

**City of Madison
Beautification and Tree Board
Tuesday, February 21st, 2012
Conference Room, City Hall
6:00 p.m.**



Minutes

Board Members Present: Sue Bish, Gigi Bullman, Pat Cross, Liz Cuneo, Joe Hackett, Tom Irby, Karen Lawler, Julie Ray, Alice Tucker and Ray Lewis.

Board Members Absent: Rose Berry, Chad Hunter, Amy Goddard Robison, Lisa Thomas, Carol Umstaedter, and Councilwoman Ronica Ondocsin.

Invited Guests: Lee McBride

Proceedings:

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

Finance report was provided by Sue Bish, Treasurer:

- \$ 16,300.99 (Beautification Board)
- \$ 5,906.28 (Tree Board)

Tree Board Updates:

Poster Contest:

Amy Goddard Robison and Lisa Thomas have coordinated with three Madison schools, St John's Elementary, Columbia Elementary and Madison Elementary to conduct the annual Poster Contest with the theme "Trees are Terrific and Forests are Too". A total of 238 posters were submitted for judging, which took place on January 20th at Dublin Park. The judging went smoothly and quickly. Three outstanding posters were selected and sent on to Anniston for state judging. Liz Cuneo took pictures and uploaded them to the Madison BTB Facebook page, and submitted a picture of the winning posters to the local papers. Copies of the winning first place posters will be displayed in the display case at the Madison Public Library. Original copies will be returned to the winners after state judging..

Library Display Cases:

The Tree Board is collaborating with the Madison Public Library by updating one of the display cases on a weekly basis with educational information on trees. This is an ongoing activity and thanks go to Carol Umstaedter and Tom Irby for keeping this topic in front of the public.

Madison Arbor Week Workshop at Dublin Park:

The Madison Arbor Week Workshop is scheduled for February 23rd, 6:00pm, at Dublin Park. Several individuals will be speaking, including:

- Denise Woodring, Five Underused Trees for the City of Madison
- Ken Creel, Getting Trees Started Right
- Lee McBride, Trees and Construction

***Post Meeting Update: The Madison Arbor Week Workshop was very successful. Over 33 individuals attended, and there was so much interest that the time was extended until 9:00pm. Kudos to Carol Umstaedter for coordinating such an informative event!*

Additional Notes:

- Arbor Week was February 19th-25th. The Madison City Council read the Arbor Week Proclamation at the Council meeting on the 13th of February. Many Board members were in attendance. In addition, the Poster Contest winners were in attendance with their families. The Mayor presented certificates to all winners and the MBTB also presented the first, second and third place winners from each participating school with a prize in the amount of \$50.00, \$30.00 and \$20.00 respectively. A photo of the winners and their certificates was sent to the local newspapers.
- The annual Florence Tree Workshop has been scheduled. Information is being provided to participants. Gigi Bullman and Sue Bish will attend.

Beautification Board Updates:

Beautification Awards:

Pat Cross provided a summary of the Beautifications Awards program, including how potential properties are notified and registered, information on the judging process, as well as the criteria used to perform the judging.

Details for this year's Awards activity are as follows:

- **Letters:** The letters with the registration information have been prepared to send to all past participants, to any new developments and businesses within Madison, and to all known landscaping companies in Madison. The date for mailing is currently set for March 15th.
- **Judging:** There are currently eight judges who have been asked to participate with one in "reserve". The date for judging the properties is May 31st.

- **Drivers:** Karen Lawler is currently recruiting drivers.
- **Luncheon:** A luncheon will be provided at Main Street Cafe on the day of judging and arrangements have been confirmed.
- **Publicity:** Photographs of last year's winning properties will be displayed on Channel 42, along with information for this year's Award activity. The date for providing this will be March 15th.

Beautification Awards Luncheon:

Liz Cuneo provided a summary of the Awards Luncheon, including observations as to what worked well at last year's event. Liz especially encouraged all board members to plan to attend the luncheon.

Details for this year's luncheon are as follows:

- **Date:** The contract has been signed with the Inn at Madison, and the luncheon date will be June 28th.
- **Centerpieces:** Chad Hunter will be making all of the Centerpieces for the tables, and these will become door prizes. Chad will also be the Master of Ceremonies.
- **Slide Show:** Pat Cross will ensure photographs are taken of all winning properties to show as a back drop when each property is announced.
- **Programs:** Design is in work, and programs will be printed and ready the day of the luncheon.

Pride of Madison:

In an effort to revitalize the Adopt-A-Mile program, Ray Lewis has been contacting all currently listed organizations to determine their continued participation. As of mid-February, only one organization has requested to drop out. Karen Lawler quickly volunteered for the Mississippi State Alumni Association chapter in Madison. As Ray completes his effort, he will report back to the Madison BTB the status of all of the routes, and the updates to the signs.

Madison Trash Receptacle:

Sue Bish reported that a second Signature Trash Receptacle has been placed in front of Madison City Hall in a complementary location to the existing benches and receptacle.

Sue also reported that Mayor Finley is very supportive of the Signature Bench and Trash Receptacle Program and the Adopt-A-Bench Program. The City of Madison Planning Department developed an informative brochure documenting these programs, and that brochure is now available in appropriate city hall departments and the Chamber of Commerce. In addition, the Mayor has asked for, and has been provided by Liz and Sue, a list of 10 city locations each for both the signature bench and trash receptacles. He will work to find businesses, organizations and private citizens to fund their placement.

Additional Notes:

- The Madison BTB was contacted by Councilwoman Ronica Ondocsin about providing the signature “Knockout” roses to the landscaping effort at the new fire station on Hughes Road. The Madison BTB will be donating approximately 10 roses to be utilized in that landscaping effort. In addition, the MBTB will also provide the Companion Plants list developed over the past year.
- The Madison Public Library requested evaluation of their roses for Rose Rosette disease (RRD). Gigi Bullman provided the assessment and tagged 12 roses where the disease was indicated. Said roses have been removed by the Friends of the Library.
- Liz asked for and received commitments by several board members to train under Gigi to be able to identify RRD and perform surveys of the city’s roses throughout the year.

Meeting adjourned at 7:00pm

Minutes submitted by Julie Ray