

MINUTES  
BEAUTIFICATION AND TREE BOARD MONTHLY MEETING  
APRIL 19, 2010

Those in Attendance:

Debbie Overcash, VP, Beautification  
Liz Cuneo, Secretary  
Sue Bish  
Betty Hall  
Shrail Heinrich  
Darla Maleug  
Jeanne Steadman  
Gigi Bullman, Advisor

Those Absent:

Rose Berry  
Pat Cross  
Karen Jernigan  
Stephen Simpson  
Carol Umstaedter  
Kristen Kulavich, Advisor  
Bill Holtzclaw, Council Representative

OPENING BUSINESS:

The meeting was called to order at 6:00 p.m. by Debbie Overcash, Vice President, Beautification.

In a change to the agenda, the Board immediately went to Darla Maleug for a briefing on the Run Through the Roses 10K race. A copy of her briefing is attached to these minutes. Darla reported that there were 280 runners registered, with hopes of at least 300 by race time. Areas were indicated where more volunteers were needed. Darla commended all the city agencies for their assistance in the race plans, with particular appreciation expressed to the police department.

For the Celebration that night, 65 city dignitaries have been sent personal invitations, which went out 10 days ago. Ticket sales will be updated by email to Board members. Darla reported that there had been a lunchtime interview on Channel 48 about the race, with an interview scheduled for Channel 31 next week. It is hoped that Channel 19 will participate as well. The Holiday Inn will host Celebration, which will run from 7:00 p.m. to 10:00 p.m. with the band Relayer playing. There will also be ticket drawings for basket packages.

Liz Cuneo reported on the Yards of the Race efforts. Flyers were distributed to the affected neighborhoods Saturday the 17<sup>th</sup> with a winner to be determined on April 29<sup>th</sup>.

One hundred and fifty roses have been ordered to place along the race route. As the final runner passes by each rose location, the Board will collect the roses, returning all to city hall for pick up from our pre-sale. Forty four have been sold so far, with Parks and Recreation asking for a additional 12.

Debbie Overcash returned to the agenda, asking for approval of the March 2010 minutes. Sue Bish motioned for approval with Shrail Heinrich seconding.

Karen Jernigan had emailed the Treasurer's report. As of March 31<sup>st</sup>, the Tree Board had \$4195.86, with one check outstanding in the amount of \$450.00. The Beautification Board has \$8,753.70 on account.

#### UPDATES:

Betty Hall updated the Board on the Board web site. She will contact Mitzi to obtain the password and if she cannot reach her, will work with Shrail to obtain the domain password which will then enable Betty to access the B&TB site. Once Betty accesses it, she will be able to establish a direct link to the Board's page on the city site. The Board will then be able to use [www.madisonalbeautification.org](http://www.madisonalbeautification.org) in news releases and articles, providing the public a quick and direct link to our city page. Betty is also adding Board event dates to the calendar and asked for any updates we might have to be sent to her.

Debbie Overcash reported that the carpet is down in the Board office. Painting has been completed as well. Pat Cross will make curtains and the Board will continue to look for furniture to place in the office for Board use.

Shrail Heinrich reported that the Beautification Awards are going well with only two more judges needed. Publicity is out and there have already been calls coming in.

The Gateway at Old Madison Pike and Hughes has been replanted and looks much better. Ken at North Alabama Lawn Care did a very good job of re-designing the area. When the roses bloom, it will provide a warm and welcoming gateway into our city.

Sue Bish reported that she is still working on estimates from companies concerning the design of the park benches and trash receptacles. The bids she has received so far are higher than was expected but there are still a couple more to come in. Sue is calling the vendors weekly and hoping to finalize a bid soon. Sue is working on some new ideas for the trash receptacles and will work with Pat to narrow down a design.

Liz Cuneo reported that Yards of Madison will begin in May. She has an article on the program ready to go to all three newspapers. She is holding it until the race is over so as to not interfere with that publicity.

Debbie Overcash reported that she is still working with the previous Adopt-a-Park participants to see if they would be interested in transitioning to the Adopt-a-Spot program. Debbie is working with Parks and Recreation to insure all the Adopt-a-Park signs are taken down. She is devising a training session for all the new participants in the Pride of Madison program. Training will inform the participants of Board contributions in the form of monies for two seasonal plantings, and will also give them ideas on what to plant. As the object is to unify Madison, the Pride of Madison program would like all the spots to have the same array of plants.

Gigi reported that Carol Umstaedter is working on a landscaping plan for the Mill Creek Greenway. There is one area in particular on which Carol will concentrate her efforts. However, any plantings will need to wait until the fall.

There being no further business, the meeting was adjourned at 6:45 p.m.

Elizabeth Cuneo  
Secretary

Attachment: Run Through the Roses Race Plan Update