



CITY OF SALEM, MASSACHUSETTS
ROBERT K. MCCARTHY
ACTING MAYOR

Salem Beautification Committee:

Chair: Henry Gulergun

Vice Chair: Ariana Lema-Driscoll

Secretary: Kim Parkinson

City Liaison: Janelle Rolke

4/11/23 – HYBRID MEETING

Present: Mary Ellen Halliwell, Sam Fiore, Zachary Schaad, Ariana Lema-Driscoll, Henry Gulergun, Kim Parkinson, Jason Lang, Sandi Power, Brooke Nagle, Jeremy Baker, Janelle Rolke (City Liaison)

Absent:

Guest(s) Joann Kowalsky, Charlene Bailey

Agenda:

- Mission Statement
- Approval of March 2023 Minutes
- Old Business:
 - Traffic Island Mapping
 - BComm Website
- Sub-Committee Reports
 - Lady of Salem
 - Great Salem Cleanup
 - Grants
 - Traffic Island
- New Business
 - Traffic Island spreadsheets

Mission Statement: The mission of the Salem Beautification Committee is to assist the City in developing and pursuing initiatives that promote the beautification of the City. The goal of the Committee is to create civic pride and to motivate the City's diverse population to participate in the beautification process. The Committee will identify areas in need of improvement, will create programs, recruit volunteers and will secure the funding resources to achieve its goals.

Minutes Approved from March Meeting unanimously

Old business:

- Traffic Island Mapping: With Sandii and CHARLENE'S assistance, Brooke was able to USE the spreadsheet OF all the traffic islands and add them to a map
 - Color coded (GREEN) if the sponsors are in good favor/paid up, updated as they come in
 - Identified others that can be added to the program
 - Got a lot of photos for each (Thanks, Charlene!) to see what each of the gardens look like
 - Next steps/things to explore:
 - Need to get it added to the website!
 - Need to do data hygiene and just make sure everything is in the exact right spot
 - Would be great to add more photos, especially with volunteers in them
 - Brooke to explore satellite view and to double check the directions – upon testing something seemed off
 - Identify WHOM, should be ALLOWED TO ENHANCE OR EDIT THE MAP
- BComm Website:
 - Website draft has been created and it looks great! Need to confirm when it will go live but it should go live before the Great Salem Cleanup
 - Hide the Lady of Salem page temporarily so we can get the main page up
 - Should add a QR code linking to the website/signup for the volunteer appreciation event
 - Has the list of members, links to learn more about different programs, a link to sign up for volunteer opportunities
 - Lady of Salem will build out blog posts for each Lady and her story. Includes a map to where they are all located.
 - Janelle has started building the list of volunteers based on people calling in, etc.
 - Should add a section to add donations - would need a payment processor; "Give Lively" is a great free option.

Sub-Committee Reports:

- Lady of Salem
 - Work continues on the 4 ladies – last call was sent. Figureheads need to be completed & backboards decorated by end of April
 - Ordered nameplates, will be delivered end of April
 - First week of May, the figureheads and boards will be delivered to "Concept Signs" where they will be mounted and the nameplates installed with the clamps
 - April 13th, Sam, Mary Ellen, and Cynthia Smisek will be going to the PEM basement to repair and restore the figureheads
 - Looking for who owns the "Salem on your own" app to see if we could add the Ladies of Salem
 - Where could we put QR codes so that people are brought to learn more (like a self-guided walking tour)? Please let Brooke and Mary Ellen know
 - Could we add a clamp to the pole that contains the QR code? Mary Ellen to check with Katie at DPW
- Great Salem Cleanup
 - Flyers were created with QR codes – have been spotted online and have started to be dispersed around downtown
 - East Regiment will host the volunteer appreciation event after the cleanup. They've been a great partner to us and would like to get more involved in the future

- o 126 individual responses submitted so far with ~230 people signed up
- o Need to identify a vendor that may sponsor the pizza for volunteers
 - Mandeels, Engine House, Dominos, Flying Saucer
 - Janelle to talk to Ellen about what she's organized in the past
 - PIZZA DONOR(S) MAY DONATE AT DISCOUNT, IF NOT FREE.
 - Would Coffee Time consider sponsoring coffee in the morning?
- o Janelle to add to the email for the captains to take photos!
- o Henry to help create a survey monkey to get feedback from the event
- o Registration will be closed on Friday
- o Zach to send the images to the BComm members so that they can share it with others (and Ariana to add to the FB page)
- Grants
 - o Waiting until after the cleanup to get started and Jason will have more of an update
 - o Deadline is July
- Traffic Island
 - o Janelle and Henry were out walking trying to sign up new sponsors, had great results
 - o A lot of planning has been happening working with Janelle on the master list of all of the sponsors
 - o Letter to the editor went out as they normally do when VOLUNTEERS NEEDED – 1 response came through, hoping to see more
 - o Sponsor signs – have the old Mayor's name on it but it is a sticker that is challenging to get off. Signs go out in June so we still have time
 - o The Rotary, Main Streets, and Chamber of Commerce have reached out and have gotten us a few sponsors – The Rotary, AFTER AN ABSENCE, will AGAIN SPONSOR A GARDEN.
 - o A tip letter was sent out to the sponsors whose islands are located in the midst of asphalt SUGGESTING THEY PLANT IN THE CENTER, AWAY FROM THE HEAT OF THE ASPHALT.
 - o We should be starting to clean up the gardens in the next 2 weeks. The city did a great job cleaning up the traffic islands in the city but we can't put it off any longer – need MORE volunteers
 - o Hoping the city will follow through on their promise TO TREAT PUBLIC AREAS DOWN-TOWN WITH PRE-EMERGENT WEED KILLER so the weeds don't sprout from July to September. Defeats the purpose of having beautiful gardens if they're surrounded by crabgrass. Pre-emergent TREATMENT is extremely important
 - o There is an issue with the Washington Street irrigation because the delivery trucks drive up on the gardens. Can we get dedicated TIME parking spots from like 7-11 or some kind of flexibility to PREVENT THE TRUCKS trashing the irrigation?
 - Janelle to follow up
 - o THE CURB AT Bouchard's TRAFFIC ISLAND (Derby ANNEX and Washington INTERSECTION) HAS NO RAISED CURB AT EITHER END, POUNDED INTO THE STREET. NEEDS CURB REPLACED TO KEEP VEHICLES FROM RUNNING OVER ISLAND

New Business:

CHARLENE BAILEY HAS BEEN APPOINTED TO BCOMM, TO BE OFFICIALLY CONFIRMED BY THE CITY COUNCIL

- Traffic Island Spreadsheets

THE TRAFFIC ISLAND 2023 MASTER LIST, A SPREAD SHEET OF ALL THE TRAFFIC ISLANDS, THEIR DESCRIPTIONS, AND THE MANY FACTORS THAT GO INTO TRACKING THEM, EXISTS IN TWO VARIATIONS, ONE OF THEM BEING SORTED BY SPONSOR (ALPHABETICALLY) FOR EASY REFERENCE. OTHERWISE , SAME SPREAD SHEET, NO DIFFERENCE IN INFORMATION BETWEEN THE TWO VARIATIONS.

Over-mulched trees

- o SANDI BROUGHT IN A COLORFUL TREE POSTER, CREATED BY THE TREE COMMISSION, THAT HAS BEEN SPREAD AROUND THE CITY TO GRAPHICALLY DEMONSTRATE THE FAILURE THAT BEFALLS TREES THAT ARE MULCHED ABOVE THE ROOT FLARE.
- o Everyone SHOUOD take a minute to look through the Witch City Mall to check out the plant situation. HUH? (PLEASE CLARIFY PLANT SITUATION.)

April 11, 2023, Traffic Island Report to BComm

This winter and spring have been occupied with secretarial and planning activities, getting ready for the season ahead in the trenches (islands). A letter to -the-editor has been sent out to ask for help to maintain the dozen or so traffic islands that contract for our services, i.e., weed, de-litter, prune, etc., on a regular basis throughout the season.

Janelle, Charlene, and I have been working on a new Master List of all the sponsors and islands, and the relevant info associated with them. The sponsor list will change throughout the spring as sponsors drop off and others join up. So far 34 islands, 32 sponsors, both business and non-profit, with an additional half-dozen islands needing sponsors. One of the two Master Lists has been sorted by sponsor for easier reference, an invaluable resource going forward.

Sponsor signs are awaiting replacement of the mayor's name at the bottom when election of the new mayor is finalized. Removal of the mayor's name strip is our next project, and we are testing for the easiest way to do this.

The Chamber of Commerce, Rotary, and Main Streets were asked by Janelle to spread the word that sponsors are needed, and they have done so. The Rotary itself has rejoined the cadre of sponsors after a few-years absence.

A "planting tip" letter was sent out to sponsors whose islands are located in the midst of asphalt (as opposed to grass) encouraging them to center their plantings, to keep their plantings at least 10" from the curb and the surrounding heat-emitting asphalt. Centering also has the effect of offering a more intense decorative effect, especially with the picture-frame illusion of the dark mulch.

Our volunteers will be getting out shortly to ready all the gardens. The thorough clean -up of the garden and public areas by the City has allowed us to delay our usual March effort. It is hoped that the City will follow up with further efforts; i.e., applications of products and pressure washing, to eliminate the weed seeds that are sure to sprout in July through October unless checked.

Progress has been made by Brooke on the Google Map of the islands.

Janelle and Henry note they will be approaching merchants on the mall to sponsor three islands there.

Sandi Power, Chair, Traffic Island Program

Volunteers: Jack Melin, Nancy Neville, Janis Manning, Joann Kowalski, Ilene Collins, and Charlene Bailey.*

*She has applied for membership in BComm.