

Society of Ceres Beautification Committee Meeting Minutes

Meeting Information

| | |
|----------------------------|--|
| Date 1/14/2019 | Location Caroline Stevens' home |
| Time 6:15 - 7:30 PM | 4422 Warner Place |

Invitees

| Committee Members | | | | City Representation |
|-------------------|----------------------|---------------|----------------|---------------------|
| Caroline Stephens | Gavin Duke | Lisa Ellis | Peter Grimaldi | Beth Reardon |
| Carolyn Sorenson | Jill DeBona | Martha Phipps | Seth Stewart | Jim Hunt |
| Carter Dawson | Laura Katherine Wood | Michael Dixon | | Larry Smith |

Agenda

| Topic | Discussion Items | Notes |
|----------------------|---|---|
| Administrative | Action Items from previous meeting | <ol style="list-style-type: none"> 1. Gavin to scan original plans and return to Beth COMPLETE 2. Peter to reach out to Jim Douglas to see if he has any of the old CAD files In Progress 3. LK to send doodle for dates/times for regular meeting schedule COMPLETE 4. Beth to provide historical details of Ceres expenditures and annual income COMPLETE ACTION ITEM: LK to break down list into city vs. Ceres expenditures 5. LK to send doodle to sign up for month and topic for Belle Meade Living and Belle Meade City Newsletter articles COMPLETE |
| Committee Management | Commissioner Representation Vision Statement Logo Writing Schedule | <p>Commissioner Representation</p> <ul style="list-style-type: none"> • Cathy Altenbern to join Committee <p>Vision Statement</p> <ul style="list-style-type: none"> • The Society of Ceres exists to build community by means of preservation, education and beautification of the flora of the City of Belle Meade <p>DECISION: Vision Statement accepted by Committee</p> <p>Mission (working draft)</p> <ul style="list-style-type: none"> • Preserve, educate and beautify the Belle Meade and ensure sustainability <p>Logo</p> <ul style="list-style-type: none"> • Decision to use Belle Meade city logo or create our own instead of using the City's logo <p>DECISION: Will create and use logo for Society of Ceres, rather than use City logo</p> <p>ACTION ITEM: Carter and Gavin to create initial drawing for Ceres logo</p> <p>Writing Schedule</p> <ul style="list-style-type: none"> • Committee Members will be responsible for 1 article per year in Belle Meade Living and Belle Meade City Newsletter • Deadline is 1st of month before month of publication (ex. March article due on 2/1) <p>ACTION ITEM: Cathy, Jill, Martha and Michael to sign up on Writing Schedule tab</p> |
| | Goals | <p>Discussion around what to state as our first year's goals:</p> <ul style="list-style-type: none"> • The identity of Belle Meade should be as a park. How can we build on this? • We are anchored by one of the largest parks in the country • The streets were originally laid out in a park-like fashion |

| | | |
|-----------------|--------------------|--|
| | Suggestions | <ul style="list-style-type: none"> • Create Master Plan base information • Provide education around historical trees • Create a historical tree/plantings registry <ul style="list-style-type: none"> › Currently nashvilletreefoundation.com has an interactive map • Recognize cultural landscape elements for preservation • Identify and engage strategic partners <ul style="list-style-type: none"> › Weed Wrangle, Nashville Tree Foundation, Rose Society, Dalia Society, etc. • Host (#) events to engage residents and educate them <ul style="list-style-type: none"> › Can build off farmer's market at St. George's • Increase awareness of Ceres <ul style="list-style-type: none"> › Annual fundraising event › Garden tours & parties › Society of Ceres Beautification Award • Make Beautification relative to everyone <ul style="list-style-type: none"> › Zones with a project in each neighborhood › Neighborhood events with specific marketing - "in the next 6 weeks we will be doing XYZ" flyers in mailboxes |
| Committee Goals | Flagship Project | <p>Discussion around what our flagship project should be:</p> <ul style="list-style-type: none"> • Should it be experiential or visual (or both)? • Sidewalks - This is a neighborhood issue, not city-wide • Removing power lines off Belle Meade Boulevard • Master plan for the City • Registry of all plantings • Plantings in & out of city entrance (Harding Pike & Jackson, etc.) |
| | Marketing & Events | <p>Belle Meade Living Magazine</p> <ul style="list-style-type: none"> • Committee members writing one article a year, will be in every edition of BML <p>Engaging local businesses</p> <ul style="list-style-type: none"> • What about partnering with Creekside to sponsor City-wide promotions (plant bulbs, native plants, etc.) with discount from Creekside • Cheekwood workshops <p>Event Suggestions</p> <ul style="list-style-type: none"> • Sponsored Christmas event <ul style="list-style-type: none"> › Lights down the Boulevard › Start simple - Christmas Tree, caroling hot chocolate, etc. Raise money for Ceres • Arbor Day <ul style="list-style-type: none"> › Ceres Society Flag down medians on Belle Meade Boulevard • Garden Tour in June • Annual party <ul style="list-style-type: none"> › Main fundraising event, will present annual award › To be held in someone's home <p>Areas of focus</p> <ul style="list-style-type: none"> • Back of Page Road Lot • Bridges and creeks • Parmer Park <ul style="list-style-type: none"> › Handled by Metro but park is in Belle Meade › Do we want to work on that collaboration? |
| | Weed Wrangle | <p>Will have three locations in Belle Meade:</p> <ul style="list-style-type: none"> • Belle Meade Plantation • Cheekwood • Warner Parks <p>Ceres will be partnering with Belle Meade Plantation</p> <p>ACTION ITEM: All committee members sign up at Handsonnashville.com</p> |

| | | |
|------------------|--|---|
| Discussion Items | Ceres Logo | <ul style="list-style-type: none"> • Ceres is also called Demeter • Demeter is frequently seen holding wheat • Can we modernize her image? Update the wheat to native flora? <p>ACTION ITEM: Carter and Gavin to work on an initial drawing for Ceres logo</p> |
| | Beautification Award | <ul style="list-style-type: none"> • We would like to recognize the Fosters on what they have done on their property • Will be inaugural award • We first need to create our new logo and then we can design the award <p>DECISION: Will present the Fosters with the Inaugural Award for Beautification</p> |
| | Fundraising Letter | <ul style="list-style-type: none"> • Need letterhead with logo and list committee on side of page/letterhead • Will introduce committee & members, list projects and goals, finish with ask <p>ACTION ITEM: LK to research past fundraising letters</p> |
| Action Items | <ol style="list-style-type: none"> 1. LK to break down list into city vs. Ceres expenditures 2. All to sign up for Weed Wrangle at Handsonnashville.com 3. Carter and Gavin to create initial drawing for Ceres logo 4. Cathy, Jill, Martha and Michael to sign up on Writing Schedule tab 5. LK to research past fundraising letters | |
| Decisions | <p>Vision Statement accepted by Committee</p> <p>Will create and use logo for Society of Ceres, rather than use City logo</p> <p>Will present the Fosters with the Inaugural Award for Beautification</p> | |
| Next Meeting | <p>March 11, 2019</p> <p>Laura Katherine's house</p> | |