

MINUTES
BEAUTIFICATION AND TREE BOARD MONTHLY MEETING
JUNE 21, 2010

Those in Attendance:

Pat Cross, President
Carol Umstaedter, VP, Tree Board
Debbie Overcash, VP, BB
Liz Cuneo, Secretary
Shrail Heinrich
Stephen Simpson
Jeanne Steadman

Those Absent:

Rose Berry
Sue Bish
Betty Hall
Karen Jernigan, Treasurer
Darla Maleug
Gigi Bullman, Advisor
Kristen Kulavich, Advisor
Bill Holtzclaw, Council Rep

OPENING BUSINESS:

The meeting was called to order at 6:00 p.m. by Pat Cross, President. The May minutes were approved with Debbie Overcash motioning for approval and Shrail Heinrich seconding.

In the absence of the treasurer, Pat Cross reported that the Beautification Board has \$5,566.45 on account with two outstanding checks and the Tree Board has \$4195.86 on account.

UPDATES:

Shrail Heinrich and Jeanne Steadman reported on the Beautification Awards judging. There were 20 new properties, four full routes and 101 total properties. The judges were very complimentary of Madison and our properties. Jeanne had procured \$25 gift certificates from Corey Brown at the Cat Bird Seat for the judges in appreciation of their efforts. As one judge was unavailable to attend, one gift certificate is left over. It will be used by the Board in a manner it deems appropriate.

Pat Cross and Shrail Heinrich will be driving the routes on Wednesday to select a property among those nominated for the Knockout Rose award.

As we have so many properties this year, Pat was concerned that there might not be enough posts and signs. Shrail Heinrich had ordered 20. Shrail will check to make sure we have enough.

Pat extended her appreciation to Shrail and Jeanne for a job well done. Pat also complimented Jeanne on the hanging baskets in front of City Hall. It was agreed that they look the best this year they have ever looked.

There was discussion concerning the Beautification Awards luncheon, which will be chaired by Pat Cross, Debbie Overcash, Sue Bish and Karen Jernigan. The Chamber of Commerce luncheon where the awards will be presented will be held on July 29th at 11:30 a.m. at the Holiday Inn in Madison. As the capacity of the Holiday Inn for the largest room available is 90, there was concern expressed that the room might not be large enough due to the large number of award properties we have this year. Pat will call Kate at the Chamber and discuss the situation with her. Then we will make a decision on whether the awards luncheon will need to be moved to a different day and location.

There was a discussion concerning the Knockout Awards nominees and when the winner should be announced. There are five properties nominated and in order to build interest in the award, it was decided the winner would be announced the day of the luncheon.

In the absence of Sue Bish, Pat announced that we now have a design for the Madison signature bench. New Market Iron Works will build, assemble and deliver them for us at a cost of \$950 each. Each bench will be made of two inch solid steel, powder coated in black with a rose cap on top. For an extra \$50 per bench, they will anchor it to the selected site. The Board agreed that the extra \$50 was a worthwhile expenditure as the company had the expertise and labor to accomplish the task. Greenways and Trails have ordered three of the benches for Mill Creek. Amy Furfori will be working with Sue Bish to have the downtown merchants association purchase the signature benches and trash cans for design continuity and city branding.

Carol Umstaedter reported on her Arbor Week design for the Mill Creek Greenway. She has talked with Corey Brown and he will provide 21 mature trees at a cost of \$50 each, with the top soil, soil conditioner and mulch being another \$25. The total will be \$1575. Carol has also discussed the plan with City Engineer Gary Chynoweth in the hopes his department will contribute monies to help defray the cost. Carol has submitted the plan and cost to him and Gary may request said funds to help in the project. Carol's target date for planting to begin is November 15, 2010, after the new director of Parks and Recreation is on board and the weather is more suitable.

Carol also discussed the Arbor Day 2011 poster contest that she plans to have. It was suggested that perhaps the art teacher for each fifth grade class could be contacted and asked to use the contest as part of her lesson plan. Debbie Overcash will give Carol a contact.

Pat read an email from Darla concerning the final accounting for the 10K Run Through the Roses. She anticipates a final total by the end of the week and should be able to present a check to the Children's Living Library on Friday, July 2nd.

PROGRAMS:

Liz Cuneo announced that there were seven nominees for Yards of Madison in the month of May. She did an article on the nominees and submitted a picture of one of the yards, which ran in the Madison Weekly (newly named). She has submitted an article to both the Madison Weekly and Madison Spirit reminding people of the program and asking for nominations. Carol Umstader sent Liz a list of 16 neighbors that she feels are deserving of the award. Liz encouraged all the Board members to submit any deserving yard they see to her for recognition.

Debbie Overcash is working with Parks and Recreation to develop a plan for Pride of Madison. She will coordinate with the mayor concerning guidelines for groups working in the heat. She feels there will not be a lot of people working at Palmer and Dublin Parks in the heat and these parks need to be in excellent shape. Debbie encouraged the mayor to include these two parks in the landscaping bid process for continuity.

NEW BUSINESS:

Liz Cuneo discussed the option of the B&TB having a booth at the Madison Street Festival to get the word out about our efforts to help beautify Madison. She asked that Board members volunteer two hours the day of the festival to man the booth. She will email all members and ask for their participation.

Pat Cross and Debbie Overcash met with the mayor concerning landscaping responsibilities within the city of Madison. The mayor is very interested in a new gateway for the city, perhaps on Old Madison Pike across from Horizon School. The city owns the park there so there would be no issues with placing the sign there. The city could pay for and maintain the sign. The mayor would also like to eventually place gateways throughout the city to include the airport ramp into Madison on Madison Boulevard and Highway 72 at the new Madison Hospital entrance. The hospital is willing to donate the land and maintain the signage. All gateway plans should have uniform landscaping.

There was general discussion concerning the original plans for the stone gateway on Hughes and Madison Boulevard and where they might be. Pat Cross is hoping to have a group join her in the B&TB office next week to put the final touches on the office and look for the plans. It needs to be ascertained if we own those plans and what cost would be involved to scale them to the gateways suggested.

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

Respectfully Submitted,

Elizabeth Cuneo
Secretary

