

MINUTES

Pinehurst Beautification Committee

Monday, December 1, 2014

Council Conference Room

3:30 pm

Committee Members in Attendance:

Chairman Molly Rowell, Virginia F. Fallon, Jeff Batton, Diane Halleen, Chris Burrows, Walt Morgan, Linda Tucker, Brenda Blackwell, Mary Hall Koontz, Marylyn Bonville, Lorraine Tweed, Andy Wilkison, Kevin Brewer.

Committee Members Absent:

Guests in Attendance: None.

Call to Order

Molly Rowell

At 3:30 pm, Molly Rowell called the meeting of the Pinehurst Beautification Committee to order.

Announcements

- Chairman Rowell reported that she, Ginsey Fallon and Andy Wilkison had taken Jamie Reed and Jill Lazusky to lunch to thank them for their help in wreath sales.
- The grant for the Lost Tree Garden Club was much appreciated.

Approval of Minutes

Molly Rowell

Motion by Virginia F. Fallon to approve the November 3, 2014 minutes as submitted. Second by Linda Tucker, approved unanimously.

Budget Report

Molly Rowell and Kevin Brewer

- Kevin Brewer presented the budget report.
- Chairman Rowell presented an income and expense report for the wreath sales project and asked that it be made a part of the minutes.

Calendar of Upcoming Events and Beautification Committee Timeline

Molly Rowell

- Chairman Rowell brought the committee up to date on the 2014 committee calendar and timeline.

Beautification Grant Standing Team

- Jeff Batton gave a status report for the Beautification Grant standing team. The team is anticipating a grant application from Village Acres, and perhaps one from the Linden Garden Club in Pinewild.
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Committee Reports

- Christmas Wreaths: The wreaths have arrived, purchasers have been notified. Pick up is Tuesday, December 2, 2014. Chairman Rowell asked that the spreadsheet of wreath purchasers be added to the minutes.
- Christmas Decoration Contest: Linda Tucker reported that the judges are set, prizes are set, and transportation for the judging is arranged.
- Christmas Decorations in the Village: Brenda Blackwell reported that her committee is getting a good response from Village businesses.

Old Business

Molly Rowell

- Project Review
 - St. Andrews/Lake Forest Triangle Completion; The Garden Club is happy.

New Business

Molly Rowell

- Christmas wreaths, tree clusters, Christmas tree in Village; The wreaths are all out and up. The Christmas tree is up in the Village Green. The shrubs are being lit now.
- Removal timeline for Christmas decorations and rehanging floral baskets; Decorations will come down January 5, 2015. Baskets will be rehung on January 7, 2015.

Other Items

Molly Rowell

- Walt Morgan is working on an enhancement plan for Shaw Road and NC 5.

Next Meeting Date

Molly Rowell

The next meeting of the Pinehurst Beautification Committee is set for Monday, February 2, 2015 at 3:30 pm.

Adjourn

Molly Rowell

A motion to adjourn was made by Andy Wilkison and seconded by Walt Morgan. The meeting adjourned at 4:15 pm.

Respectfully submitted by:


Molly Rowell, Pinehurst Beautification Committee

**BEAUTIFICATION COMMITTEE
WREATH SALES COMPARISON**

	2012	2013	2014		
Total Gross Dollar Sales*	\$ 5,488	\$ 4,665	\$ 4,330		
Total Number of Wreaths Sold	200	169	185		
Number of Orders	72	110	128		
12" Mixed Greens	30	27	48		
22" or 26" Fraser Fir	53	42	28		
22" Mixed Greens	61	54	68		
26" Mixed Greens	56	46	41		
Bow Sales					
Solid Red	52	24	NA		
Plaid		28	NA		
Expenses*	NA	\$ 2,100	\$ 2,477		
Net Profit	\$ 2,541	\$ 2,412	\$ 1,853		

- *NOTES:**
- 1) Dollar figures are rounded off.
 - 2) Gross Dollar Sales include sales made beyond pre-orders. (3 additional sales in 2014)
 - 3) Breakdown of expenses for 2012 are not available.
 - 4) In the 2013 report from Finance, the cost of wreath samples was not included as a separate expense. So to keep the comparisons the same, I did not include this cost in 2014 expenses.
 - 5) Order forms cost us \$178 in 2013 and \$382 in 2014.
 - 6) In 2014 we had more sales, but we made less money in gross sales dollars.
 - 7) In 2014 we had 56% greater sales in the less expensive 12" wreaths and 66% lower sales of more expensive Fraser firs. This equals approximately \$650 reduction in gross sales dollars.
 - 8) We did not sell bows in 2014.
 - 9) Wholesale expenses for wreaths to the maker were slightly higher in 2014, but these expenses were not a major factor in our profit changes.