

Society of Ceres Beautification Committee Meeting Minutes

Meeting Information

Date 5/13/2019	Location 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	Louise Bryan

Agenda

Topic	Discussion Items	Notes
Administrative	Action Items from previous meeting	<ol style="list-style-type: none"> 1. Gavin to sketch logo ideas and send to group COMPLETE 2. LK to write fundraising letter and have committee sign COMPLETE 3. LK to ask Beth about online giving and email blast COMPLETE 4. Jill to ask Alan LeQuire about creating plaque for award COMPLETE
	July meeting	<ul style="list-style-type: none"> • Move July meeting back a week due to July 4 holiday <ul style="list-style-type: none"> › New date is Monday 7/15 › We will meet at Martha Phipps' house › Commissioner will be Rusty Moore <p>ACTION ITEM: LK will update the Google invite</p>
	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 • Louise Bryan speak about: <ul style="list-style-type: none"> › Citizen Survey › Walkability, safety, etc. › How the City can partner with Beautification <p>ACTION ITEM: ALL Committee members take the Citizen Survey if have not already: https://www.surveymonkey.com/r/TQS5WK9</p>
	NES Trimmings	<ul style="list-style-type: none"> • We can hire our own contractors to trim trees to NES specifications • This means the financial responsibility will become ours (not NES or the City's) • Louise can set up discussion with Decosta Jenkins (CEO) and Laura Smith (arborist) of NES <ul style="list-style-type: none"> › Jill and Caroline will be representatives from Ceres › Beth and Larry will be representatives from the City <p>ACTION ITEM: Jill, Caroline, Larry & Beth to meet with NES arborist</p>
	Grant	<p>https://www.tufc.com/programs/tree/taep/</p> <p>2019 Tennessee Agriculture Enhancement Program (TAEP): Community Planting Grant</p> <ul style="list-style-type: none"> • 50/50 cash matching grant program for tree planting on public property, Right-Of-Ways, and Private Non-Profit lands up to \$20,000 • NOTE: Grant <i>cannot</i> be used for beautification • Only 25% can be used for Belle Meade Boulevard because of smaller trees required <p>ACTION ITEM: LK and Peter meet to discuss where to apply remaining 75%</p>

Discussion Items	Welcome Packets	<ul style="list-style-type: none"> Review packets - Do we want to edit/update the Ceres information sheet? Discuss new resident drop off & introductions <p>DECISION: Ceres will hand-deliver packet along with plant (under \$5) to new residents. Will be done on quarterly basis or as needed</p>
	Capital Campaign	<ul style="list-style-type: none"> As of Friday 5/17, have received \$70,075 <ul style="list-style-type: none"> \$4,500 pre-campaign \$65,575 post-campaign LY total donations were \$75,775.00. \$5,700 gap so far this year Additional metrics to be presented in July Very nice note from Mr. & Mrs. Richard Miller <p>DECISION: Will print yard signs with a text to give number</p> <p>ACTION ITEM: Beth to add link on City website to give year-round</p>
	Logo	<ul style="list-style-type: none"> Present logos from 99Design.com Select finalists from designs and discuss requested tweaks Will combine two designs (wheat from one design, tree from another) <p>ACTION ITEM: LK to request modifications from finalist designers</p> <ul style="list-style-type: none"> Finalist designs are viewable here: http://99d.me/c/jlhh
	Additional Discussions	<ul style="list-style-type: none"> Belle Meade Living Magazine/Newsletter recurring article: Ask A Gardener <ul style="list-style-type: none"> Jill and Caroline to answer emailed questions Would like to catalog the trees on the Boulevard <ul style="list-style-type: none"> Will engage Boy Scout Troop from St. George's
Action Items	<ol style="list-style-type: none"> 1. LK to update the Google invite for July meeting 2. All Committee members take the Citizen Survey if have not already 3. Jill, Caroline, Larry & Beth to meet with NES arborist 4. Peter and LK to discuss where to apply remaining 75% of TAEP Community Planting Grant 5. Beth to add link on City website to give year-round 6. LK to request logo modifications from finalist designers 	
Decisions	<p>Ceres will hand-deliver Welcome Packet along with plant to new residents</p> <p>Will have yard sign campaign with a text to give number</p>	
Next Meeting	<p>July 15, 2019</p> <p>Martha Phipps' house</p>	

