

MINUTES
BEAUTIFICATION AND TREE BOARD MONTHLY MEETING
MARCH 15, 2010

Those in Attendance:

Pat Cross, President
Carol Umstaedter, VP Tree Board
Debbie Overcash, VP Beautification Board
Liz Cuneo, Secretary
Karen Jernigan, Treasurer
Sue Bish
Shrail Heinrich
Stephen Simpson
Gigi Bullman, Advisor
Kristen Kulavich, Advisor

Those Absent:

Rose Berry
Betty Hall
Darla Maleug
Jeanne Steadman
Bill Holtzclaw, Council Representative

OPENING BUSINESS:

Pat Cross called the meeting to order at 6:00 p.m. She asked for approval of the February 2010 minutes. Debbie Overcash made a motion for approval with Shrail Heinrich seconding. Karen Jernigan reported that the Beautification account stood at \$8,753.70 and the Tree Board account monies totaled \$5,503.11.

UPDATES:

Carol Umstaedter updated the Board on the Arbor Week activities. Gigi Bullman briefed the Board on the variety of trees that were planted at the different schools. Each school had two to three master gardeners working with the students. There are still four schools where trees will need to be planted, which will be accomplished as time and schedules permit.

Carol reported that a Brandywine Red Maple donated by the city of Madison was planted at the Botanical Gardens on the Saturday of Arbor Week. Harvey Cotten said a plaque will be put at the tree indicating its donation by the city of Madison. It is in a prominent location at the Gardens and will provide beautiful fall color. Carol purchased an eight foot "Arbor Week Event Here" banner which will be available yearly. She also purchased poles and a post driver to be used with the banner and any other banner the Board may purchase. They will be stored in the additional storage area which has been made available to the Board for any outside projects we may have.

Carol was very pleased by the response of the local nurseries and the programs they provided for Arbor Week. The donation of a Japanese Maple and a Conifer as door prizes were very generous of the nurseries. Carol plans to host a pizza party for the master gardeners who donated their time to Arbor Week on April 1st, at which time a verbal action report will take place. A written action report to the Board will follow.

Pat briefed the Board on the Children's Garden which will be built at the Library. She recommended that the Board purchase from the donation list three Callaway Crab Apples for a total of \$450. This amount will cover purchase, planting, mulch and care. Carol Umstaedter made a motion for approval and Sue Bish seconded.

There was discussion among the Board members concerning the Beautification Board web site. Betty Hall is in the process of moving those items which require public access to the city web site. The Board is seeking more information about the Board web site to see if it would be viable to keep the domain name or simply let it lapse. More research will be required before a decision can be made.

Pat briefed the Board on the progress of the Board office. Carpet has been ordered and it is hoped that it will be installed shortly. The back storage area which will be used to store our outside materials will have to be re-keyed as the key cannot be found.

Kristen Kulavich briefed the Board on the 10K Run Through the Roses. She stated that the official announcement on the race route and the neighborhoods affected will have to come from the Mayor's office. Information on the race route will be distributed through Channel 42 and newspaper articles. She also stated that the venue for the Celebration event has been changed to the Holiday Inn. She stated that the city is still waiting for the weather to improve to finish the paving of the Eastview Extension. To have the route certified, the route MUST be as it will be on the day of the race. Certification will take place as soon as the paving is completed.

Pat discussed with the Board the plan for Board support of Run Through the Roses (a copy of which is attached). Stephen Simpson confirmed that Strain and Sons will be providing the Board 150 three gallon in-bloom roses for pre-sale and lining the route the day of the race. Several outlets will be used to advertise the sale, to include "Mad Gardener" articles, HOA groups and Madison City Facebook. Shrail will work with the city's IT department to see if it will be possible to use a Pay Pal Account through them to have people pre-pay for the roses. This will be revisited at the next meeting.

Debbie Overcash briefed the Board on the Pride of Madison program. Debbie has met with Boyd Allison and Bonnie Summerour regarding the program. It was decided that the Adopt-a-Park program is not needed as the parks now come under the city's maintenance plan. Debbie recommends we retain the Adopt-a-Mile and Adopt-a-Spot programs. She will meet again with Parks and Recreation next week to identify spots within the parks that will be candidates for the above mentioned programs. It is felt that these areas will be better work areas for the organizations wanting to participate as they will be interior spots with no traffic concerns. Debbie would like to hold a workshop in

Council chambers to educate the organizations about proper plantings, how to maintain the areas, etc. Debbie has supplied the city attorney with a volunteer release form for her review. The Board wants to insure it is up to date and that full coverage is provided for the volunteers. As Debbie had recommended to the Board that the Adopt-a-Spot program be discontinued, Sue Bish motioned for approval and Karen Jernigan seconded the motion. Debbie will contact all current volunteers of the Adopt-a-Park program and inform them of the change, encouraging participation in the Adopt-a-Spot or Adopt-a-Mile program.

Sue Bish updated the Board on the "Mad Gardener" articles. There will be an article in the Madison Magazine this week on spring clean-up, with articles on hummingbirds and knock-out roses in the future. Sue requested that we forward to her any information we have on gardening events in the area. She will make sure they are included in the "Mad Gardener" articles. As more information becomes available on the rose sale, she will include that as well. The Board commended Sue on the articles and the great job she is doing. The articles have been informative and well-received.

NEW BUSINESS:

Shrail Heinrich announced that the Beautification Awards judging will be on Thursday, June 10th. The application forms are up on the city web site. She has four committed judges and will need a total of seven. She asked for drivers the day of the event. Liz Cuneo, Sue Bish and Rose Berry volunteered. Pat Cross announced that the awards luncheon would be held on Thursday, July 22nd at the Holiday Inn. More information will be available as we get closer to the event.

Pat Cross and Liz Cuneo met with Ken of North Alabama Landscaping Company. He is working with the Beautification Board to update the plantings at the gateway entrance at Hughes and Madison Boulevard. The new plan will include Knockout roses, Japanese boxwoods, and Indian Hawthorns, with the front end of the gateway sign having stacked stones for border definition. Ken plans to retain the crapemyrtles and miscanthus grass and set the knockout roses on five to six foot centers. The sprinkler system should have been fixed today, which was required before planting could begin. The time line for completion will depend upon the weather. The proposed re-sodding in the front of City Hall has been tabled until more information can be obtained.

In conjunction with the discussion of the Hughes Road gateway, Debbie Overcash announced that the city has begun the request process with the state of Alabama to turn over the medians on Highway 72 between Balch and Hughes to Madison. This will allow for the possibility of an additional gateway sign in that area.

Pat Cross stated that Sue Bish will work to obtain bids from different iron works companies in the area for the signature benches and trash cans for the city. Kristen Kulavich indicated that she would send Sue the contact information she has. Any benches or trash cans we get will need to be powder-coated. Debbie Overcash will forward to Sue the name of a local company she has that does this.

OPEN FORUM/ANNOUNCEMENTS:

Shrail Heinrich asked the Board if they were interested in possibly sponsoring a Knockout rose Christmas light display at the Botanical Gardens. As there was an enthusiastic response, she will contact the Gardens and obtain cost information, etc.

Kristen Kulavich stated that she plans to hold an informational class in Madison for rain barrels and community gardens sometime in the spring. If we are interested, she would welcome our sponsorship of the class. Gigi Bullman will obtain free extension service publications for Kristen to use at the class.

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

Respectfully Submitted,

Elizabeth Cuneo
Secretary

Attachment: Run Through The Roses Plan, March 15, 2010