

**MINUTES
TOWN BEAUTIFICATION COMMITTEE
JANUARY 8, 2014
CHESHIRE TOWN HALL
ROOM 207**

PRESENT: Bonaminio, Dillman, Presnick-Lyon, Archibald, Voelker, Vitarelli, O'Donnell, Meyerjack and Councilman David Schrumm

ABSENT: Cacace

STAFF: Gerald L. Sitko, Economic Development Coordinator

CALL TO ORDER

Chairman Bonaminio called the meeting to order at 7: 34 a.m.

DETERMINATION OF QUORUM

A quorum was present.

PLEDGE OF ALLEGIANCE

The Pledge of Allegiance was recited.

APPROVAL OF MINUTES

A motion was made by Ms. Vitarelli to accept the minutes of the December 4, 2013 meeting as presented. The motion was seconded by Mr. O'Donnell. All were in favor.

COMMUNICATIONS

There were no communications.

OLD BUSINESS

Planters

Mr. Bonaminio began by telling the committee how attractive the barrels looked on West Main Street. He felt they were very colorful.

Ms. Dillman and Ms. Archibald suggested looking for colorful Dogwoods.

TBC Awards

Mr. Sitko said that his office and Ms. Dillman are currently working with Barker Specialty to obtain plaques for the awards breakfast on February 5, 2014. Plaques will also be given to those that maintained an Adopt-a-Spot during the year 2013.

Adopt-a-Spot

Mr. Sitko said that letters will be sent to previous adoptees to see if they are interested in maintaining a "spot" next year.

Route 10 – Retaining Wall

Mr. Sitko announced he, the public works director, town engineer and maintenance personnel from the CT DOT have been to the wall to check to see if there was something that could be done. Nothing has been decided at this time.

Center Parklet – Route 10/68/70

Mr. Sitko said that it appears that Yankee Gas has completed its work on the vaults. A check from Yankee Gas for the amount of \$10,000 should be given to the town. Ms. Dillman asked if planters were being considered for the area. Mr. Sitko said yes and details will be discussed at a later date.

St. Bridget Cemetery

Nothing is being done at this point. Mr. Bonaminio felt that it should be a fall project and Mr. Sitko said that we would talk about before the fall.

NEW BUSINESS

Cheshire Chamber of Commerce Expo – April 12, 2014

Mr. Sitko began by explaining to the members that originally the TBC was involved with the Cheshire growers at the Flower Show in Hartford. Afterwards, Mr. Papandrea felt that the TBC would do well having a garden expo of their own. At the same time, the Cheshire Chamber of Commerce had a idea of a Home & Garden Expo and asked the Cheshire Town Beautification Committee for its help. This togetherness has gone on for a number of years and current members questioned if they wanted to continue. The price for a prime sponsor is \$1,200. They noted that a good job is done every year especially with the young people, but the size of the crowds vary. Sheldon Dill, president of the chamber, suggested that perhaps a sports attraction would be a good way to draw more people. His thought was to have either a former U-Conn basketball player or a professional baseball player.

Mr. Sitko added that the TBC display last year was exceptional. Ms. Dillman said that many people commented on the display and everyone liked the planting station. Mr. Dill also invited everyone to a chamber meeting tomorrow at 4. The Expo will be discussed and everyone is invited to attend. Ms. Archibald then stated that she felt the TBC didn't get the exposure that others did and wondered if the money might well be spent on other project in town. She also asked if there were different type sponsors and was told there were gold and silver for lesser amounts. Mr. Dill said it didn't matter what type of sponsor we were, he wanted the TBC as a key sponsor no matter what the price.

There was also some discussion about non-profits that are involved. These include the police and fire departments and the garden clubs.

Mr. Dill was asked what the chamber money was used for and he replied that it was used for operating costs. Ms. Archibald thought that perhaps the TBC, through the chamber, could encourage business owners to plant trees. Mr. Dill felt that the chamber could help with promoting this. He also said that the meetings were available for members to go to speak about the trees. The chamber has an e-newspaper. Mr. Schrumm, suggested advertising the tree planting program (in memory of) at a booth at the expo.

A motion was made by Mr. O'Donnell that the Town Beautification Committee be a premium sponsor for the Cheshire Chamber of Commerce Expo being held on April 12, 2014 with the understanding some of the money be used towards joint projects with the chamber and encourage beautification with business and residential properties. The motion was seconded by Mr. Meyerjack. All were in favor.

Budget

Mr. Sitko said that the total budget for the TBC is \$12,950. This is broken down into categories such as advertising (expo), printing (plaques), maintenance (tree trimming) and program materials (special plantings). If more is needed for a project it must be taken from another line item.

Liaison Reports

Parks & Recreation

No report.

Town Council

No report.

OTHER

There was another discussion regarding Paul Fitzsimmons. Now that Paul has retired, members felt it would be appropriate to invite him to the breakfast to have him recognized. They also felt that a letter to the newspaper from the committee would be good.

Another discussion was trying to implement the suggestions made by the TBC for site plans presented to them. Members suggested, but felt they couldn't enforce their suggestions. Mr. Schrumm thought it might be a good idea to incorporate the suggestion into the final decision at Planning & Zoning.

Ms. Dillman asked if there was a tree subcommittee and Mr. Sitko said there once was a tree subcommittee. Mr. O'Donnell thought it a good idea to have businesses take part in Arbor Day instead of the schools. That way there would be an incentive for them to plant trees.

ADJOURNMENT

A motion was made by Mr. O'Donnell to adjourn and seconded by Ms. Presnick-Lyon. All were in favor.

The meeting ended at 8:38 a.m.

Attest:

Patricia W. Kuzmak, clerk
Town Beautification Committee