

**Pinehurst Beautification Committee
Minutes, September 9, 2013 Meeting**

In Attendance:

**Martha O'Connor
Bart O'Connor
Chris Burrows
Virginia Fallon
Mary Hall Koontz
Brenda Lyne Blackwell
Kim Gilley
Andy Wilkison
Lorraine Tweed
Molley Rowell
Linda Tucker
Nina Thayer**

Absent:

**Marylyn Bonville
Randy Murzn
Tim Gold
Keith McDaniels;
Walter Morgan**

Guest:

John Strickland

Co-Chair Bart O'Connor called the meeting to order at 3:30 PM.

Approval of minutes:

Molley Rowell moved the amended minutes from the June 3, 2013 meeting be accepted. Ginsey Fallon seconded the motion; all in attendance approved.

Gateway Update:

Andy Wilkison reported the first way finding sign has been constructed and placed in position. The new kisok has been installed between BB&T and First Bank. Final details will be presented (including location of Gateway) to Council on September 24, or October 8, 2013. To the question why committee members, including The Beautification Committee had not participated in follow up meetings with The Hayter Firm, Andy reported he was not aware of the reason.

Sub Committee Reports:

Flowers:

Bart reported for the Committee. He thanked Bart A. O'Connor for his aggressive pruning and fertilizing of hanging basket and planter flowers which averted the need of adding mums prior to the Fall/Winter planting. Andy Wilkison was thanked for finding funds to purchase (if necessary) the mums which had not been funded in the 2013/14 budget.

Winter plantings may be moved up a week or two to permit active pansy growth prior to the winter chill. No date was set.

Christmas Planning:

Martha O'Connor and Lorraine Tweed reported for the committee. The following subjects were discussed and agreed upon:

1. Wreath Sale

Nina Thayer will co-chair effort with Jamie Reed and Ede Sherman

- * Order forms will be ordered immediately.**
- * Posters will be recycled from last year with a overlay reflecting new dates.**
- * An email will be sent to prior purchasers requesting repeat participation.**
- * To those who previously purchased wreaths, but do not have email addresses, a direct mail will be sent.**
- * Calls will be made to all previous purchasers who do not respond to mailings.**
- * The trellis with four wreaths and poster will be set up near BB&T sometime in mid October. (Martha will order wreath samples from Mistletoe Meadows)**
- * Table and chairs will be set up adjacent to the Conservation Commission booth at the Holly Fair, October 19th from 10 am to 4pm. Nina identified volunteers to work the event .**
- * After a lengthy discussion regarding wreath bow size, color, and source of supply, Brenda Blackwell and Mary Hall Koontz offered to make two versions of one size bow. Both will investigate sources of supply for red and plaid ribbon.**
- * Nina has already contacted Moore Regional Hospital who has offered a venue for the sale of wreaths and bows to their 5,000 employees.**
- * Various web sites will be used to promote sale**
- * A 10% quantity discount will be offered for group orders of 12 or more (similar to previous years).**
- * Nina will meet with Melissa Holt to see if wreath information may be placed on the Village's Facebook page with a link to the order form.**
- * Nina will meet with Barbara Thompson to discuss placing wreath information on the kiosk, the Village site & to prepare an e-blast to Village merchants, with a link to the order form.**
- * The Front Desk will cross-sell wreaths upon meeting with walk-in customers.**
- * Mark Wagner has agreed to place wreath information on the Parks & Rec Facebook page**
- * Nina will contact groups who use the Assembly Hall and provide them with order forms(I.e, Sophisticated Ladies HOAs, etc)**
- * Order forms will be provided at the Women's Exchange**
- * Agreement was reached regarding Key dates:
Nov. 8th sale ends
Nov. 25th Andy picks up wreaths (with tree)
Nov. 26th Residents pick up their orders (at Firehouse)**

2. Live Christmas Tree

Bart & Martha will be responsible for selecting the 20' tree with Walter Morgan not in attendance, no discussion was held related to tree lighting and installation of red bows

3. Display Contests

Lorraine will again chair this important event. Lorraine reported she will use the same model as last year:

- * Residential and Business contests**
- * Selection of high profile judges.**
- * Prizes for winners; ribbons for runner ups**
- * Plaques for winners to be designed by Pinehurst Printers)**
- * Communications to participants will include personal letters, and web site.**

4. Tree Clusters

A sixth tree cluster (one 61/2', one 71/2', & one 9' tree with lights) has been purchased for installation at the new Village green. Two different size, water proof Christmas wrapped boxes will be placed under all six clusters. There was no discussion related to who will be responsible for installing the trees and boxes.

5. Wreath & Bow Installation at Lamp Posts

Molly Rowell will contact the Linden Garden Club to again request their help installing the double faced wreaths and bows on lamp posts. Bart mentioned this year's installation includes fourteen additional wreaths due to seven new lamp posts installed this summer at the new parking lot and village green. No specific date was confirmed for installation, but all agreed they should be in place prior to Thanksgiving day. One date suggested was Monday, November 25th 8 am.

6. Full Page Ad

Andy confirmed funds will again be available to purchase a full page ad announcing Pinehurst's Christmas Season agenda. Similar to last year, the ad will identify a complete calendar of events, including the tree lighting ceremony, display contests and wreath sales messaging. Kim Gilley will spear head the ad design and will coordinate details with Natalie Dean.

Old Business

2014 US Opens Plantings

The original and ambitious plan to beautify Pinehurst took a serious hit when Council eliminated 69% of the projected \$49,000.00 estimated cost. When the Council introduced a planning guide component to the remaining fifteen areas it delayed the project into September. When Aberdeen Florist (the selected/supplier for perennials) and Green Haven Plant Farm (for annuals) informed us special flower orders would have to be placed by October, 2013 it became apparent, plans as originally organized this past Spring had been seriously challenged. An additional modification will be required, as Bart announced he was no longer drawing pro bono landscape plans for the Village.

The O'Connors reported one of the saddest commentaries of this project was knowing the effort to raise \$35,000.00 had effectively been accomplished, as a major player committed to writing a check for any short fall that might have existed.

Planting Guide

John Strickland reported to the committee that he believed Council would hopefully approve at tomorrow's meeting the blended versions of the original staff draft and the guide proposal prepared by the Beautification Committee.

New Business

Martha & Bart announced their resignation from the Beautification Committee. While the resignation is dated September 9, 2013, they informed the Mayor they will stay on until end of year if she and the Council do not replace them earlier.

Next Meeting

Monday, October 7, 2013, 3:30 pm Town Hall Conference Room

Adjournment

At 4:46 pm Ginsey Fallon moved the meeting be adjourned. ..Mary Hall Koontz seconded the motion....all agreed.

Respectfully submitted:
Bart & Martha O'Connor
Co-chairs, The Pinehurst Beautification Committee