

**Beautification Committee
Minutes, March 7, 2011 Meeting**

In Attendance:

**Ginsey Fallon
Andy Wilkison
Lorraine Tweed
Marylyn Bonville
Deb Wimberly
Kim Gilley
Vickie Binney
Brenda Lyne
Walter Morgan
Bart O'Connor
Martha O'Connor**

Absent:

**Tim Gold
Diane Halleen
Jamie Reed
Jeff Batton
Sherry Mortensen
Shirley Davis**

Co-chairs Bart & Martha O'Connor called the meeting to order at 3:30.

Mayor Fallon moved that minutes of the January 24, 2011 meeting be approved. After a second to the motion by Lorraine Tweed, minutes as presented were unanimously approved.

A drafted Budget for the year 2011/2012 was discussed in detail. In addition to a modest increase in flower and watering cost,(necessitated by additional flower plantings), a \$5000.00 line item to address unsightly areas in the Village, and a \$1000.00 contingency were added to replace new or damaged flower baskets and cement planters.

Deb Wimberly moved that the proposed \$30,000.00 budget be adopted. Mayor Fallon seconded the motion, and the budget as presented was unanimously approved.

Sub-Committee Reports:

Triangles & Roundabouts:

Walter Morgan reported the Elevated Garden on Rt.#5 between Rt #5 and McDonald Road might be completed mid March

Downtown Areas to be enhanced:

Town Manager Andy Wilkison felt interest could be generated if budget approval is extended to encourage/assist retail owners to correct blighted areas. Bart O'Connor reported that CAC had recently initiated a project similar to this one. An offer was made to CAC to collaborate with our Sub-Committee.

Flowers:

Bart O'Connor detailed flower types and costs of Spring annuals. Thanks were extended to committee member Vicki Binney for her creative suggestions. The annuals plan reflects an increase in flats of flowers due to additional flower locations.

Christmas decorations, contest and wreath sales:

The financial report on wreath sales was presented. Sales increased 20.0% and net profit totaled \$2,149.26. Marylyn Bonville recommended that we use Mistletoe Meadows as our new source for wreath ribbons; all agreed.

There was a lengthy discussion about last December's Christmas Tree Lighting Program. It was agreed all interested parties should direct their constructive comments to Andy Wilkison and Walter Morgan who will summarize them to the Business Guild. The Beautification Committee's role, includes tree selection, swag involvement and Decorating Contest. Lorraine Tweed reported that improvements would be sought for the 2011 Decorating Contest.

Markers:

Deb Wimberly reported their Committee which works jointly with the Enhancement Committee, is at an impasse and requests a clarification of their mission. Martha and Bart O'Connor will meet with Audrey Moriarty, Chair of this Joint Committee to reset direction.

Welcome Center

Bart O'Connor reported that on March 2nd, George Lane was honored at the one year celebration of the opening of the Pinehurst Welcome Center.

The Beautification Committee had ordered, funded, and placed two boulders at the entrance to the Womans' Exchange. On one, a brass plaque honoring George Lane was unveiled.

Publicity and Fund Raising:

Kim Gilley presented a draft of a Power Point Presentation which has been in formation for several months. All agreed this Presentation, when completed, will be a valuable tool for presentation to Groups such as The Business Guild, Neighborhood Association, Civic Group and Garden Clubs. It will also be presented to the Council, and will also be permanently available at the Pinehurst Welcome Center.

Old and New Business:

None to report

Next Meeting:

Because only three weeks separate the regularly scheduled meeting for March and April, it was agreed the April/May meetings would be held on Monday, April 18, 2011 at 3:30 pm.

Adjournment:

Marylyn Boneville moved we adjourn. Kim Gilley seconded the motion. At 4:45 pm the motion was unanimously approved.

Respectfully submitted April 15, 2011

Bart & Martha O'Connor