

Salem Beautification Committee Meeting Minutes

February 23, 2016

Meeting start time 7:03 pm

In attendance: Ellen Talkowsky, Sandi Power Sam Fiore, Marc Berube, Lisa Lyons, Barb Sirois, Marcia Lambert, Mary Ellen Halliwell

Absent: Bev Moustakis

1. Approval of minutes from 12/8/15 meeting:

Discussion: none

Marcia Lambert motioned to accept the minutes as submitted and MaryEllen Halliwell seconded the motion.

2. Financial Reports: Ellen reported.

Discussion:

Plant Sale, May 16, 2015:

- **Total gross sales: \$1859.00**
- **Expenses: \$916.50**
 - **Flowers by Darlene \$825, Home Depot \$75.00, Thank You Cards \$16.50**
- **Total net revenue: \$996.50**
- **Mill Street Island, August 2015:**
 - **Total Project Cost: \$2324.00**
 - **Wood Trucking, Loam \$440**
 - **Northeast Nursery, Plants \$450.25**
 - **John Deere, Irrigation \$476.17**

- Payroll, OT Labor \$820.93
- Northeast Nursery, Mulch/Stone \$136.65
- BCOM Financial Report, December 30, 2015: Ellen reported that the current balance in our treasury is \$3983.47. Fiscal year end is June 30, 2016.
- Projected estimated revenue is \$1000 from the Plant Sale in October of 2016.
- As we finalize our projects for the year we will earmark funds towards the 2016 project plans expenses and costs.

Mary Ellen Halliwell made a motion to accept the annual financial reports as submitted and Sam Fiore seconded the motion.

3. Traffic Islands (TI):

Discussion:

- Ellen reviewed with us that an intern will place pictures on our website.
- We can have a TI Sponsor Page. The intern will include their logos and business location and contact information. Web Links will be included, as they are today, from the pictures of the individual businesses to their websites. This will be a bonus for businesses from a marketing perspective.
- MOU's: Ellen to provide information to Sandi in preparation to get the letters out to the sponsors.
- Marcia asked questions about the rose bushes on the Verizon Island. Sandi clarified that one of the sections of the island had a carpet rose. She will check and get back to us.
- The Service Island flowers were removed and stored by Phil. Ellen will determine what the plans are for that island given multiple projects impacting construction in that area. Ellen will report her findings back to the group.

- Lisa mentioned that the Revere BCOM signs had their Logo on their signs. Discussion ensued as to whether we would want our BCOM logo on our sponsorship signs. Discussion to be continued.
- New sponsorship sign costs will be taken from the TI budget.
- The TI sponsorship signs are taken down and stored by DPW. Discussion ensued about a plan this year to keep an eye on the signs for consistency e.g. keeping them straight and presentable.
- Lisa suggested to prepare a list of expected activities and support that is provided by the DPW to clarify and remind them of our needs eg. signs, mulch, watering, LOS installation and take down.

4. Lady of Salem: Mary Ellen reported.

- **2016 LADY OF SALEM MARITIME PUBLIC ART EXHIBITION**

- **2016 Sponsors:**

3 figureheads...The Tavern in the Square...Artist: Sheila Billings

1 figureheadCoven's Sinister Tours.....Artist..Kenneth Glover

1 figurehead.....Salem Beautification.....Artist Jeanne Pare

Plus 22 Ladies from 2015 Exhibition....for a total of 27 Figureheads on Display.

Locations of the LOS:

Essex Street Pedestrian Mall, Old Town Hall, Witch Tee's Window and Witch Way Gifts on Derby Street

Installation:

Map of Lady locations sent to Ellen April 30

May 15-30....with DPW's Bill Castonguay and Steve Osgood

Events:

June 4-5,Arts Festival

August 6.....Maritime Festival

August 20- 21.....Antique and Classic Boat Show

September weekends 17 and 24...Trails and Sails

Volunteers needed for:

Installation.....need an individual to take photos

Publicity.....photos and stories to local media

Antique and Classic Boat Show (if we decide to be present Saturday and Sunday)...need table sitters

Trails and Sails Weekends....table sitters..tourguides...LOS "cut out" photo Op sitter....etc...

LoS take down in October...

Adjunct Activities:

"People's Choice Award" Best Lady of Salem 2016 ...monkey survey provided by Kate Fox's Salem Organization. Announcement of winner and prize presentation held during Sept. Trails and Sails.

Lady of Salem 2016 coloring contest for kids....via a cartoon placed a July issue of the Salem Gazette... small prizes awarded.... Nancy Drew book..." Mystery of the wooden figurehead " ...first place...

Lady of Salem literary awardprose or poetry regarding the voyage of a figurehead. Judges would be from Salem State University....J.D. Scrimore?

Marketing/dollar generating ideas/tools for BCOM:

LOS photo op " cut out" placed at various Salem Events.....need volunteer to collect \$

Creating a Lady of Salem Poster...ala the " Doors of Salem" to sell at events .

Discussion:

- **A \$500 check from Coven's Cottage for PO's for Ted Kiley were discussed and submitted.**
- **We are celebrating the LOS program 5 year anniversary! Congratulations LOS team for a great job!**

- **Rack Cards discussion:** Should we revise to include new LOS and a map for locations. That topic will be further discussed at the individual LOS team meetings and that group will report back to the larger team.

5. Mill Street Art Project:

Discussion:

- **Good idea, but do we want to take this on as an official BCOM project? More discussion to follow regarding this.**
- **Sandi reported that the mural would be painted and installed on a plywood wall.**
- **It was suggested that we'd most likely need a corporate sponsor if we were to proceed with this project.**
- **1st step is to get permission from the DOT as to whether we can use the site - Deb Greel to handle this.**
- **Lisa reported that Deb Greel will be a guest speaker at a future BCOM meeting and she'll present an overview of the project and update the group on the status and progress.**

6. Clean Salem Green Salem: Clean Sweeps

Discussion:

- **Sam asked about the Lights in Lafayette park and Ellen clarified that they are to stay.**
- **Sandi mentioned that irrigation was mentioned in the past at Lafayette Park and asked whether to ask the Mayor if this is still a plan. Ellen will investigate further. Ellen will check to see if irrigation system was already there at the park. This will impact cost and will be a consideration. Should we invest some of our BCOM budget money to install irrigation at Lafayette park? We will discuss further once we have the previous questions answered.**
- **Lisa mentioned that Mary Ellen suggested that the statue in Lafayette Park be lighted as an improvement/beautification. Ellen mentioned we that we have a Lighting Business in town who is really good and might be able to assist. Ellen will investigate and get back to the group. We**

discussed the possibility of the BCOMs main “statement piece” for 2016 could be to light up the statues in the city. A solar alternative to light up statues would be a good option to save costs.

7. 2016 Plant Sale:

Discussion:

- **Lisa asked the group to keep our eyes open and start collecting for raffle items**
- **We discussed whether we should consider raising prices for the flowers**
- **The “free stuff” tarp worked well, free books worked well, one-day sale worked well**
- **We discussed the BCOM purchasing lightweight tables, tents, a-frames to be used for this event and other BCOM events throughout the year**

8. Old/New Business:

Discussion:

- **Ideas and suggestions for 2016 Projects:**
 - **Lisa suggested we prioritize the list at the next meeting.**
- **Priority project: Get a utility box cover on the Home Depot Island. Ellen reported that one is being created.**
- **Get on DPW radar for scheduling**
- **Assist Deb Greel to have the urns from the fountain area to old town hall. We also voted for \$100 donation to Deb for plantings. Bev moustakis will handle the plantings.**
- **Flower baskets on the Pedestrian Mall**
- **Tree lawn/median strip outside Passage to India needs help with planting**
- **Central Street planting area outside Reds needs beautification**
- **Bushes outside Front street**

- **Plant sales signs & tables. We'd like to invest in these**
- **Event for volunteers for recruitment and appreciation**
- **ReflectiveYellow paint: put in request to DPW, Home Depot end cap, for example**
- **Improve island at Collins Cove, near Amazing Pizza. Maybe Jacqui from Amazing Pizza will sponsor**
- **Sponsorship for Mill Street Island from Roost? Marc to check with Jamie and Kate to see if they will co-sponsor again for 2016**
- **Home depot island work in March - weeds etc. Lisa suggested that Sam send out an email to ask for assistance. Gypsum needed.**
- **Speakers: Deb Greel, Matt Buchanan (used to clean the TI's)**
- **Ongoing promotions**
- **Helpful hints from BCOM - More about this from Lisa.**
- **Ellen suggested that the BCOM members select the top 3 projects on the 2016 list and submit to Lisa.**

Meeting adjourned 8:35 PM

Respectfully submitted,

**Marc Berube
Secretary**