

**City of Madison
Beautification and Tree Board
Monday, October 17th, 2011
Conference Room, City Hall
6:00 p.m.**



Minutes

Board Members Present: Liz Cuneo, Sue Bish, Joe Hackett, Chad Hunter, Julie Ray, Lisa Thomas, Amy Goddard Robison, Rose Berry, Pat Cross, Tom Irby, Karen Lawler and Ray Lewis.

Board Members Absent: Carol Umstaedter, Gigi Bullman, Shrail Heinrich and Councilwoman Ronica Ondocsin.

Invited Guests: Lee McBride

Proceedings:

The meeting was called to order at 6:00pm by President Liz Cuneo. Liz welcomed new member Tom Irby to the Board.

Finance report was provided by Sue Bish, Treasurer:

- \$ 9,571.30 (Beautification Board)
- \$ 6,438.51 (Tree Board)

September minutes were presented with Julie Ray motioning to approve and Chad Hunter seconding the motion.

Tree Board Updates:

Poster Contest:

The Tree Board will again, in conjunction with Arbor Week, be sponsoring a poster contest with the theme “Trees are Terrific and Forests are Too.” Amy Goddard Robison and Lisa Thomas have reached out to all Madison schools and as of October’s meeting, St John’s Elementary, Columbia Elementary and Madison Elementary schools will be participating in the contest. Judging will be the end of January with the state contest winners being announced in February during Arbor Week.

Arbor Day Tree Planting:

The fall planting of the 2012 Arbor Day celebration is scheduled for November 8, 10:30am in Dublin Park. Mayor Finley will be in attendance and will help to plant one of the 12 Chinese and Wing Elms graciously donated by board member Joe Hackett. All City Council members have been invited, and all Beautification and Tree Board members are *strongly* encouraged to attend! The plan is to plant near the soccer fields in order to provide much needed shade. The inclement weather date is set for November 22nd.

Tree City USA:

The 10-Year Growth Award was presented during the September 26th City Council meeting. Liz Cuneo presented the award to the Mayor and the City Council, and the article documenting the event was in The Madison Record dated October 8th, 2011. As part of the recertification, the Award Flag must be flown, and Carol Umstaedter has made arrangements with the city to place the flag at the intersection of Hughes Road and Madison Blvd. The plaque has been placed in the lobby of the Municipal Building, and the trophy is in the trophy case at Dublin Park.

New Tree Education Area:

With help from Bonnie Summerour, space has been cleared in the trophy case at Dublin Park to be used for helping to educate the public on tree planting and care. There is also a section with space dedicated for ANRs (or any handouts we may provide) so that the public can take the information home to help in making good choices when purchasing trees. The 2011 Poster Contest winner's poster is also in the trophy case.

Beautification Board Updates:

Christmas Parade Float:

Chad Hunter stated that the theme for the float would be "Let it Snow." The idea is to include some artificial Christmas Trees and a snow blower to help address the theme. It is hoped that there will be arrangements for children singing and B&TB members dressed as elves, handing out tree seedlings. The parade is scheduled for December 3rd in the early evening – so mark your calendars! Lee McBride is looking for appropriate seedlings as give-aways.

Yards of Madison:

Liz Cuneo reported that 24 certificates have been provided to Madison city homeowners for the month of September. October will be the last month for this activity for 2011. The hope is that Madison citizens that have received the certificates will help by forwarding recommendations for future recipients. Liz stated that next year Pride of Madison would be from May through September and a decision would be made at the end of that time as to whether there had been enough participation to continue the program.

Pride of Madison:

Shrail Heinrich provided status through Liz Cuneo that the Mighty Shawnee Indian Princess group had a very successful fall planting in Historic Downtown Madison at their Adopt-a-Spot on September 24th. The story and pictures have been posted to the B&TB Facebook page. Ray Lewis will be taking over this program and Shrail will work with him to provide all the information needed on the program as well as introduce him to the employees of Public Works who will letter our signs and install them.

City Hall Planters and Hanging Baskets:

Chad Hunter replanted the City Hall Planters with a cold-hardy (and beautiful!) collection of colorful plants. The hanging baskets have been taken down and stored in the B&TB storage building for the winter. Chad will be taking over the hanging baskets for next year and will be adding two more so all the poles at City Hall will have baskets. We will need one more Board member to assist Chad in this project.

Library Books:

In order to provide a donation of resource materials on plants/trees to the Madison library, Gigi Bullman provided a list of several recommended adult and children's garden books. The Board voted (Chad Hunter motioned to approve, Sue Bish seconded the motion) to purchase four of the books from the list to for a total cost of approximately \$75. The Board also agrees to pay the processing fee of \$5 per book for the donation name plates and security tags.

***Post Board Meeting Update: Because the actual cost of the books was much lower than anticipated, a 5th book was included. The list of all books donated includes:*

Easy Gardens for the South by Harvey Cotton

Bring Nature Home by Douglas Tallamy

In the Garden with Dr. Carver by Susan Grigsby

Water, Weed, and Wait by Edith Hope Fine

Best Native Plans for Southern Gardens by Gil Nelson.

Madison Trash Receptacle:

Sue Bish reported that a successful prototype trash receptacle had been built, and that the finished product was scheduled to be ready within a week. The Madison B&TB had voted to donate the receptacle to the city of Madison, and to place it at Madison City Hall.

***Post Board Meeting Update:*

The first completed trash receptacle has been delivered. It will be placed in front of Madison City Hall.

Joint Meeting with Huntsville Beautification Board:

Liz Cuneo reported that the meeting was very informative as to how Huntsville conducts and funds their Beautification Awards vs Madison. The Huntsville board was very interested in the Madison Bench and Trash Receptacle initiative. Plans were made for Madison to host next

year's joint meeting, with Lisa Thomas volunteering to plan the meeting. The date was set for October 15th at City Hall with the theme being "Field Trip."

Winning Properties from Beautification Awards:

Pat Cross reported that photographs of all of the winning properties from the 2011 Madison City Beautification Awards would be posted on Channel 42, the Knology channel that posts announcements from the City of Madison. This is a great opportunity to get the word out on all of the beautiful properties in the city of Madison. The properties will be featured beginning February of 2012, which hopefully will encourage other property owners to participate in the 2012 Beautification Awards program.

Meeting with the Mayor:

Liz Cuneo reported on the results of her conversation with Mayor Finley. First, Liz presented the results of the on-going Rose Rosette Survey. She covered the overall status of the plantings on public properties and the board's efforts to monitor and provide alternate companion plantings. Second, she discussed the Cemetery planting approach, and the board's recommendation that the planting be placed on hold until the landscaping and funding issues are resolved. Third (and final), Liz was able to discuss the Signature Bench and Trash Receptacle initiative. The Mayor suggested that the board coordinate with Amy Furfori, city planner, to gently encourage all new businesses to consider using the city's signature benches and trash receptacles as they plan their building.

Board Member Nominations:

Pat Cross, Amy Goddard Robison and Sue Bish chaired the nominating committee for new officers for the Madison Beautification and Tree Board for the year 2012. The 2012 Nominated Roster of Officers includes:

President:	Liz Cuneo
Vice-President Tree Board:	Carol Umstaedter
Vice-President Beautification Board:	Chad Hunter
Secretary:	Julie Ray
Treasurer:	Sue Bish

Motion to approve was made by Pat Cross, with Karen Lawler seconding the motion.

Announcements:

Liz passed around a tentative list of programs and projects for 2012. Some of them already have members assigned to them. She asked that all members take a careful look at what the Board will be doing next year and find an area that interests them and volunteer to work that program. There are enough programs and projects for all members to participate.

Meeting adjourned at 7:00pm

Minutes submitted by Julie Ray