

**MINUTES
TOWN BEAUTIFICATION COMMITTEE
NOVEMBER 5, 2014
CHESHIRE TOWN HALL
ROOM 207**

PRESENT: Bonaminio, Dillman, Archibald, Vitarelli,
Voelker, O'Donnell and Meyerjack

ABSENT: Cacace and Presnick-Lyon

STAFF: Gerald L. Sitko, Economic Development Coordinator

CALL TO ORDER

Chairman Bonaminio called the meeting to order at 7:31 a.m.

DETERMINATION OF QUORUM

The roll was called and a quorum was present.

PLEDGE OF ALLEGIANCE

The Pledge of Allegiance was recited.

APPROVAL OF MINUTES

A motion was made by Mr. Meyerjack to accept the minutes of the October 1, 2014 meeting and seconded by Ms. Vitarelli as presented.

COMMUNICATIONS

There were no communications.

BUSINESS

Adopt-a-Spot Program

Members noted that the Adopt-a-Spot program has come to an end for this season. All the “spots” have either been cleaned up or are in the process of being cleaned up. The signs will also be removed very soon. Ms. Dillman then reported that she had spoken to the Cheshire Citizen a while back and they were interested in doing an article about the TBC, but since the material was late in arriving the article will not be done and she felt that an opportunity was missed. In the mean time, a letter to the editor of the Cheshire Herald will be submitted and plaques will be presented to the participants together with a letter thanking them for their participation. Pictures of the Adopt-a-Spots will possibly be posted in the lobby of town hall or perhaps the library for all to view. Mr. Sitko said he will compose a letter for the Cheshire Herald.

Planters

Members felt that they would like to purchase more planters for the front of the old town hall when town hall steps are repaired. Mr. Sitko said that a grant that was applied for was denied so another grant was applied for. There was also some discussion about planting small evergreen trees in the planters.

St. Bridget Cemetery

Mr. Bonaminio said he has spoken with Todd at Brookside Gardens and he is willing to split the Daylilies for time and material. Mr. Archibald said she has seen the cemetery recently and thought the low hanging trees that are there would add to the look of the cemetery if they could just be left alone because they provided much beauty to the area without the lilies. Her suggestion was to remove the Daylilies completely and just have mulch with the trees overhanging the cemetery. She felt that it would be beautiful and less care than taking care of the flowers. Mr. Bonaminio felt that the Daylilies and adding Black Eye Susan were the way to go. Members felt that the discussion about the cemetery had been on the agenda for quite some time and Mr. Sitko added that a definite decision should be made.

Ms. Dillman made a motion to hire Todd from Brookside Landscaping to come out and take out the Daylilies now and replace with mulch in the spring. The motion was seconded by Ms. Voelker. The motion was voted on and passed 4-3 in favor.

Chamber of Commerce Expo

Mr. Sheldon Dill, president of the Cheshire Chamber of Commerce was present at the meeting this morning to discuss the Expo. Mr. Bonaminio began by explaining to everyone that every year the TBC participates in the Expo. In return, the TBC get top exposure in the front so people can see what the TBC does. In the future, the committee had doubts as to whether this same amount could be afforded or if the amount should be lowered. He then asked Mr. Dill to expand on it and discuss the committee's role in the future. Mr. Sitko added that there were four things that should be taken into consideration. They are: 1) Does the committee want to participate? 2) At what level should they participate? 3) If they want to participate, what changes would they want to be made to the program? 4) What would the participation level of the committee be? Ms. Dillman immediately added that she felt the participation level of the committee should be the first thing because if committee members are unable to staff it, it won't be a success for the TBC. Mr. Dill then talked about the date of the Expo that had been held either in March or April. He said the chamber was open to moving the date if that would be suitable for the TBC. He felt that April was good because people were thinking gardens, but on the other hand if it's a beautiful day, the attendance would be low because people would be working in their yards and not attending the Expo. Members felt that perhaps if the date were earlier, there would be more participation by the growers. Some of the suggestions that were made were to change the name to a home show or to have both garden clubs participate if they didn't have to pay. Mr. Dill said he would go back to the chamber committee and explain some of the suggestions and see what could be done. He also stated that the TBC members were always welcome at the chamber meetings especially if they had input. He also said that the growers were always big supporters of the Expo. Mr. O'Donnell suggested that perhaps the Floral Association, that is new to Cheshire, might be delighted at the idea of participating. Mr. Dill said he definitely wanted the TBC to be a part of the Expo, but Ms. Dillman felt that the \$1200 that the TBC paid as premier sponsor was too much. After much discussion, a motion was made by Mr. Meyerjack to reduce to amount to \$1000 contingent on the date moving to the second half of March and our location in the lobby remaining the same. The motion was seconded by Mr. O'Donnell. The motion was defeated 2-4. Another motion was made by Ms. Archibald reducing the amount to \$750 also contingent on the date moving to the second half of March and our location in the lobby remaining the same. The motion was seconded by Ms. Vitarelli. The motion filed with a 3-3 tie. Once again a motion was made to reduce the amount to \$600 with the same stipulations. It also failed with a 3-3 tie. A revote was taken on the \$600, this time with Ms. Voelker voting. She had previously abstained. The vote was this time was 4-3 opposing. Mr. Sitko said he would speak with Mr. Dill. Ms. Dillman said that she felt the discussion should be tabled to the next meeting.

Branding as Bedding Plant Capital of Connecticut

Mr. Sitko said he met with Ms. Archibald, Ms. Dillman and Ms. Voelker to discuss promotion of Cheshire as the Bedding Plant Capital of Connecticut. Some of the ideas were to expand the Adopt-a-Spot program, to note “Bedding Plant Capital of CT” on

stationary, bedding plant-related photos on town’s website, explanation of why Cheshire is Bedding Plant Capital and Adopt-a-Spot photos on town website and perhaps larger signs for participants of Adopt-a-Spot program.

Liaison Reports

Mr. O’Donnell reported that Parks and Recreation has just about finished the season and they are getting ready for winter. He also said that the new digital sign that will enhance the front of Cheshire High School is in the works and will be the only one of it’s kind in town. He said there are 5 employees working at maintaining the parks in town and they have lots to do. A suggestion was also made that Cheshire Park be placed on the Adopt-a-Spot program.

ADJOURNMENT

A motion was made to adjourn by Mr. O’Donnell and seconded by Ms. Dillman. The meeting ended at 9:13 a.m.

Attest:

Patricia W. Kuzmak, clerk
Town Beautification Committee