

City of Madison
Beautification and Tree Board Minutes
Tuesday, March 19th, 2019
Conference Room, City Hall



Attendees:

Amber Braman, Chris Carpenter, Julie Ray, Mitzi Adams, Sabrina Savage, Brandon Daugherty

Absent:

Tenesha Thomas, Gerald Clark, Lisa Thomas, Karen Lawler

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 not available. Approval deferred to next meeting.
- iv. **Treasurer's Report:** Treasurer reported that the balance was \$17,785.54.

II. Old Business

- i. **Beautification Awards Standards:** Amber Braman reported that some minor editorial updates were made to ensure consistency across all judging categories. Also, that while the Board would post the standards to the website with the points for each category noted, the judges would not be scoring the properties using the point system. Scoring would be applied after the judges had completed their review of the properties and submitted their comments on each property.

III. New Business

- i. **Public Works - Beautification Posts Storage:** Amber Braman reported that Public Works was moving locations and could no longer store the Awards signs/posts/fasteners. The Board decided to move the storage of the posts to the Board's storage area with the help of Amber Braman and Chris Carpenter.
- ii. **Public Works – Pride of Madison:** Amber Braman reported that after much coordination, the AUSO United Alliance sign was installed on County Line Rd.

- iii. **Arbor Day Tree Planting/Workshop Lessons Learned:** Amber Braman noted the following improvements to take into consideration for next year:
 - a. ***This year the Board had doubled advertising, yet there was very low turnout for the activity.*** Next year the recommendation is to utilize social media to create an event, as events carry a larger audience and are easily shared. It was also recommended to utilize the Madison Public Library window as another opportunity to share information about the event. In addition, it was suggested to announce the workshop at the City Council meeting in order to ensure the Council and all attendees were specifically aware of the Workshop. Finally, it was also suggested to post the event on the Madison Past, Present & Future Facebook site as another mechanism to ensure the Madison public was aware of the event.
 - b. ***The City Council Chambers venue is very amenable to the presentation format, yet very formal.*** It was suggested that next year the Board utilize the Public Library as the venue for the Arbor Day Workshop.

- iv. **Arbor Day Seedlings:** Julie Ray stated that the Board had been accepted to participate in Madison City Farmer's Market opening day as a mechanism to utilize that venue to give away the rest of the seedlings that had been left over from the Arbor Day Workshop. In addition to Amber Braman, Mitzi Adams, Chris Carpenter and Sabrina Savage volunteered to help setup and run the booth at the Farmer's Market.

Meeting adjourned at 6:30pm