

MINUTES
BEAUTIFICATION AND TREE BOARD MONTHLY MEETING
OCTOBER 19, 2009

Those in Attendance:

Pat Cross, President
Debbie Overcash, Vice President
Liz Cuneo, Acting Secretary
Stephen Simpson, Treasurer
Rose Berry
Betty Hall
Shrail Heinrich
Karen Jernigan
Darla Malueg
Gean Nelson
Jeanne Steadman
Carol Umstaedter
Sue Bish, Advisor
Gigi Bullman, Advisor

Those Absent:

Mitzi Adams
Kristen Kulavich, Advisor
Bill Holtzclaw, Council Rep

OPENING BUSINESS:

Pat Cross, President, opened the meeting at 6:00 p.m. Pat requested a review and approval of the July and September minutes, which were approved after a typographical correction in the September minutes by a voice vote. Stephen Simpson, Treasurer, reported a balance of \$12,800.19 in the Beautification Board account and a balance of \$5,749.13 in the Tree Board account.

Pat Cross also requested a review of a member roster prepared by Liz Cuneo listing all the members, advisors and Council Representative. There were no changes requested so it will stand as prepared.

Pat Cross announced that at this time there has not been an official budget approved by the city. However, the mayor and council have directed that there be a five percent cut in every department so it is anticipated that we will received five percent less than we were allocated last year, which will amount to \$9,500.00 for our budget. It is possible, should the Board have projects that directly affect city property to include the municipal building, parks, the new fire station, etc., that the mayor's discretionary account might be available for such expenditures. We have been made aware that the Mayor and city department heads are very pleased with all the beautification efforts that have been accomplished so far by the Board, which could possibly impact any future projects the Board undertakes.

UPDATE:

Pat Cross announced that if the weather cooperates she would like to meet at the knockout roses on Hughes Road and the cemetery to weed, spray and mulch Friday at 1 p.m. Stephen Simpson will provide the pine straw to mulch the areas.

Pat also announced that the knockout roses planted in the median at Hughes Road and Mill Road have been trimmed by North Alabama Lawn Care. They had become a traffic hazard due to their rapid growth and were in need of pruning. It is hoped that this will be the last maintenance required there for the season.

Pat indicated that there are 33 knockout roses that will need to be removed from the roses at Sullivan and Mill Road. Ten of those will go to the landscaping update at City Hall. Gean Nelson has spoken with the Madison Church of Christ on Hughes Road. They are willing to create a flower bed around their sign and are in need of knockout roses, which will be provided to them from the roses at Sullivan and Mill. Gean will also pursue negotiations with the Church of the Nazarene to encourage them to prepare a bed and plant knockout roses, which will coincide with the turn at Madison Pike for the 10K Run Through the Roses Race. Debbie Overcash will contact Sonny Patterson of the Stave Mill subdivision across the street from the turn to encourage them to plant knockout roses as well.

Carol Umstaedter indicated that as part of the tree survey/update of each city park, Parks and Recreation would like to plant two roses at each city park sign. As Fieldcrest Park is the first park on the update list, Carol would like to take two roses from the 33 at Sullivan and Mill to plant at the two signs there. Jeanne Steadman indicated that she has been holding three knockout roses from earlier planting in her beds and would be glad to give those to Carol for the city parks project. Pat Cross indicated to Carol that the knockout roses from Sullivan and Mill to be planted at City Hall will be pulled out on October 29th. After they have been removed, she will have additional roses at that location marked for removal by Parks and Recreation to be planted at the city parks.

Pat Cross indicated that Oh! Bryans and CVS are business sites that have been identified as possible areas for knockout rose plantings along the 10K race route. These businesses will be contacted and encouraged to plant said roses.

Gigi Bullman reported that she had inspected the knockout roses and that they would need additional sprayings of Ornamec and Roundup. Ornamec is only good for grasses and Roundup will take care of everything else. She also suggested that we put down a granular Preen now, which will act as a pre-emergent against spring weeds in areas of fall plantings. She also told the Board that the knockout roses at Mill and Sullivan Streets behind the banner would need to be moved. They will either be destroyed by the banner or the banner will destroy them. They could be included in the 33 roses that need to be taken out. Gigi also said there is a Sassafras tree in the roses at the last pole on the left which needs to come out.

Gigi inspected the azaleas at City Hall and said they have lace bugs, which will need to be sprayed. She suggested contacting North Alabama Lawn Care, which has the city contract, and have them spray the azaleas.

The Board expressed their appreciation to Stephen Simpson for his hard work in getting the Beautification Board tent up at the Madison Street Festival. Stephen reported that the tent cost \$92 to purchase. There was concern expressed that the Beautification and Tree Board banner could not be found at the office. It was decided that an inventory will be conducted of all Board materials at the office so a determination could be made of what is missing and will need to be replaced.

The Madison Street Festival was a great success. There were several suggestions for the Beautification and Tree Board tent next year: two tables and two chairs for inside the tent, display our name and banner for identification, a poster of a knockout rose, plants to sell, as well as a knockout rose to give away (perhaps a big glass bowl with some sort of rose decoration for the entries), more child-friendly activities. The free bulbs were a big hit-perhaps we need to give away a different bulb next year. Many more fliers about the Beautification Board are needed to include the Yards of Madison and Pride of Madison programs. Our tent definitely needs to be more user friendly. We need to think in terms of display areas that will draw eyes and people to us so we can explain our mission.

Darla Maleug reported on the Celebration portion of the 10K Run Through the Roses Race. As of yet there is no premiere sponsor, but feelers are out. She plans to go back and remind all of them of the opportunity involved with the Celebration. Darla announced there will be a meeting of the 10K Run committee this Thursday, October 22nd at her house. Darla also plans to meet with the city clerk again to discuss insurance issues and hopefully receive firm answers in time to report to the meeting Thursday. There are concerns about licensing and insurance for the race and the Celebration. Darla confirmed that the Celebration will be held at Highland Lakes, which has a capacity of 130. Tickets will be sold at \$50 for a couple or \$30 for a single.

Betty Hall reported that work is on-going for the 10K web site. The navigation issue has been resolved and design and content are being worked on.

As Kristen Kulavich was absent from the meeting, there was no report on the 10K Run.

Carol Umstaedter reported on her meeting with Parks and Recreation members Boyd Edmiston and Bonnie Summerour on the tree survey/park update. They are looking at projecting several years out for the different city parks in terms of adding knockout roses and replacing the silver maples with native hardwood trees. This is the first time anyone has been able to project into the out-years and Parks and Recreation plans to setup a by-line in the budget for tree replacement. Carol is pleased with Parks and Recreation efforts in the city parks update.

Carol reported to the Board on the park's tree survey update. The third park was Fieldcrest, which may include updates of the basketball court and soccer fields. The parks are prioritized by need and one survey is conducted each month on the first Thursday of the month.

Carol also suggested that the Huntsville Tree Board be invited to a joint meeting of our Board and theirs. She has been very impressed with how they work with Huntsville Utilities within each neighborhood, determining how trees will be trimmed/removed, etc. She thinks it will benefit us to learn more of their working relationship.

Carol stated that there were no updates on the AUFA Conference. It was suggested that to make this a success and have the best attendance that all entities be contacted and worked with to insure the best possible date next spring.

Debbie Overcash updated the Board on the Municipal Building Landscape Design. Pat Cross and Debbie have an updated plant list which they have presented to Stephen Simpson. Stephen will secure the plants for the project. Pat and Debbie have made every effort to insure full use of existing plants-they will be divided and moved to different locations. A work date of October 29th at 8 a.m. has been designated for the work at City Hall. Public Works has been asked to return and insure that the Bradford Pear roots are removed and that the site is properly prepared for planting. The Auburn design will be used at the City Hall sign. As Auburn did not address the other beds, Pat and Debbie will work to insure a pleasant effect that compliments the Auburn design. As the annual plants in the beds cost the city \$3000 per year, it is believed that the changes to the beds will have an overall beneficial effect, both fiscally and aesthetically.

Pat Cross spoke to the Board about the statuary in one of the flower beds that she would like to see moved to an area where it would receive more attention. Jeanne Steadman and Rose Berry reported on the history of the statue and agreed that it would not be a problem to move it.

Pat addressed the issue of the By-Laws update, which had been emailed to all members for review. It was agreed that the section in question under Article II-Membership will be deferred until January for more discussion. The other sections speaking to Board meeting time, election of officers and their duties, as well as the formation of a nominating committee for nomination of next year's officers were agreed upon. Liz Cuneo motioned for approval and Gean Nelson seconded. A voice vote indicated approval. Pat noted that Article VII-Powers and Duties would also be addressed next year, perhaps by the formation of a committee to study said section.

Pat announced that the joint meeting with the Huntsville Beautification Board scheduled in November has been cancelled. There were not enough members available for the meeting, nor a good location. Pat and the president of the Huntsville Board will look into the possibility of a joint meeting in February.

PROGRAMS:

Liz Cuneo announced that there had been six nominations for Yards of Madison in September and four so far in October. She asked that any members of the Board who are interested in nominating a yard forward the nomination to her as soon as possible. Liz also commented on the wonderful publicity provided to the program by the Madison Spirit and Madison Record. The publicity has made a difference in the success of the program.

Karen Jernigan informed the Board that she had met with Chief Cobb, chief of the Fire Department, and left paperwork for him on the Pride of Madison program. It is hoped that the fire department will assume responsibility for the knockout rose bed at Hughes and Mill, across from the fire station. Pat Cross remarked that she would like to see an expansion of the program as one of the goals of the Board for next year.

Carol Umstaedter reported on the Arbor Week activities for next year, as Carol will be assuming responsibility for the program. Gean Nelson and Gigi Bullman have agreed to work with Carol on the activities. As this is the 100th anniversary of the Boy Scouts, Carol plans to involve the Scouts in several of the activities. There was great enthusiasm for the Scout involvement and the possible activities for Arbor Week.

NEW BUSINESS:

Pat Cross announced the slate of officers for the coming year. Pat will continue as president, Carol Umstaedter will assume the duties of first vice president of the Tree Board, Debbie Overcash will continue as second vice president of the Beautification Board, Liz Cuneo will become secretary and Karen Jernigan will serve as treasurer. Pat asked for any other nominations from the Board. There were none. Gean Nelson moved for approval of the officers presented and Shrail Heinrich seconded. There were no nays so the Board officers were approved.

OPEN FORUM/ANNOUNCEMENTS:

Gean Nelson briefed the Board on several books she would like the Board to buy and present to our public library. The Board reviewed the books and agreed that they would make an outstanding addition to the library. They are: Manual of Woody Landscape Plants by Dr. Michael Dirr, Trees and Shrubs for Warm Climates by Dr. Michael Dirr and Dirr's Hardy Trees and Shrubs. Debbie Overcash moved that the Board donate all three books to the library. Liz Cuneo seconded the motion and it was approved by a voice vote. The books will be purchased by the library and the Board will reimburse them for said purchase. The books will also contain a plate with the information that they have been donated to the library by the Beautification and Tree Board. Pat Cross also indicated that she would like to see a line item in next year's budget for purchase of books for the public library.

Pat Cross said that she would like to have the executive board meet before the end of the year to formulate plans for the coming year. She will coordinate with the officers to determine a suitable date for all involved.

It was agreed by the Board that as the third Monday of January and February 2010 were holidays, the regular meeting of the Beautification and Tree Board will be moved to Tuesday.

There being no further business, the meeting was adjourned at 7:15 p.m.

Respectfully Submitted,

Elizabeth Cuneo
Acting Secretary