

**MINUTES
TOWN BEAUTIFICATION COMMITTEE
JANUARY 8, 2020
CHESHIRE TOWN HALL
ROOM 207**

PRESENT: Bonaminio, Archibald, Presnick-Lyon, Meyerjack, Colacrai, Fischer and Dillman

STAFF: Gerald L. Sitko, Economic Development Coordinator

CALL TO ORDER

Chairman Bonaminio called the meeting to order at 8:02 a.m.

ROLL CALL AND DETERMINATION OF QUORUM

A quorum was determined.

PLEDGE OF ALLEGIANCE

The Pledge of Allegiance was recited.

APPROVAL OF REGULAR MINUTES

A motion was made by Ms. Presnick-Lyon to accept the minutes of the December 4, 2019 regular meeting. The motion was seconded by Ms. Archibald. All were in favor.

APPROVAL OF SIGN SUBCOMMITTEE MINUTES

A motion was made by Ms. Presnick-Lyon to accept the minutes of the December 19, 2019 sign subcommittee meeting. The motion was seconded by Mr. Meyerjack. All were in favor.

COMMUNICATIONS

A letter of appreciation was sent to Mr. Bonaminio and the Town Beautification Committee from Town Manager Kimball thanking them for their work on the holiday decorations at Cheshire Town Hall and the Cheshire Public Library. Mr. Kimball went on to say that the buildings looked beautiful and that he had received many compliments about their appearance.

Town Beautification Committee and Sign Subcommittee Meeting Dates for 2020

The meeting dates for 2020 for both committees were attached. There was discussion about cancellation of meetings due to snow. Mr. Sitko said he would notify everyone if the meeting was to be cancelled.

BUSINESS

Planters

Ms. Archibald reported that she will be removing the red bows from the planters soon.

Adopt-a-Spot

Mr. Sitko said that letters were sent to adopters and all the "spots" have been cleaned for the winter.

Ms. Fischer asked the committee about cutting down the evergreens on the Masonic Temple spot. She was told that there would be no problem in doing so.

Awards

Ms. Dillman and Ms. Archibald had been to Barker Advertising and showed the committee the two choices that they felt would be good to give the recipients of the Adopt-a-Spot and beautification awards. They chose a travel mug for the Adopt-A-Spot participants and a lucite plaque for the award recipients. After discussion, it was decided that the award would be the lucite plaque. A motion was made by Ms. Dillman to utilize the lucite plaque as the award for the award recipients and Adopt-A-spot participants. The motion was seconded by Ms. Archibald. All were in favor.

Ms. Dillman felt that the plaques would be finished and ready for distribution by April.

Mr. Sitko reminded the committee about the previous discussion about taking an ad in either the Cheshire Herald or the Cheshire Citizen or both. He said the TBC has \$200 in the budget for advertising. Ms. Dillman then suggested that perhaps a “press release” would be the way to go. It was free and would give the committee a chance to get exposure in different publications from time to time. She thought that a new subject could be featured each month. Ms. Dillman would like to do a format for next month and thought that the first release could be about the awards.

Work Plan for 2020

Mr. Sitko said he would like to have a draft for the 2020 work plan ready for the February meeting.

Election of Officers

Mr. Sitko asked the committee to give some thought to the officers for the upcoming year. It will be on the agenda for the February meeting.

Discussion

Ms. Presnick-Lyon suggested that the town check with local colleges to see if a student with landscape design or horticulture knowledge would be interested in working during the summer. She said that UConn has a program. Ms. Colacrai said the Naugatuck Valley Community College also has a program.

ADJOURNMENT

A motion to adjourn was made by Ms. Presnick-Lyon and seconded by Ms. Archibald. All were in favor.

The meeting ended at 8:50 a.m.

Attest:

Patricia W. Kuzmak, clerk
Town Beautification Committee