

**MINUTES
TOWN BEAUTIFICATION COMMITTEE
DECEMBER 3, 2014
CHESHIRE TOWN HALL
ROOM 207**

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

ABSENT: Cacace

TOWN COUNCIL LIAISON: David Schrumm

STAFF: Gerald L. Sitko, Economic Development Coordinator

CALL TO ORDER

Chairman Bonaminio called the meeting to order at 7:32 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. O'Donnell to accept the minutes of the November 5, 2014 meeting and seconded by Ms. Voelker with two corrections. The corrections being: on page 2 under Adopt-a-Spot, 5th line down. The minutes should read that the material did not arrive. The second correction, on page 3 under Chamber of Commerce Expo 5th line from the bottom should read failed with a 3-3 tie. The minutes were accepted as corrected. All were in favor.

A motion was made by Mr. O'Donnell to accept the minutes of the November 19, 2014 sign subcommittee meeting. All were in favor.

APPROVAL OF 2015 MEETING DATES

A motion was made by Mr. Meyerjack to accept the meeting dates for the Cheshire Town Beautification Committee and for the Sign Subcommittee for the year 2015 and seconded by Ms. Presnick-Lyon. All were in favor.

COMMUNICATIONS

There were no communications.

BUSINESS

Premier Wine & Spirits – 1029 South Main Street

The sign that will be on the front of the building will have front lit channel letters and be internally lit. It will have aluminum back and sides with an acrylic front and the color will be burgundy. The sign meets all zoning requirements. Mr. Meyerjack made a motion to accept the sign application as presented and it was seconded by Mr. O'Donnell. All approved.

Bliss Bridal – 242 South Main Street

Mr. T.R. Keogh, representative from the sign company attended the meeting this morning to present the proposal to the committee. Bliss Bridal will be moving its business to the location that once housed Slater Funeral Home. The company is seeking approval for two signs. The first one will be a ground sign that will be placed in the same spot that a sign from Slater's now stands. The company is planning to reface the current sign with company colors of pink and black. A new wall sign is also to be added. The proposal was to adhere the sign to the front of the building between the second and third floor. Committee members thought this idea might be a bit too obtrusive and suggested placing it on the first floor porch railing or perhaps on the north side of the building.

Mr. Sitko said that the porch is a character defining feature of the building. His preference would be to locate the sign elsewhere on the building. Mr. Keogh said he would discuss it with his client and see what could be done. Otherwise the committee accepted the signage.

Adopt-a-Spot Program

Mr. Sitko began by telling the committee, with special reference to Ms. Dillman, about the great job done with the photographs and posters shown. A large poster with the various "spots" in town will be hanging in town hall and at the Cheshire Public Library. The various participants will receive a copy of the posters on a post card and a plaque thanking them for their participation. Ms. Archibald asked if there was a possibility for expansion. Mr. Sitko said he would discuss it more with the committee at the February meeting.

Planters

Mr. Bonaminio noticed that the planters throughout town have been restocked with greens for the winter. There was much discussion about Strollo's business on West Main Street and how he keeps using the pavers to feature his snowplows. Members were not happy with this and Mr. Sitko said he would speak with him.

Chamber of Commerce Expo

Mr. Sitko said he spoke with Mr. Dill and the date for the Expo will be March 28, 2015. Mr. Bonaminio then advised the committee to decide if they wanted to continue their participation. Mr. Meyerjack then made a motion whether to continue support or not. The motion was seconded by Ms. Vitarelli. All were in favor. Ms. Dillman said we could evaluate it and see what happens next year. Mr. Meyerjack then made a motion to continue sponsorship at the \$1200 level. The motion was seconded by Mr. O'Donnell. In the discussion that followed, Ms. Vitarelli thought that \$1200 is too much for what we do and what we get out of it. Mr. Bonaminio felt that the money is budgeted and it should be used before it is taken away from us. Mr. Sitko felt that moving the date was a step in the right direction. Ms. Vitarelli said she felt that adding trees and flowers in town would add up to more. Ms. Dillman said she knew that Mr. Dill wanted us to participate and it is important for the TBC to be at the Expo, but felt that awareness is nice but we can give less and do more with trees. Mr. Sitko said that much good is generated by participation and you cannot put a dollar value on it. Mr. O'Donnell then asked where the trees would be planted if we had the money. Ms. Dillman countered by telling him that we could look for places. Mr. Bonaminio suggested that trees in front of the "wall" on South Main Street would soften the look. Ms. Archibald suggested the parks, but Mr. O'Donnell told her that the parks are full.

Going back to the \$1200 motion on the floor, the vote was taken and defeated 5-3. Then Ms. Dillman made a motion to participate at a level of \$600 and use the rest of the money for trees and plantings or other beautification. The motion was seconded by Ms. Presnick-Lyon. The first motion was withdrawn and instead made to support the Cheshire Chamber of Commerce at \$600. It was seconded by Ms. Vitarelli. The vote on the motion ended in a 4-4 tie. Then Mr. Sitko suggested going in at \$750. Ms. Archibald made the motion to support the Cheshire Chamber of Commerce at \$750. The motion was seconded by Ms. Vitarelli. The vote was 5-3 against. After that Mr. Sitko said he would speak with Mr. Dill and ask him what we would be getting if we supported the chamber with \$600 and report back to the committee next month.

St. Bridget Cemetery

Discussion will be withheld until the spring of 2015.

Branding Cheshire as Bedding Plant Capital of Connecticut

Mr. Sitko said that in the future there would be stationery with “Bedding Plant Capital of Connecticut” on it and from time to time flowers or plants would be used at town meetings that are televised. He felt that we should keep noting the “Bedding Plant” designation, wherever possible.

Holiday Decorations for Town Hall and Library.

Mr. Bonaminio said he would begin decorating the town hall and library this afternoon at 1 p.m. and anyone that would like to help is welcomed to attend.

Work Plan for 2015

Mr. Sitko said he is getting ready to draft a plan for 2015 and will present it to the committee at the next meeting.

Liaison Reports

Mr. O'Donnell, from Parks and Recreation, reported that this coming Sunday at 6 p.m. there will be a tree lighting ceremony at the town green. All are invited to attend.

There was discussion about the cell tower that is to be erected at the Water Pollution Control Plant on Cheshire Street. Ms. Presnick-Lyon said she felt there should be more discussion before it is approved. Mr. Schrumm explained that the CT Siting Council is in charge and a decision should be made soon. He also noted that not only residents have poor reception in that area, but police and fire find the coverage inadequate. It is necessary for safety.

Mr. Sitko then thanked everyone for their hard work during the year and wished everyone a happy holiday.

ADJOURNMENT

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

The meeting ended at 9:00.

Attest:

Patricia W. Kuzmak, clerk
Town Beautification Committee