

Madison Beautification and Tree Board
Board Meeting Minutes: Jan. 18, 2010
Madison Municipal Building

Board Members Present: Liz Cuneo, Carol Umstaedter, Debbie Overcash, Shrail Heinrich, Sue Bish, Pat Cross, Rose Berry, Gigi Bullman, Amy Goddard Robison and Chad Hunter.

Guest Present: Chuck Kirkland

Proceedings:

The meeting was called to order at 6:05pm by President, Liz Cuneo
Finance report was provided by Sue Bish, Treasurer:

- \$ 4,392.04 (Beautification Board)
- \$ 6,819.34 (Tree Board)

The City approved an \$ 8,550.00 contribution. The funds will be released after Liz Cuneo provides the Year End Briefing at the January 24th City Council Meeting.

President's Report:

Cuneo announced that a By-Laws Committee has been formed to provide update recommendations. Appointed committee members include Sue Bish, Pat Cross, and Gigi Bullman.

Tree Board Reports:

Carol Umstaedter, Vice President, provided the below updates.

Mill Creek Greenway Tree Planting was a success. Twenty-three trees were planted on the north end of the greenway.

Arbor Week is scheduled for February 21st – 26th. The Mayor will read the proclamation during the February 14th City Council meeting. Board members are encouraged to attend.

The Urban Forestry conference is February 22nd in Florence, AL

A local tree workshop will be hosted by Carol Umstaedter, Stony Gray, and Ken Creel on February 24th (6-8pm) at Dublin Park

Madison Arbor Day Poster Contest judging is scheduled for January 25th (9am) at Dublin Park. Judges include Carol Umstaedter, Jeanne Steadman, Amy Goddard Robison, and Ken Creel. Umstaedter plans to hand deliver the winning poster prior to the Feb. 10 deadline. The top three artists will be recognized at a future City Council Meeting, where they will receive cash prizes (sponsored by the Tree Board) and a certificate from the Mayor.

The Urban Tree Survey (on-going project) continues as a joint partnership with Parks and Recreation. Umstaedter said the goal is to identify trees within city parks that need to be pruned or removed and replaced. If the later, the Tree Board provides native replacement suggestions. To help with this project, the Bob Jones High School Environmental Club is providing free soil samples as needed.

Umstaedter also reported that Huntsville Botanical Gardens has agreed to provide engraved tree identification plates for a cost of \$12 each. The plates will include the botanical name and common name, plus Beautification and Tree Board name and date.

Beautification Board Reports:

Gigi Bullman shared a brief history on the Rose Rosetta Disease. She explained why the signature plant was being removed from some areas and the need for a companion plant. She and Liz Cuneo plan to continue surveying all public rose beds.

A Yards of Madison report was provided by Liz Cuneo. Cuneo said the program continues to have very positive community feedback and encouraged members to nominate worthy yards. She asked members to consider co-chairing the program with her.

Pride of Madison report was given by Shrail Heinrich. Heinrich shared two new possible programs: Adopt-a-Dog-Park and Art Trail. Adopt-a-Dog-Park will be structured like a “buy a brick” fundraiser but with a twist; the bricks will form dog paw prints when a select number are placed together. The paw prints will be used as stepping stones in the park. The funds raised will be used to buy signature benches and trash receptacles. The Art Trail is a proposed project that will incorporate themed art sculptures along the greenways. This will possibly be a joint project between 16 Main, Madison Arts Council, and Madison Greenway and Trails. An initial meeting is scheduled for February 8th. (Amy Goddard Robison volunteered to help)

Signature Benches and Trash Receptacle updates were provided by Sue Bish. Bish is currently working on a design for the receptacles and researching cost saving ideas. It was proposed that a sand top (or similar feature) be included for cigarettes. Cuneo also noted that she emailed the Economic Development Coordinator, Amy Furfori, asking for her assistance in encouraging new businesses to include the signature bench. (Branding of Madison)

Beautification Awards Judging is chaired by Pat Cross. Cross said judging is currently slated for Thursday, June 9th. However, this date could change. All nominated properties will be required to pay a \$15 fee (in the past, only first time nominees paid a fee). Pat asked for volunteer drivers, as she will need four or five this year, depending on the number of routes needed. (Rose Berry volunteered to drive)

Beautification Awards Luncheon is chaired by Debbie Overcash. Overcash, with support from the officers, recommended that the luncheon be held separately from the Chamber luncheon, due to the number of guests that attend. Unfortunately, the allocated space at the Holiday Inn does not easily accommodate award recipients and Chamber members. She is working with the Holiday Inn on cost, as well as alternate locations. The date is to be determined. (Chad Hunter volunteered to serve on this committee)

The board allocated funds for hanging baskets to be placed at the Madison Municipal Building again this year.

Signature Plant Anniversary planning will be co-ordinated by Rose Berry. Due to the rose disease and poor timing (September) for planting, Berry will be working on alternate ideas. It was suggested that the display window at the Madison Public Library be used.

In support of the Run through the Roses 10K, the board will continue hosting the “Yard of the Race” program. Cuneo reported that Inside Out Ministry volunteers will again help with distributing information flyers to homes along the route. A new sign will need to be purchased and board member will be needed for judging.

For the Madison Street Festival, it was suggested that the board sponsor an activity in the Children's Area rather than having an actual booth. Debbie Overcash proposed a cardboard rose activity which would allow children to create their own knock-out rose stem. She and Pat Cross will work this project

The board would like to enter a float in the Christmas Parade. Rose Berry, who worked on our past entry agreed to help, as did Chad Hunter. It was also suggested that new board member Eric St. John be asked to join this committee.

Meeting adjourned at 7:20pm.

Minutes submitted by Secretary, Shrail Heinrich