

## MINUTES

### BEAUTIFICATION AND TREE BOARD MONTHLY MEETING

SEPTEMBER 21, 2009

#### Those in attendance:

Pat Cross, President  
Debbie Overcash, Vice President  
Liz Cuneo, Acting Secretary  
Mitzi Adams  
Betty Hall  
Shrail Heinrich  
Gean Nelson  
Jeanne Steadman  
Carol Umstaedter  
Gigi Bullman, Advisor

#### Those Absent:

Rose Berry  
Karen Jernigan  
Darla Malueg  
Stephen Simpson, Treasurer  
Bill Holtzclaw, Council Representative  
Sue Bish, Advisor

#### OPENING BUSINESS:

Pat Cross, President, opened the meeting at 6:00 p.m. She requested a review and approval of the previous month's minutes. Carol Umstaedter made the motion, with Shrail Heinrich seconding, to approve the minutes as written. It was requested that the July minutes be tabled until they could be re-done with the requested changes of several Board members.

As Stephen Simpson, Treasurer, was unable to attend the meeting, Pat Cross reported that the Beautification Board has monies on hand in the amount of \$13,642.90. The Tree Board funds are \$5,748.13. As of this meeting, the Board has not received their budget from the City Council for the 2009-2010 fiscal year. It is expected that we will receive it sometime during the month of October.

#### UPDATE:

Gigi Bullman reported on our rose problem at Sullivan and Mill. It appears it is not a serious problem, but rather a rose that is a climber, and not a knock-out. She pruned it severely, but Gigi believes it will have to be removed, as it will continue to climb and be a problem. Gigi did some hand-weeding, but did not spray. This fall we will need to weed and spray with a product such as Ornamec, which will not hurt the roses, or perhaps Round-up for serious areas. Due to all the rainy weather we have been having, Gigi will check to see if Ornamec is rain-fast. We know that Round-up is rain-fast after a couple of hours. Also, pine straw mulch will have to be put down around the roses at Sullivan and Mill and Hughes Road this fall.

As part of rose care and fall plantings, we will need to remove the entire middle row of roses from the Sullivan and Mill Street plantings. We will use these roses for plantings along the 10K race route, which will include the cemetery on Mill Street and the Eastview Extension next to Bob Jones High School. The beds will have to be prepared ahead of time before any plantings can take place. Pat Cross will work with Parks and Recreation to insure proper preparation.

At the time of the meeting, the schedule for the Madison Street Festival was not available. Pat Cross will ask for it again and email members with the information. Stephen Simpson will provide the tent. Materials needed for handout at the tent were discussed and it was decided that we would need flyers on the Yards of Madison program, the 10K Run, and Pride of Madison. Kristen Kulavich and Rose Berry should have the tent set up and ready to go the morning of the Festival.

Pat Cross provided the members with a copy of a letter that had been prepared for use when visiting business owners along the 10K run route. It asks them to consider planting roses in front of their business to enhance the rose image of the route. After some discussion about the letter, it was decided members of the Board will provide input to Liz Cuneo and she will re-write the letter using the approved run logo to tell the story of the run in a simplified and interesting manner, hopefully gaining the attention and action of the business owners. Once she re-writes the letter, she will forward to the members for comment and approval. Liz and Pat will then begin visiting owners and asking for their support.

Pat Cross mentioned that where the run turns at the corner of Crestview and Old Madison Pike, is a Church of the Nazarene. She asked if anyone on the Board knows a member of the church that we might talk to about planting roses there. It is possible we would be able to provide the roses if they could plant them. Debbie Overcash also mentioned Stave Mill, the neighborhood across the street from the church and that she knew Sonny Patterson, who lived there. Perhaps they would agree to plant knockout roses in the median of their entrance. Debbie will talk with him and hopefully gain neighborhood support.

Shrail Heinrich asked if we had a copy of the route. Liz Cuneo said she would email her with the information Kristen Kulavich had provided her. Shrail will then transfer that information to a city map, scan and email to all Board members.

Betty Hall reported on the 10K run. The logo has been approved and is official. It will begin appearing on all information concerning the race. Tattoos of the logo are being prepared and will be available for the Madison Street Festival booth. One thousand "Save the Date" cards are being printed by Karen Jernigan at the Redstone Federal Credit Union and will also be available at the Madison Street Festival. Betty also reported that Jeanne Steadman has agreed to serve with Betty on the Publicity Committee.

The Run web site should be completed in October. Facebook is being used at this point to get information out and once the web site is up and running, it will also link to the Beautification Board web site. It is also hoped that the Huntsville Botanical Gardens will soon begin publicizing the run.

#### PROGRAMS:

Liz Cuneo reported on the Yards of Madison program. For the month of August there were 17 nominees and one Thousand Points of Light winner. Yards of Madison has been very successful this year, and thanks to the publicity provided by Gregg Parker of the Madison Spirit, people are really becoming aware of the program.

Pat Cross reported that Karen Jernigan, who is chairman of Pride of Madison, does not have the time to continue working with the program. As this is a very important program, Pat asked that someone on the board consider stepping up and assuming chairmanship. It needs strong leadership to continue accomplishing its mission.

#### NEW BUSINESS:

Pat Cross read a report from Bill Holtzclaw, council representative, on the Girl Scout Palmer Park recycling project discussed at last month's meeting. Bill has talked with Public Works and they have agreed to cooperate with the project in terms of moving the recycling bins to a central point for pickup. However, there is still the problem of funding for the project to be successful. The Board agreed to table the funding request until January. At that time, we should have a budget in place and be in a better position to know if we will be able to meet their funding needs.

Pat Cross also reported on Bill Holtzclaw's discussion with the city engineer concerning the traffic calming islands on Sullivan Street. At this point they have been weeded by North Alabama Lawn Care. Because of the problems associated with finding the correct type of plants for the islands and the fact that they must serve as a pathway for pedestrians as they cross Sullivan, it was decided the Board would table any landscaping of the islands until 2010.

Pat Cross reported on the Bill Cline Day Proclamation that was read at the City Council meeting on September 14, 2009. Pat read the proclamation to the Board, with the original copy going to Diane Cline. Pat also showed the Board the sign that will be installed by the Parks and Recreation Department on Bill's Hill. Pat informed the Board that we had received a check in the amount of \$25.00 from a family member, which will be used to defer the cost of the sign. Liz Cuneo also read a thank you note from Diane Cline thanking the Board for recognizing all the hard work Bill had done for the Board and the city of Madison.

Pat Cross reported that at the same meeting Parks and Recreation had been presented with a plaque by the Board in appreciation of their efforts to help with our extensive rose care.

Carol Umstaedter reported on the tree trimming status in the city. Phillip Duke, supervisor for the contractor doing the pruning, reported that they had started trimming the last substation,

which could include streets with Madison city limits. Some of the roads affected include: Roy Drive, Rainbow Drive, Nale Drive, Carter Road, Firestone Drive, Yancy Road, Slaughter Road, Kannon Drive, Mingo Road, Farrow Road, Springhill Road, Country Road, J266 Road, Nance Road and US Highway west of Jeff Road. He was not sure of the time for completion, but felt they would be very close, if not finished, by the end of October.

Debbie Overcash reported on the Municipal Building Landscape Design. Debbie and Pat Cross have met with city officials, to include Taylor Edge, Lillie Causey, Finance Director, Gary Chynoweth, City Engineer, and Cody Phillips, Facilities Manager and the Dana Stahl, Director of Public Works. They are all on board with the plan to remove the Bradford trees in front of city hall, replant the perennials in a more pleasing display and work to eliminate the multi-colored annual plantings. Public Works will remove the Bradfords, Parks and Recreation will move the perennials at the direction of the Board and Knockout Roses will be planted in front of the Council chambers. It is also hoped that with a possible grant obtained for new lights that we will be able to install new, LED lighting in the front of city hall. It is hoped that this project will take place between October 15-31, but will be accomplished when there is a break in road building and Public Works is available. North Alabama Lawn Care will spray all bushes as needed.

Debbie Overcash is looking for a picture of City Hall as it looked when first built. It is hoped that once the project is finished, the Spirit will do a before and after story so the citizens of Madison will be able to see what has been accomplished with the new landscaping design.

Pat Cross asked for input on the Beautification and Tree Board By-Laws. She suggested changing Article IV-Meetings, Section 2 to read: "meetings will be held at **6:00 p.m.**" In Article V, it was suggested it read: "at the **October** meeting of the Board." In Article VI-Duties of Officers, Pat suggested that the Board have the **First Vice Chairman serve as Chairman of the Tree Board and the Second Vice Chairman serve as Chairman of the Beautification Board.** She felt that not only was Beautification important, but with the projects next year including the Tree Survey, Master Gardener Classes, Arbor Day/Week, etc., it was important that the Tree Board have the recognition and support it deserved.

Pat Cross also felt that under Article VII, subsection (h) the Board needed to ramp up litter control and cleanliness projects. We need to identify new groups to support these activities, educate and train them, as well as find more ways to recognize and support the groups already supporting these activities.

There was considerable discussion about the Tree Board Ordinance and its statement that the Beautification Board was responsible for enforcement of tree issues within the city of Madison. No one on the Board was comfortable with the idea of the Board being responsible for said enforcement. It was decided that until there was a city attorney in place and the Board could discuss the issue with him/her, no action would be taken on the Tree Ordinance at this time.

Pat Cross stated that Kristin Kulavich would have a table at the Huntsville Botanical Garden's Green U this week-end, September 26<sup>th</sup> and 27<sup>th</sup>. If any Board member was interested in

having information on their programs at the table for handouts, please see that Kristen received said information as soon as possible.

Pat Cross reported that the Huntsville Beautification Board would be hosting the joint November meeting at the Bailey Cove Library on Weatherly Road. It will be Tuesday, November 10<sup>th</sup> at 4 p.m. A speaker and refreshments will be provided. They are searching for a site that is more centrally located and will let us know if one is found.

#### OPEN FORUM/ANNOUNCEMENTS:

Gigi Bullman reported that Ken Creel had told her he would be willing to do a soil test free of charge for Rainbow School if they were still interested.

Carol Umstaedter reported that the guest speaker for the Board meeting next month will be Johnny Blizzard, Chief Planner for the Planning Board. He will speak for no more than 20 minutes.

Pat Cross asked that chairmen of individual projects/programs within the Board to please prepare an exit/end of year report to be presented at the October meeting.

There being no further business, the meeting was adjourned at 7:10 p.m.

Respectfully Submitted,

Elizabeth Cuneo  
Acting Secretary