

MINUTES
BEAUTIFICATION AND TREE BOARD MONTHLY MEETING
OCTOBER 18, 2010

Those Present:

Debbie Overcash, VP, Beautification
Carol Umstaedter, VP, Trees
Liz Cuneo, Secretary
Rose Berry
Sue Bish

Those Absent:

Pat Cross, President
Shrail Heinrich
Darla Maleug
Stephen Simpson
Jeanne Steadman
Kristen Kulavich, Advisor
Bill Holtzclaw, Council Rep

OPENING BUSINESS:

Debbie Overcash opened the meeting at 6:05 p.m. with a presentation of the new officer slate. Pat Cross, president, had appointed Debbie Overcash and Shrail Heinrich to the nominating committee. Their slate of new officers was: President: Liz Cuneo, Vice President-Beautification: Debbie Overcash, Vice President-Trees: Carol Umstaedter, Secretary: Shrail Heinrich and Treasurer: Sue Bish. Debbie asked for a vote of acclamation, which she received.

Debbie briefly discussed with the Board the problem we are having with members' terms expiring at the same time, leaving the Board with too few people to perform the Board tasks as needed. Debbie has discussed with the city clerk the idea that places 1-5 will serve a one year term, then have the option to continue for three years; places 6-10 will serve a two year term, then have the option to continue for three years; places 11-15 will serve a three year term, with the option to continue serving for three more years. This is an option which will be presented to the mayor who will make the final decision. Once he makes his wishes known, the Board will be able to move forward in filling the many vacant positions we have.

APPROVAL OF MINUTES/TREASURER'S REPORT:

Liz Cuneo, having assumed the position of president, began with a request for approval of the August 16th minutes. Debbie Overcash motioned for approval with Sue Bish seconding. Liz then reported that the Tree Account had a \$7356.85 balance and the Beautification Account had monies on hand in the amount of \$5,738.22. Liz briefly spoke about the budget and the need the Board will have to be fiscally responsible in the austere times the city is facing.

UPDATES:

Carol Umstaedter reported on the Arbor Day Celebration at Mill Creek Greenway on November 15th at 10 a.m. There will be 23 trees planted, most of which have been paid for at this time. The mayor will be attending, along with commitments from Councilmen Tommy Overcash and Bill Holtzclaw. Invitations have been sent to all other councilmen and she is hoping for their attendance as well. The fall-back date is November 29th at 10 a.m. The Parks and Recreation Department will dig the holes, and mulch and soil conditioner will be provided. Carol will email the Board the park design. Carol will be asking Jeanne Steadman to handle publicity, as well as inviting members of Greenway and Trails. Liz Cuneo thanked Carol for her time and effort in preparing this event. It will be a great kick-off to Arbor Week in February.

Carol then briefed the Board on her plans for Arbor Week. Carol is making arrangements for a tree workshop to be held at Dublin Park on February 24th. She is also working with the lead Madison City fifth grade teacher to sponsor a poster contest, the theme this year being "Trees Are Terrific for Cities and Towns." Carol will find out how many children want to participate, provide 8 ½ by 11 poster paper and then collect the posters on January 17, 2011 for judging by volunteers of the Madison Beautification & Tree Board. The winner(s) will then be sent to the state competition February 21st.

Carol also reported to the Board on her discussions with Gary Chynoweth, city engineer, concerning the damaged trees at Wall Triana and Highway 72. After much discussion, it was decided that Carol will continue working with Gary to advise him, from a Beautification and Tree Board standpoint, on the best way to proceed in removal of the dead/dying trees and replacements for the homes/businesses affected.

Rose Berry briefed the Board on the signature plant anniversary plans for the Eastview Extension. The date will be Friday, November 12th, time to be decided. Rose will be working with the Patriot Academy to enlist their help in the planting. Jeanne Steadman will assist in publicity and Gigi Bullman will work to find the healthiest roses from a reputable grower. Rose and Gigi will be meeting with the city engineer on Wednesday morning at the Eastview Extension to find a suitable location for the planting. Depending on the decision, it might be possible to have an Arbor Day planting in the fall of 2011 there as well. This is something that Carol Umstaedter will follow up on.

Sue Bish reported on the signature benches at city hall. All four have been installed and look wonderful. We are receiving many compliments on them. She hopes to work with the downtown historic district to place benches there, as well as Madison Hospital after it opens. There are Board plans to place a bench outside of the new police department when construction and landscaping are complete. Sue will now begin research on a branded trash receptacle for city hall. Debbie Overcash also suggested we look at working with the new YMCA to place benches there.

Sue Bish also briefed the Board on the joint Madison/Huntsville meeting to be held on November 15th at 6:00 p.m. at the Highland Lakes Club House. She is working with the Huntsville Board to insure a large turnout. Sue will be providing a hummingbird cake,

tea, coffee, and door prizes. Melissa Kirkindall will provide a presentation on hummingbirds.

Liz Cuneo reported that October is the last month for the Yards of Madison program. She has had great publicity this year, with articles and pictures in the newspaper each month. However, she has not received many nominations from the public. She thanked Carol Umstaedter for providing a list of deserving homes each month. They have ensured the success of the program this year.

Debbie Overcash briefed the Board on the Pride of Madison program. Signs will be removed from the two parks, as they are under maintenance contracts. Debbie will work to re-identify Pride spaces as any area with a speed limit over 40 MPH prohibits pedestrians working in the area. Rose Berry suggested that Debbie discuss rehabbing of the existing signs with our Public Works Department. It is possible they could paint them and re-letter them with the names of the new organizations involved. It would be cost-effective as there are no more signs available and no money in the budget for new signs.

NEW BUSINESS:

Carol Umstaedter asked that the by-laws be updated. Liz Cuneo asked Sue Bish to take the lead on this beginning in January. Sue will form a committee and make a report to the Board once they have reviewed the by-laws and have changes to recommend.

Liz Cuneo thanked the Board for the opportunity to serve as president. She did caution that due to our limited membership, we will not take on more projects than we can manage. She also asked that all Board members spread the news about the Beautification and Tree Board in the hopes that they can reach out to someone who is interested in joining, but is not sure what we do or how they can help. She looks forward to working with everyone on the Board to continue the many successes the Board has accomplished under Pat Cross's administration.

There being no further business, the meeting was adjourned at 7:20 p.m.

Respectfully Submitted,

Elizabeth Cuneo
Secretary