

**City of Madison**  
**Beautification and Tree Board Minutes**  
**Tuesday, April 16<sup>th</sup>, 2019**  
**Conference Room, City Hall**



**Attendees:**

Amber Braman, Chris Carpenter, Julie Ray, Mitzi Adams, Gerald Clark, Karen Lawler, Tenesha Thomas, Liz Smith

**Absent:**

Lisa Thomas, Sabrina Savage, Brandon Daugherty

**I. Order of Business**

- i. **Welcome:** Meeting was called to order at 5:30p.m., all were welcomed by Amber Braman.
- ii. **Roll Call:** Roll call was conducted and the attendance was noted.
- iii. **Minutes Approval:** Minutes from the meeting held in February were approved as written. Approval of March minutes was deferred to next meeting.
- iv. **Treasurer's Report:** Treasurer reported that the balance was \$17,785.54.

**II. New Business**

- i. **Beautification Awards Judging:** Amber Braman reported that she had confirmed the attendance of 14 judges from the North Alabama Master Gardeners. Five Board members volunteered to be drivers for the judging on the 23<sup>rd</sup>. The Board also voted to award the judges for their efforts with gift certifications from a local business.
- ii. **Beautification Awards Luncheon:** Mitzi Adams stated that the venue for the luncheon would be Madison Public Library. The luncheon was scheduled for June 20, at 11am. Mitzi confirmed that she and Sabrina Savage would be making further arrangements for the luncheon during the months of May and early June.
- iii. **Pride of Madison:** Amber Braman reported that Brandon Daugherty was working with Chris Carpenter (?) to create a city map of all Pride of Madison signs that are currently posted. This map would help ensure no overlap of signs occurred in the future, and would help in more quickly determining open areas for establishing new routes in the future.

Mitzi Adams reported that she is currently coordinating with Denise Taylor of Keep Alabama Beautiful to determine if there were collaboration opportunities to aid in the cleanup activity the Board is planning for the September/October timeframe. Mitzi also suggested that the Board order Pride of Madison T-shirts to help promote the cleanup activity to local homeowners and businesses. Tenesha Thomas volunteered to research T-shirt options and to bring that information back to the Board for further discussion.

- iv. ***Farmer's Market Recap:*** Mitzi Adams reported that the Farmer's Market participation was a complete success in that all of the saplings purchased for the Madison 150/Alabama 200 activity were given away to the public. She also mentioned that the market was a very good venue for advertising the support that the Board brought to the city of Madison. The Board should consider working with the Farmer's Market for future activities, and to make sure that it was advertised as an event on the Board's Facebook site.
  
- i. ***Arbor Day Tree Planting/Workshop Lessons Learned:*** Liz Smith and various Board members provided some additional notes to last month's recap:
  - a. ***Consider scheduling more than one speaker.*** A variety of topics may appeal to a wider audience and help ensure a larger attendance.
  - b. ***Keep the CEU credits.*** CEU credits will help draw extra attendees at little additional cost.
  - c. ***Keep the topics applicable to local trees/shrubs.*** Also, consider adding a non-tree topic (in addition to a tree topic) such as turf grass, shrub maintenance, etc.
  - d. ***Utilize known local speakers.*** This will also help bring in a more local following as attendees.
  - e. ***Spend more time on marketing/advertising opportunities for the workshop.*** Take the time to ensure all possible marketing opportunities are utilized to ensure good attendance from the public.

Meeting adjourned at 6:30pm