

Society of Ceres Beautification Committee Meeting Minutes

Meeting Information

Date 9/9/2019

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	

Agenda

Topic	Discussion Items	Notes
Administrative	Action Items from previous meeting	<ol style="list-style-type: none"> 1. Logo Sub-committee to present logo design at September meeting 2. LK to reach out to Carolyn for more information on both NTF and Roots Nashville's efforts in the works regarding tree canopy and protection
	Logo	<p>Sub-committee present logo design for discussion and approval</p> <ul style="list-style-type: none"> • Considered discussions from meetings, want to tell story of the Society of Ceres either in Demeter or wheat, make a connection to Belle Meade and Tennessee, tie back to core values and history • Considered multiple applications (awards, t-shirts, garden plaques, letterhead, glasses, etc.) • Discussed adding the year founded in roman numerals • Originally discussed using Perpetua titling for font, but will ask artist • Will be Belle Meade Green on white. Will also ask for black & white versions <p>DECISION: Logo approved unanimously!</p> <ul style="list-style-type: none"> • Next Steps are to request 2-3 iterations from a graphic designer • Final cost must be under \$1K or we must bid out to at least 3 contractors • Will publicize artist and give lots of recognition <p>ACTION ITEM: Carolyn Sorenson reach out to Elizabeth Jones from Nashville Scene</p> <p>ACTION ITEM: Gavin will reach out to Beth Seegenthiler</p>
	Marketing and Branding Campaign	<p>Continued discussion of marketing and branding efforts:</p> <ul style="list-style-type: none"> • Will create branding with new logo (t-shirts, car stickers, reusable bag, stationery) • Welcome Packets being delivered to new residents - have been very well received. They consist of Belle Meade reusable shopping bag, succulent in planter from Creekside, folder with city info on trash, building permits, etc.) and handwritten welcome note from Ceres <ul style="list-style-type: none"> › Discussed including map of Belle Meade with pocket parks and beautification areas • Social Media campaigns: <ul style="list-style-type: none"> › Ceres Society Instagram called Gardens of Belle Meade › Will ask for help promoting new pages from Cheekwood's Instagram, facebook and newsletter › Will piggyback on Belle Meade's facebook page to highlight areas of beautification, Ceres articles, beautification events. Will put social media links at end of article in city newsletter › Ask A Gardener article launched this month! Thank you Jill and Caroline! <p>ACTION ITEM: LK to get with Aspen for access to BM facebook page</p> <ul style="list-style-type: none"> • Fundraising expansion efforts: <ul style="list-style-type: none"> › Subcommittee to focus on areas of follow up (implement in 2020) › Annual report with neighborhood giving levels › Recognition for neighborhood with highest giving level › Annual event for Oak Level donors and presentation of Beautification Award › Yard signs with text to give number <i>during campaign only</i> › Link on City website to give year-round › Newsletter recognition more than just at time of giving

	<p>Beautification Award</p>	<p>Discussed beautification award:</p> <ul style="list-style-type: none"> • Will present first award to the Fosters on Deer Park • Discussed having something to put in garden that can be displayed flat or raised • Timing for award presentation will be artist-driven. Most likely Spring 2020 • This will not be an annual award, only given as merited <p>DECISION: Will be named Society of Ceres Award of Excellence in [Beautification, Preservation or Education]</p> <p>DECISION: Will create a stone wedge with bronze(ish) logo in center. Will say Society of Ceres Award of Excellence above logo and year underneath</p>
	<p>Other Discussions</p>	<p>Discussed Belle Meade Living magazine status:</p> <ul style="list-style-type: none"> • LK and Jim meeting with Tara Biller on relaunch and how Ceres can partner more with BML for events and publicity, as well as having two features in each magazine (seasonal gardening article and items of history / interest) • Would also like to have SOC select the yard of the month <p>Nashville Rose Society 2019 Rose show</p> <ul style="list-style-type: none"> • Sept 28 and 29 at Belmont University <p>https://nashvillerosesociety.org/sept-28-29-nrs-rose-show-at-belmont-university/</p>
<p>Decisions</p>	<p>Logo approved unanimously</p> <p>Will be named Society of Ceres Award of Excellence in [Beautification, Preservation or Education]</p> <p>Will create a stone wedge with bronze(ish) logo in center. Will say Society of Ceres Award of Excellence above logo and year underneath</p>	
<p>Action Items</p>	<ol style="list-style-type: none"> 1. Carolyn Sorenson reach out to Elizabeth Jones from Nashville Scene regarding logo design 2. Gavin will reach out to Beth Seegenthiler regarding logo design 3. LK to get with Aspen for access to Belle Meade facebook page 	
<p>Next Meeting</p>	<p>November 11, 2019</p> <p>Caroline Stevens' home</p>	