

MINUTES
BEAUTIFICATION AND TREE BOARD MONTHLY MEETING
FEBRUARY 16, 2010

Those in Attendance:

Pat Cross, President
Carol Umstaedter, VP Tree Board
Liz Cuneo, Secretary
Karen Jernigan, Treasurer
Rose Berry
Sue Bish
Betty Hall
Jeanne Steadman
Gigi Bullman, Advisor
Kristen Kulavich, Advisor
Bill Holtzclaw, City Council Representative

Those Absent:

Shrail Heinrich
Darla Maleug
Stephen Simpson
Debbie Overcash, VP Beautification

OPENING BUSINESS:

Pat Cross called the meeting to order at 6:00 p.m. She asked for approval of the January 2010 minutes. Sue Bish motioned for approval and Carol Umstaedter seconded. Karen Jernigan reported that we have \$9,557.52 in the Beautification account and \$5,700.61 in the Tree account.

UPDATES:

Pat asked Carol Umstaedter to update the Board on the Arbor Week activities. Carol presented the Board with a schedule for the week which has been attached to these minutes. There will be an activity each day, with participation from the local master gardener advanced tree class. Carol hopes to have the participation of Boy Scout Troop 86. They will work with the Recreation Department on Monday night to study tree awareness, especially in terms of learning that trees are living creatures, not just a piece of wood. Carol is working with the troop leader on these activities and hopes to firm it up within the next day or two.

For our tree planting activities on Saturday, February 27th at the Botanical Gardens, Mayor Finley will present a tree to Harvey Cotten, Chief Horticultural Officer at the Gardens, as a gift from the city of Madison. Mr. Cotten will pick out the tree, purchase it, have it ready to plant and he and Mayor Finley will shovel in some soil in a symbolic planting. The tree will cost between \$100 and \$150. Mr. Cotten will purchase the tree and the Beautification and Tree Board will reimburse that cost. The question was asked whether there would be a plaque on the tree stating it was donated from the city of Madison. Carol will check with the Botanical Gardens and see if this can be arranged.

Gigi Bullman briefed the Board concerning the tree planting projects at the Madison city schools in support of Arbor Week. All schools except for two have been covered by members of the advanced master gardener tree class. Gigi asked for Board participation to cover the last two schools.

Rose Berry briefed the Board about publicity for Arbor Week. An article concerning all the activities has been published in the Madison Spirit. Information will also appear in the Madison County Record, the city web site, in the two minutes calendar section of the Huntsville Times, in the new Madison Magazine, and a flyer has been posted on the public library window. Rose asked that Board members take copies of the flyer and post it in restaurants, businesses, etc., throughout the city. A large, permanent banner has also been made, which will be placed at each activity throughout the week.

Gigi Bullman informed the Board that Ken Creel has a radio show on WTKI, 1450 am on Saturday mornings from 9 a.m. to 10 a.m. As he welcomes guests, it was suggested that Carol Umstaedter call him and suggest that she come on his show to discuss Arbor Week activities with him. Carol has agreed to follow up with Mr. Creel.

Pat Cross discussed the entire calendar of events with the Board to make sure we were all aware of the activities which would be taking place, suggesting that members make an effort to attend and support said activities. Pat also congratulated Carol on a wonderful job of organizing Arbor Week. These events will allow citizens in the area to attend and add to their knowledge of trees.

Pat Cross then asked Sue Bish to update the Board on her new column in the Madison Magazine, "The MAD Gardener." Sue has already had one article published and has another one on house plants ready to turn in. Sue hopes to have an article for publication bi-weekly. She is also recruiting master gardeners to guest host the columns. Carol Umstaedter mentioned that Stoney Gray, the city of Madison's volunteer arborist, has written a series of articles on trees and their care, which he will pass to Sue to use as guest columns as well. Pat expressed Board appreciation to Sue for taking on this project and already making it a success. Sue asked for input from the Board and also asked for any gardening-related event the Board might be aware of which could be included in the column.

Betty Hall announced that she now has access to the city's website. She said she would be glad to add any Beautification Board events we have to the city calendar. Pat Cross advised her that as soon as the Beautification Award nomination form is ready she would like for it to be added. Liz Cuneo also asked that a revised Yards of Madison form be added as well. Betty is hoping that she will be able to use the city web site to remodel and update the Beautification and Tree Board web site. She should have approval on that shortly.

Pat Cross updated the Board on the efforts to revitalize the office which has been donated to the Board. It has been painted, carpet bids have been turned in to the fire department, curtains have been made for the window and we are searching for a low-cost desk or table and chairs. As the office has been cleaned up, we will use the back area donated by Parks and Recreation for storage of signs, outdoor supplies, etc.

Pat Cross informed the Board of her discussion with Allison Wheeler concerning the signature bench placement at a local park. The business which was going to design and build the bench is not able to complete the project. Kristen Kulavich stated that bids are being sought from companies outside the area to complete the project. A couple of local firms were suggested to Kristen for follow-up in the hopes they would be able to take on the project. It is hoped that one can be found so that more benches will be able to be placed around the city.

Kristen Kulavich updated the Board on the 10K Run Through the Roses. There are now 100 runners registered, with the expectation of many more. The Celebration website is up and running and interactive. The Run is hoping the Board will be able to help it in terms of a contest for a Yard of the Race and placement of roses along the run route.

Pat Cross stated that 150 roses have been ordered for placement along the route and sale after the race. They will be in full bloom at the time of the race to give maximum impact. The roses will be placed around 5 a.m. the day of the race, at sites to be determined. The Board will also trim the roses already planted on Hughes and Sullivan around mid-March to provide maximum bloom as well.

NEW BUSINESS:

Debbie Overcash has spoken with the Patriot Academy and they have funds they would like to use, along with student participation, toward a city beautification project. Several ideas were suggested, to include landscaping a bridge at Leathertree Park or to assist Carol Umstaedter in the monthly tree survey of city parks in the replacement of trees there. Debbie will follow up with Patriot Academy after the Board decides the best use of the Academy resources.

Kristen Kulavich briefed the Board on the Children's Living Garden at the Public Library. Proceeds from the race will be used to fund this project. On March 7, 2010 from 2-5:00 p.m., the plans will be available for public viewing. Each item in the Garden will be available for sponsorship. Kristen is hoping the Beautification Board will sponsor one. The Board will study the plans and make a determination as to viability of sponsorship.

Pat Cross stated that the joint meeting between the Huntsville and Madison Beautification Boards had been very successful. The attendance was quite good and the program presented was very informative.

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

Respectfully Submitted,

Elizabeth Cuneo
Secretary

Attachment-Arbor Week Activities Flyer