

Society of Ceres Beautification Committee Meeting Minutes

Meeting Information

Date 11/11/2019

Location Caroline Stevens' home

Time 5:30 - 7:00 PM

Address 4422 Warner Place

Invitees

Committee Members				City Representation	
Caroline Stephens	Cathy Altenbern	Laura Katherine Wooc	Michael Dixon	Beth Reardon	Lyle Patterson
Carolyn Sorenson	Gavin Duke	Lisa Ellis	Peter Grimaldi	Jim Hunt	
Carter Dawson	Jill DeBona	Martha Phipps	Seth Stewart	Bob Weigel	

Agenda

Topic	Discussion Items	Notes
Administrative	Action Items from previous meeting	<ol style="list-style-type: none"> 1. Carolyn and Gavin to reach out to contacts regarding logo design COMPLETE 2. LK to get with Aspen for access to Belle Meade facebook page
Discussion Items	Tree Ordinance	<ul style="list-style-type: none"> • Lyle Patterson speak regarding tree ordinance <ul style="list-style-type: none"> › Original proposal was a few paragraphs and became too complicated › Needs to be concise and readable, want a broad brush › Would like BZA involvement. Ceres will advise and City will issue ordinance
	Commissioners	<ul style="list-style-type: none"> • In an effort to build relationships with the Board of Commissioners, we will be having a Commissioner visit at each meeting and introduce themselves, their causes and discuss how we can partner together • Bob Weigel speak about: <ul style="list-style-type: none"> › Commosioner for 5 years, resident since 1973, Served on sewer committee › Wife patsy head of Middle TN Horticultural Society
	Logo	<p>Present logo to committee for formal adoption</p> <p>ACTION ITEMS: Jim & LK to ask Tara Biller for logo to be on first cover of Belle Meade Living relaunch</p>
	Beautification Committee Responsibilities	<p>Discussed responsibilities and expectations for Committee Members:</p> <ul style="list-style-type: none"> • Expectations: <ul style="list-style-type: none"> › Attendance at 4 of 6 of meetings annualy or 75%, whichever is lower › Participation on a sub-committee › Participation in one writing assignment › Monetary gift at lowest giving level (\$250) • Length of Service <ul style="list-style-type: none"> › 3-year commitment, staggered terms for initial committee (1,2,3 years) › No term limits. › When roll off, have option to serve on advisory board <p>ACTION ITEM: LK to have Doug Berry review responsibilities and expectations</p>

	<p>Committee Management</p>	<ul style="list-style-type: none"> • Reviewed goals from 2019 <ul style="list-style-type: none"> › Will align with City Master Plan and strategic goals for 2020. Master plan needs to account for raising and allocation of funds ACTION ITEMS: LK and Beth to pull financial reports before 1st meeting in January • Structure for 2020 meetings and forward: <ul style="list-style-type: none"> › Subcommittee presentations › Meet at City Hall beginning mid-year • Committee sign ups <ul style="list-style-type: none"> › Weed Wrangle › Marketing/Promotion › Plantings & Cuttings › Tree Ordinance › Education › Strategy and Development
	<p>Other Discussions</p>	<ul style="list-style-type: none"> • Nashville Mayor Cooper to attend BM Commissioner meeting on 12/18 . Mayor Hunt urged all Ceres committee members to attend. • Cheekwood \$25K ask over 5 years <ul style="list-style-type: none"> › Put in bylaws to give percentage to partner non-profits, make part of our mission? › Strategy and development committee to make recommendation • Discussed recognition for top-tier donors ACTION ITEM: Fundraising committee to discuss how to recognize top-tier donors
<p>Action Items</p>	<ol style="list-style-type: none"> 1. Jim/LK to ask Tara Biller for logo to be on first cover of Belle Meade Living relaunch 2. LK to have Doug Berry review responsibilities and expectations 3. LK and Beth to pull financial reports before January meeting 4. Fundraising committee to discuss how to recognize top-tier donors 	
<p>Next Meeting</p>	<p>Holiday party for, Committee members, Commissioners and spouses December 9 at LKW's home</p>	