

**MINUTES  
TOWN BEAUTIFICATION COMMITTEE  
OCTOBER 1, 2014  
CHESHIRE TOWN HALL  
ROOM 207**

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

**ABSENT:** Cacace

**STAFF:** Gerald L. Sitko, Economic Development Coordinator

**CALL TO ORDER**

Chairman Bonaminio called the meeting to order at 7:33 a.m.

**DETERMINATION OF QUORUM**

The roll was called and it was determined that a quorum was present.

**PLEDGE OF ALLEGIANCE**

The Pledge of Allegiance was recited.

**APPROVAL OF MINUTES**

A motion was made by Mr. O'Donnell to accept the minutes of the September 3, 2014 meeting and seconded by Ms. Vitarelli with corrections. The corrections are: page 1, Mr. O'Donnell's name should be corrected; page 2, 7<sup>th</sup> line under "planters" should read Elite Travel asked for more planters not Ms. Archibald; page 3 under "planters" the name of Ms. Cacace should be added to that of Ms. Archibald, Ms. Dillman and Ms. Voelker in the third line; page 4 under "other" the tree had been planted by the street scape committee. All were in favor of accepting the minutes with the corrections noted.

## **COMMUNICATIONS**

There were no communications.

## **BUSINESS**

### **Plan Reviews**

There were no Plan Reviews.

### **Adopt-a-Spot Program**

Members felt that all “spots” are looking good. Mr. Sitko said he has a thank you letter that will be sent out to all that participants asking them to clean up their “spots” now that the cold weather is approaching. Ms. Dillman suggested that an ad be placed in the Cheshire Herald thanking those that participated. Members discussed the price of a full page ad and thought that the price might be too much. The price for a full page is \$800. A half page ad was discussed. Ms. Dillman also thought that the “Citizen” would do a story. The “Citizen” is part of the Record-Journal.

### **Planters**

Members felt that the planters on West Main Street were doing well. Ms. Archibald asked how much the water bill was each month. Mr. Sitko said he thought between \$100 and \$200 but would have Ms. Donegan from the planning department check on it. Ms. Archibald said she went once a week to cut back on the planters and shape them up a bit. Mr. Sitko said he would send a letter to the property owners. Ms. Archibald said she had spoken to people involved with the Ball & Socket property and was told they plan to get inside within the next few weeks to start on cleaning up the property and said they would like to do the area in and around the culvert too. Ms. Archibald noted that the planters at town hall have been watered and fertilized at least once a week and asked if the amount of water could be increased.

Ms. Dillman then asked about the newly planted trees at Country Club Road and said she felt they looked stressed because of the lack of water. She asked how often they were watered and was told that they received water as needed. It was noted that the trees were guaranteed for one year. Mr. Bonaminio said he would contact Brookside Landscaping where the trees were obtained, and see what could be done.

### **St. Bridget Cemetery**

It was noted that the cemetery had been cleaned up and was definitely looking better. Mr. Bonaminio said he would speak with Brookside Landscaping to see about dividing the lilies. Members then discussed using different types of ground cover that was perhaps something that didn't need as much care. It was suggested that perhaps low

growing foliage in different colors would be a good idea. Mr. Bonaminio said that perennials always need care. Ms. Archibald suggested putting the perennials in clumps to make weeding easier. There was some discussion on what to do, how to do it and how long it would last. The consensus was that less maintenance was definitely needed. Members were in agreement that different types of grasses could be used and would be very colorful.

### **Chamber of Commerce Expo**

No date has been set yet for the upcoming Expo but members wanted to discuss just what level of support the TBC should give to the chamber for the Expo. In the past, the TBC gave \$1200 to be a Premier Sponsor. Ms. Dillman asked what the TBC received from being the Premier Sponsor. Mr. O'Donnell said that the \$1200 is good for publicity because many people in the town do not know what the TBC is or does. He said the \$800 to the Cheshire Herald for a full page ad for the Adopt-a-Spot program is also good publicity. Member also discussed the various Adopt-a-Spot signs and how visible they are to the public. Some were highly visible and others not so much. Mr. Sitko talked about changing the Expo date to something earlier was also a possibility. He felt that having the Expo in April could be detrimental if the weather is nice because people would more apt to be outside instead of attending the Expo. Mr. Sitko felt that the TBC has been given a prime spot at the Expo and wondered if it would be the same if we were not a premier sponsor. There was also some discussion about support at the Expo. The committee felt that more help is needed. Mr. Bonaminio felt the people attending the Expo wanted to be able to see what the TBC does by way of pictures and not flyers to be read. They need visual props. Some members felt that a reduced rate would be just as good and others felt that the TBC should continue to be a Premier Sponsor at \$1200. All agreed to wait for a decision until Mr. Dill from the chamber speaks to the TBC next month.

Mr. O'Donnell also noted that the community garden at Bartlem Park is full. People that cannot plant at their home use it regularly. People are always there weeding and watering. There is also a waiting list to use the garden.

### **Branding as Bedding Plant Capital of Connecticut**

Mr. Sitko said he has spoken with Town Manager Milone and they felt that when the TBC meeting was shown on television it showed very well because there were plants at every station. Mr. Sitko thought that perhaps more could be done to show that Cheshire is the Bedding Plant Capital of Connecticut. An idea was to have plants at the Town Council meetings every once in a while and perhaps recognize the grower. It would more people aware that Cheshire is the Bedding Plant Capital of Connecticut. Mr. Sitko also said he would like to get together with a committee to maybe enhance what the committee does. He felt that there was good opportunity to make people aware of what Cheshire does and how many greenhouses are here in Cheshire.

**Liaison Reports**

**Parks & Recreation**

Mr. O'Donnell reported that the parks are in good shape and that the lights at the park on Cook Hill Road have been fixed.

**Town Council**

Mr. Schrumm reported that the development of the linear trail from Main to Jarvis Streets will be going out to bid soon. He said that when this part of the trail is completed there will be extensive plantings, a parking lot at Jarvis Street and also a restroom.

**Other**

Mr. Sitko said that the Getty Gas Station will become a Gulf Station and convenience store. He said the operator has been very good to work with. He also noted other properties in town especially the property that once housed the movie theater. He said he has spoke with the owner of the property and was told the property will be sold but the owner is in no hurry. It could be a while before anything happens. The owner was asked if the property could be improved until it is sold by perhaps planting trees or grass. Nothing was settled. Ms. Archibald asked about the underground gas station at Higgins and South Main but was told the owner cleans up periodically then waits for reimbursement from the state so it takes a long time. Other properties in town were discussed.

Ms. Voelker then questioned the many political signs around town. She asked about the amount and size of signs on each property and how long they should be there. Mr. Sitko read the sign rules to the group. Ms. Dillman asked about small signs in town that were not local businesses and thought they should be removed.

Ms. Presnick-Lyon noted the pine trees on Maple Avenue near the Waverly and the large tree at the corner of Hinman Street and Maple Avenue that had been removed and said it was very noticeable and bare.

**Adjournment**

A motion was made to adjourn by Mr. O'Donnell and seconded by Mr. Meyerjack. The meeting ended at 8:47 a.m.

Attest:

Patricia W. Kuzmak, clerk  
Town Beautification Committee