 in November of 2011. Sue Bish made a motion to approve the plan upon confirmation by the city that said landscaping will be properly maintained and cared as indicated under the city landscaping contract. July Ray seconded the motion. The plan was approved by the board membership.

Meeting adjourned at 7:20pm

Minutes submitted by Julie Ray

Attachment:

Common Name Order

MADISON CEMETARY PLANT LISTING

COMMON NAME	BOTANICAL NAME	SIZE HxW	QTY REQ	PURCHASE SIZE: NOTES
Lo & Behold Blue Chip Butterflybush	<i>Buddleia</i> 'Blue Chip'	2-3'x2-4'	14	2: BN;Blue flwrs in summer
Green Mountain Boxwood	<i>Buxus</i> x 'Green Mountain'	6-8'x2-3'	2	5:Evergreen; columnar
Stoke's Dwarf Yaupon Holly (aka: Schillings)	<i>Ilex vomitoria</i> 'Stokes'	2-3'x4'	0	3-5:Evergreen
Victor Crapemyrtle	<i>Lagerstroemia indica</i> 'Victor'	3-5'	10	3:Deep red flwrs
Cherry Dazzle Crapemyrtle	<i>Lagerstroemia indica</i> 'Cherry Dazzle'	3-5'x3-5'	6	3:Red flwrs
Centennial Spirit Crapemyrtle	<i>Lagerstroemia indica</i> 'Centennial Spirit'	15-20'x15-20'	6	6:Very upright; bright red flwrs; orange, red & yellow fall
Adagio Maiden Grass	<i>Miscanthus sinensis</i> 'Adagio'	4'x3'	20	2:Prune in Feb
Harbour Belle Nandina	<i>Nandina domestica</i> 'Harbour Belle'	1.5-2x2'	6	3:Evergreen
Taunton's Yew	<i>Taxus x media</i> 'Tauntonii'	3-4'x5-6'	12	3-4:Spreading Evergreen
Rheingold Arborvitae	<i>Thuja occidentalis</i> 'Rheingold'	4-5'x3-4'	2	4:Evergreen;deep gold summer; copper-brown/yellow winter
TOTAL Plants			78	
Purchase size legend: 1 = 4" container 2 = 1 gal cont 3 = 3 gal cont 4 = 5 gal cont 5 = 7 gal cont 6 = 10 gal cont 7 = 15 gal cont 8 = 25 gal cont				
Sources Legend: BN = Bennett Nurseries CBS = Catbird Seat Garden Center ICN = Indian Creek Nursery TG = The Greenery JD = John Deere Landscapes ET = Earth Touch				

Madison Beautification
Tree Board

Hughes Road South to North

Madison Memory Gardens			
DATE	DESIGNED BY	DATE	SCALE
2.12.08	2.12.08	2.12.08	1/8" = 1'-0"
PROJECT	CLIENT	LOCATION	PROJECT NO.
Madison Memory Gardens	City of Madison	Madison, WI	100000000

