

Society of Ceres Beautification Committee Meeting Minutes

Meeting Information

Date 3/11/2019	Host Laura Katherine Wood's home
Time 5:30 - 7:00 PM	Address 4405 Harding Place

Invitees

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

Agenda

Topic	Discussion Items	Notes
Administrative	Action Items from previous meeting	<ol style="list-style-type: none"> 1. LK to break down list into city vs. Ceres expenditures - In Progress 2. All to sign up for Weed Wrangle at Handsonnashville.com - In Progress 3. Carter and Gavin to create initial drawing for Ceres logo - COMPLETE 4. Cathy, Jill, Martha and Michael to sign up on Writing Schedule tab - COMPLETE 5. LK to review old fundraising letters - COMPLETE
Committee Management	Logo	<p>Font will be Perpetua Titling MT Would like ribbon with Society of Ceres in center, Belle Meade on ends</p> <p>Ideas for discussion:</p> <ul style="list-style-type: none"> Demeter profile Bundle of flowers like wheat Mounting block/post with flowers - homage to Belle Meade logo and also beautification Horse silhouette with flowers/tree - homage to Belle Meade logo and also beautification Horse face with mantle or laurel or wreath of dogwoods - don't want to look too much like Kentucky Derby Stone bridges with wrought iron work - recognizable Belle Meade Sundial with band of flowers Dogwood flower - Peter recommends because of flora of Belle Meade <p>ACTION ITEM: Gavin to sketch ideas and send to group</p>
Committee Goals	Review of Goals and Vote	<ul style="list-style-type: none"> Create Master Plan base information Provide education around historical trees <ul style="list-style-type: none"> › Highlight giant tree - with lights, etc. 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. › Seed sharing program - no GMO, Farmer's Market at St. George's › Local businesses - Belle Meade Plantation , Cheekwood, Creekside. etc. Increase awareness of Ceres, make Beautification relative to everyone by hosting events to engage residents <ul style="list-style-type: none"> › Every area/neighborhood of BM to have something identifiable done or supported by Ceres › Annual fundraising event › Garden tours & parties › Society of Ceres Beautification Award › Zones with a project in each neighborhood › Neighborhood events with specific marketing - "in the next 6 weeks we will be doing XYZ" flyers in mailbox › Ceres members deliver Welcome Packets to new residents on Quarterly basis <p>DECISION: All goals accepted by Committee</p>

Discussion Items	Weed Wrangle Recap	<ul style="list-style-type: none"> • 39 people showed up!! • Thank you to Gavin, Cathy & Jim • Will partner with Belle Meade Plantation again next year
	Fundraising Letter	<ul style="list-style-type: none"> • Need letterhead with committee listed down left side and new logo at top <ul style="list-style-type: none"> › Letters to go out 4/1 or later if necessary › Will wait on logo • Will introduce committee & members, list goals & what all ceres does, finish with ask ACTION ITEM: LK to write fundraising letter and have committee sign • Is there a way to send email with link to give? Can we use Venmo/PayPal? ACTION ITEM: LK to ask Beth about online giving and email blast
	Article Writing Schedule	<ul style="list-style-type: none"> • Still have some openings • Please sign up to write an article for both the City Newsletter and Belle Meade Living
	Dog Park	<ul style="list-style-type: none"> • Would like to consider creating a Dog Park somewhere in Belle Meade. Perhaps on Fransworth?
	Ceres Beautification Award	<ul style="list-style-type: none"> • Discussed having Alan LeQuire to make a medal to be presented in a wooden box ACTION ITEM: Jill to ask Alan about creating plaque or medal for award
Action Items	<ol style="list-style-type: none"> 1. Gavin to sketch logo ideas and send to group 2. LK to write fundraising letter and have committee sign 3. LK to ask Beth about online giving and email blast 4. Jill to ask Alan LeQuire about creating plaque or medal for award 	
Decisions	All goals accepted by Committee	
Next Meeting	May 13, 2019 Location TBD	