

MINUTES
BEAUTIFICATION AND TREE BOARD MONTHLY MEETING
JANUARY 19, 2010

Those in Attendance:

Pat Cross, President
Debbie Overcash, VP, Beautification
Carol Umstaedter, VP, Trees
Liz Cuneo, Secretary
Karen Jernigan, Treasurer
Rose Berry
Betty Hall
Shrail Heinrich
Sue Bish, Advisor
Kristen Kulavich, Advisor

Those Absent:

Darla Maleug
Stephen Simpson
Jeanne Steadman
Gigi Bullman, Advisor
Bill Holtzclaw, Council Rep

OPENING BUSINESS:

Pat Cross, President, called the meeting to order at 6:00 p.m. The minutes for the October 2009 meeting were approved by email and filed with the city clerk's office. Liz Cuneo read a thank you note from Lillie Causey thanking the Board for the floral arrangement sent to her by the Board on the death of her mother. Liz also read a Christmas card sent to the Board by The Alabama Lawn Master. Liz informed the Board that members of Bill Kline's family had donated \$50.00 for roses on Bill's Hill. She has written the family a thank you from the Board.

As Stephen Simpson is in the process of handing the treasurer records over to Karen Jernigan, Pat reported that the Board has monies on hand in the Beautification account in the amount of \$9,557.52 and \$5,748.13 in the Tree account. There is one outstanding bill for the floral donation to the Lillie Causey family. Pat asked that any bills incurred by Board members in their official Board duties be presented to Karen once a month. Karen will accept an email receipt, and then the member may turn the original over to her at the next meeting, when they will receive reimbursement.

Pat announced that the Board will receive \$9,500 from the city for the 2010 calendar year. That brings our budget to a total of \$25,555.65 with a proposed carryover into 2011 of \$4,455.65.

UPDATES:

Pat announced that the Madison/Huntsville joint meeting will be held at the Botanical Gardens on February 9, 2010 at 4 p.m. There will be a speaker and light refreshments will be served. Pat passed around a sign-up sheet for members to indicate their attendance. Pat will update the Board as she receives further information.

Debbie Overcash updated the Board on the City Hall landscaping. The landscaping is completed; however, there will probably be some roses which will have to be replaced due to hot weather and moving shock. A plant survival check will be done in the spring. Total monies expended for this project totaled \$2664.87. North Alabama Lawn Care's assistance was invaluable and the total amount of the bill presented to the Board for their help was \$150.00, with a designer fee of \$100. Cody Phillips and the city workers are working to update the lights in front of city hall and will also be repairing the sprinkler system.

Debbie thanked Shrail Heinrich for her large donation of Lenten Roses, which greatly enhanced the landscaping. A thank you also went to Lillie Causey for the effort she put forth in making the landscaping a reality. Pat stated that she would like to pursue signature benches and trash cans for the entrance of city hall. This will be an on-going project. Kristen Kulavich said that if there is any money left from an energy grant she is working with, she will donate said monies to help fund a solar lighting system for the front of city hall.

PROGRAMS:

Liz Cuneo updated the Board on the Yards of Madison program. There were 67 homeowners who received recognition in 2009 for their outstanding yards. Liz is exploring new ways of getting the word out about the program to include more newspaper articles and perhaps an ad in the new Madison Magazine listing the homeowner names and congratulating them.

Debbie Overcash has been named chairman of the Pride of Madison program. She is planning to have a workshop for all the groups now involved in the program, as well as new volunteers. She plans to review the guidelines for the program and seek advice from master gardeners concerning which plants will grow well in this area to insure a uniform look for each Pride of Madison group.

Carol Umstaedter updated the Board on the Urban Tree Survey. Carol gave a special thank you to Rose Berry for her help with the survey. They just concluded a survey at Stave Mill Park, with the survey on the first Thursday in February to be conducted at Governor's Park on Bibb Street. Carol is working with Gregg Parker of the Madison Spirit to develop a story concerning the survey and the positive effects it will have to our Madison parks. The Bob Jones High School Chemistry Club and the Madison Parks and Recreation Department are working with Carol as well on the types of plants/trees to replace those removed in the park areas. When city parks are located in homeowner areas, Carol will work with their HOA's to insure homeowner involvement.

NEW BUSINESS:

Pat briefed the Board on the 2010 Calendar of Events, a copy of which is attached to these minutes. Pat stressed that each event must have a chairman, and if one does not, the event will not be retained on the calendar. Pat asked that she be contacted as soon as possible with member event preference so the 2010 calendar can be completed.

Pat is hopeful that we will be able to paint the office provided for the Board next week. She asked everyone to check their calendars to see if they would be available Tuesday, January 26 to paint. Once we have painted, carpet can be laid and we will be able to move everything back in and set up the office. Debbie will provide the Board with a computer for our use.

Carol discussed Arbor Week and her celebration plans. A copy of the calendar for the week is attached to these minutes.

In conjunction with the calendar of events, Kristen Kulavich briefed the Board on the Run through the Roses 10K Race. As the Board is responsible for knock-out roses being visible along the race route, the Board plans to place 150 strategically along the route, then selling the roses after the race. Kristen suggested for maximum visibility that we might place the roses where the viewing of the race will be the best. More options to have roses throughout the city will be reviewed as we get closer to the race date. Kristen stressed that the race requirements of the Board would be roses and volunteers.

Concerning the re-do of the B&TB web page, Betty Hall has talked with Taylor Edge about piggy-backing off the city web site. We are hoping that will be possible to save the fees that would have to be paid to an outside organization for web page development and hosting fees. Betty will contact Taylor again to see if a decision has been made and report back to the Board.

ANNOUNCEMENTS:

Carol announced that the AUFA will be providing a Tree Board Certification Training class in April at Dublin Park. She asked that those on the Board who are interested in the training notify her of week-end dates they have available.

Pat mentioned that long term projects for the Board include supporting an environmental project and working on the gateway at Hughes and Madison Boulevard. We will need to develop a new landscape design and work with Ken Kent at North Alabama Lawn Care to have it re-landscaped. Pat would also like to see the development of another gateway, perhaps on the west side of town along Highway 72, using the architectural rendering of the gateway at Hughes and Madison Boulevard.

Carol stated that Bonnie Summerour has submitted the city of Madison for a growth award, saying her research indicated we qualify. We also qualify for a Tree Line Award for our work with the local utilities. Carol will notify us if we are selected.

Pat would like to see us become members of the Keep America Beautiful organization. Kristen has the name and phone number of the state representative and will supply that information to Pat.

Carol stated that the National Arbor Day Foundation has an on-going project called the Hazelnut Project. Anyone interested in participating should contact Carol and she will make sure they get the appropriate information.

Kristen said the Children's Garden plan is moving forward. If we are interested in a location for B&TB participation, we need to let her know. The Board agreed to review the plan and see if it would be suitable for our donation/participation.

There being no further business, the meeting was adjourned at 7:10 p.m.

Respectfully Submitted,

Liz Cuneo
Secretary

Attachments