

**Beautification Committee
Minutes, September 12, 2011**

In Attendance:

Bart O'Connor, Ginsey Fallon,
Andy Wilkison, Walter Morgan ,
Lorraine Tweed, Tim Gold,
Vicki Binney, Kim Gilley,
Diane Halleen, Brenda Lyne,
Sherry Mortensen, Deb Wimberly, and
guest(Mary Hall Koontz)

Absent:

Martha O'Connor
Marylyn Bonville
Jeff Batton
Nina Thayer

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

Approval of June 6, 2011 meeting minutes

After a motion to accept by Mayor Ginsey Fallon, and a second by Lorraine Tweed, minutes of the June 6, 2011 meeting were unanimously approved as submitted.

Welcome to Mary Hall Koontz

Bart O'Connor introduced Mary Hall Koontz who was invited as a guest and potential new member to the Beautification Committee. Bart also mentioned that Linda Tucker had agreed to join the Committee. Both names (assuming Mary Hall agrees) will be submitted to the Village Council for formal approval.

Pinehurst Civic Group Expo

Bart explained details of the Pinehurst Civic Group's first ever "EXPO" scheduled at the Fair Barn September 21, 2011 from 3 PM to 8 PM. The Beautification Committee will be one of 45 Groups who will have a booth at the Fair Barn.

The following agreed to work at the Expo:

3PM-4PM: Deb Wimberly

4 PM-5PM: Diane Halleen

5PM-6PM: Ginsey Fallon

The 6 to 8 pm periods remain open. Bart will work for the five hours; Martha O'Connor is committed to an over all responsibility as Vice President of the Civic Group. Bart explained that posters of flowers, sign gardens and gateway locations will be displayed along with a power point presentation about the Beautification Committee. Deb Wimberly suggested we display wreaths and bows; all agreed that should be done, but that it would not be appropriate to use this venue to "actively" sell wreaths and bows. Samples of both products will be ordered from Mistletoe Meadows.

SUB COMMITTEE REPORTS:

Enhancement of Downtown Areas

Town Manager Andy Wilkison reported for the Committee. To the question relating to potential conflicts with the new CAC Grant Program, Andy suggested this Sub-Committee should proceed as originally conceived, with the emphasis on "downtown" areas that need enhancement. He encouraged this Group to resume their activities: Patrick Barry (or designate) will be invited to attend their next meeting.

Flowers

Vicki Binney reported for the Committee. She displayed a sample of a suggested planter that emphasized greenery and auxiliary products in lieu of a flower emphasis. All commented that experimentation with different planters presentations would be appropriate.

Brenda Lyne recommended that no pansies be added and that pansies for hanging baskets also be eliminated. This recommendation generated a lively and lengthy discussion. At the heart of mixed response was the question of lack of color if pansies were not featured and who would be employed to take down and replace baskets. Additionally, the question was raised whether or not a new

"presentation" would survive the six months fall/winter season. Also questioned was the propriety of canceling the advance special order given to Green Haven Nursery.

Diane Halleen, Sherry Mortensen, and Vicki Binney supported Brenda's recommendation to eliminate pansies.; Tim Gold encouraged the Committee to seriously consider their idea.

Without a formal vote taken, it was agreed that Brenda, Diane, Sherry and Vicki would develop a complete recommendation.....planter and basket components, personnel that would both assemble 60 baskets and 42 containers, and remove and replace hanging baskets and finally, a cost summary. They would review their recommendation with Bart O'Connor. All agreed time was of the essence, as Green Haven had been requested to deliver flowers for the season turn-over as early as the end of September as the exceptionally hot summer has taken a toll on the Spring/Summer annuals.

PUBLICITY

Kim Gilley reported for the Committee. She showed the final version of a Power Point Presentation. All agreed she had prepared a very professional product. Because of the detail and quality of each slide, it was unanimously agreed she should add an additional one second to each frame; this would still keep the presentation under five minutes.

The presentation will be previewed with the Village Council, and then be used at various group meetings such as The Business Guild, The Pinehurst Civic Board, Neighborhood Associations, and Garden Clubs. It will also be offered to the Welcome Center for their use on an on-going basis. It will be constantly up-dated as current and new projects are completed.

SIGNAGE/GATEWAYS

Bart O'Connor reported for the Committee and explained that due to the lengthy discussion on flowers, only a top-line summary of this Committee work would be presented.

Andrea Correll has joined the Committee and will be a valuable asset because of her association with the Council's Long Range Plan which had already labeled Gateway development as an important upgrade for Pinehurst. Pat Corso has also agreed to be a member of this Committee.

During a series of meetings and field work, a final recommendation has been prepared for Council's review of Gateway locations. Bart displayed a poster depicting seven locations in photographic and copy summary. Walter Morgan and Bart have marked all locations for DOT to review. (At an earlier meeting with DOT, it was agreed DOT officials will personally visit each site to determine if the Village recommendations meet their standards). They had already agreed that a summarized list of potential "Gateway components" could be used in the final design for all seven locations.

Bart requested all Committee members complete a questionnaire related to the design of Gateways. Comments will be summarized at next meeting.

2011 WREATH & BOW SALES

This Committee's Report was rescheduled for next month. Deb Wimberly has agreed to join this Sub-Committee.

ADJOURNMENT

Lorraine Tweed seconded Mayor Fallon's motion to adjourn. The motion was unanimously approved at 4:45 PM.

Respectively submitted September 14, 2011
Martha & Bart O'Connor
Beautification Committee Co-chairs