

MINUTES  
BEAUTIFICATION AND TREE BOARD MONTHLY MEETING  
JULY 19, 2010

Those in Attendance:

Pat Cross, President  
Carol Umstaedter, VP, Tree Board  
Liz Cuneo, Secretary  
Rose Berry  
Sue Bish  
Betty Hall  
Shrail Heinrich  
Darla Maleug  
Jeanne Steadman  
Gigi Bullman, Advisor

Those Absent:

Debbie Overcash, VP, BB  
Karen Jernigan, Treasurer  
Stephen Simpson  
Kristen Kulavich, Advisor  
Bill Holtzclaw, Council Rep

OPENING BUSINESS:

Pat Cross, President, called the meeting to order at 6:00 p.m. The June minutes were approved with Jeanne Steadman motioning for approval and Darla Maleug seconding.

In the absence of Karen Jernigan, Treasurer, Pat Cross reported that the city had deposited the Beautification and Tree Board 2010 monies in the amount of \$4,750 into each account, bringing their totals to \$9,873.95 in the Beautification Board and \$8,945.86 in the Tree Board.

UPDATES:

Shrail Heinrich and Jeanne Steadman reported on the Beautification Awards. Jeanne has sent letters to those properties nominated who did not win. The letter included their judging sheets, indicating areas to improve upon for next year. After a discussion among the Board members, it was decided that each winning property would be required to apply for judging each year, rather than simply including them in the judging as a past winner. A motion was made by Darla Maleug to require a winning property to be nominated each year with Sue Bish seconding. This change to the judging will be announced at the awards luncheon, as well as disseminated next year through the media.

After a brief discussion it was decided to table any action on renewing the honor roll. As New Market Iron Works is now producing our posts with scrolling on them, we will transition to these posts for all award properties in the future, thus eliminating the need for an honor roll.

Pat Cross reminded the Board that the awards luncheon will be held July 29<sup>th</sup>. As of today's date, there were 56 reservations received. The centerpieces for each table will be the door prizes. Pat has asked Sue Bish to insure that each table has a clear indication for the winner of the centerpiece.

Sue Bish is working with New Market Iron Works on the production of the signature benches. Sue anticipates the initial order of three benches to be ready by August 1. It is anticipated that more will be ordered to place at city hall and perhaps downtown in the historic district upon approval of the original order. Pat asked Sue to have a picture and article on the benches for the Madison Weekly, Madison Spirit and Madison Record. She also asked Betty Hall to place said picture and article on the Board web site. It is hoped that in the future we will be able to obtain a zoning ordinance that will require city businesses to use the signature bench and trash cans outside their business.

Carol Umstaedter updated the Board concerning her efforts for Arbor Week activities at the Mill Creek Greenway. She hopes to do the tree planting on November 15 and also hopes to enlist the Patriot Academy in preparing soil and mulching said trees. She will update the Board as she moves forward with her plans.

Liz Cuneo updated the Board on the booth for the Madison Street Festival. She has a few Board members signed up to man the booth but asked for more help to fill in the hours. Carol will work with the Tree Board master gardeners to obtain their help in filling in. Pat also suggested that a Board member work with each master gardener so both would be able to answer questions from the public. Liz will send out another email to the Board members enlisting their help and she will fill in where help is most needed.

Pat Cross announced that the B&TB storage building has been re-keyed and keys given to the officers. The storage room is the left door on the south side. She has also hung curtains and baseboards have been nailed back on in the office. It is now ready for the firemen to begin moving our items back in. She will send an email out this week to see if anyone would be available to help in the office so it can be put in order.

#### PROGRAMS:

Liz Cuneo announced that thanks to Carol Umstaedter, she had 19 nominees for Yards of Madison in June. As she is not getting the publicity she did last year, she is not receiving nominations from the public. Shrail suggested that Liz contact the new team at the Madison Record to see if they will help publicize the program.

#### NEW BUSINESS:

Pat Cross announced that she and Karen Jernigan are working on the budget. It is due in August.

Sue Bish updated the Board on her time with the new Madison Weekly radio program on 1450 AM. She spent an hour with Ken Creel on his program first and was able to talk about her efforts with Madison Weekly and her "MAD Gardener" column, as well as the

Beautification and Tree Board projects throughout the city. She will be appearing on the Madison Weekly program every other Monday morning, which should coincide with the MAD Gardener articles that go out that week. She plans to use this time to promote the B&TB and our on-going programs. She also asked that Board members send her any information on projects/programs/events in the area so they can be publicized.

Sue said that the next article in the Madison Weekly will be on flower arranging and will be written by Rose Berry. Shrail Heinrich asked that they do an article on shade gardening. Sue will work on said article.

Pat Cross announced that the anniversary of the Knock-out Rose signature plant designation will be coming up September 10<sup>th</sup>. She asked that if anyone was interested in chairing the event to let her know.

Sue Bish and Jeanne Steadman are co-chairing the joint meeting of the Huntsville/Madison B&TB on November 15<sup>th</sup> at 6:00 p.m. Sue announced that Melissa Kirkendall will be doing a presentation on hummingbirds for our program. Sue and Jeanne are working on a location and food for the event. They will follow up on the clubhouses at Highland Lakes and Clift's Cove as possible venues.

#### OPEN FORUM/ANNOUNCEMENTS:

Rose Berry asked that the Board consider what could be done to help the Red Southern Oak at Dublin Park. The fence around it is falling down and there is a porta-potty close by. She asked if it would be possible to have it designated a heritage tree. Rose and Carol Umstaedter will be working together to see what can be done-Carol will research what is involved in designating a tree a heritage tree and Rose will work with Parks and Recreation to see what can be done to fix the fence and perhaps move the porta-potty.

Jeanne Steadman briefed the Board on the condition of the hanging baskets in front of city hall. It appears one of them is completely dead and the others are suffering. It is believed that the lawn care people are disconnecting the water tube to the baskets when they weed-eat, thus causing the baskets to dry up. As Pat Cross will be meeting with Ken of Alabama Lawn Care this week, she will discuss with situation with him and arrive at a solution to the problem.

Carol Umstaedter mentioned that she has received a letter from Huntsville Utilities (Alabama Power, per Carol Umstaedter correction July 20, 2010) announcing grants to fund either Beautification or Tree Board activities. She will forward the letter to Pat to see if it is worthwhile for us to apply for a grant.

There being no further business, the meeting was adjourned at 7:00 p.m.

Respectfully Submitted,

Elizabeth Cuneo  
Secretary

