

Salem Beautification Committee Minutes

February 28, 2017

Meeting began at 7:05 p.m.

In attendance: Ellen Talkowsky, Sandi Power, Sam Fiore, Mary Ellen Halliwell, Barbara Sirois, Marcia Lambert, Colby Miller, Lisa Lyons

Absent: Bev Moustakis, Denise Balfe

Brief update/confirmation of attendance of upcoming Salem Beautification Committee/Garden Club appreciation breakfast on March 13th at SSU/ Marsh Hall. Everyone is looking forward to the event. Sandi shared a list of Traffic Island volunteers.

1. Review/comment/accept Minutes from 2016 (June, July, Sept., Dec.)

- Sept meeting – typo – change ‘sprint’ to ‘*spring*.’
- June 28, 2016 meeting – change language re: Mary Ellen Halliwell “will be contacting Mary Beth Benard” to “it was suggested that Mary Ellen Halliwell meet with Mary Beth Benard.”
- Clarification to “Tavern does not the feel the taps are a problem... add language that reads “*even though the potential for vandalism was mentioned as a potential problem.*”
- Motion to approve as amended: Barb Sirois, second: Mary Ellen Halliwell. Accepted approval of Minutes from 2016.

2. Lady of Salem – review/update/activities for 2017 – Mary Ellen Halliwell

- Mary Ellen is reviewing LOS finances/2016 ledger with EllenT.
- There has been resolution on the Lady of Salem situation (2016 miscommunication re: who owns/how Ladies are displayed) with Village Tavern (VT). LOS committee has received a check for \$1500 from VT. Monies will be split between artist, Sheila Billings (\$500) – SheilaB to submit new invoice to Ellen; Ellen will confirm if she needs to have a new W-9 on file. The LOS Committee has voted to donate a Lady (\$500) will to Creative Salem/John Andrews to design a new Lady for 2017 season. \$500 will go towards LOS figurehead maintenance/minor renovations/UV coating. Many of Ladies are six years old and require some touch ups.
- A clean-up day at the YMCA will take place on 4/10 or 4/24 – volunteers will vacuum, touch up, re-decoupage the Bates School Lady.
- Ted Kiley/Kiley Signs - services will be need for UV Coating and Backboards for Treasures Over Time Lady, Boys and Girls Club. (Mary Ellen to confirm business name, get W-9 on file with Ellen asap).
- North Coast Creative – purchase two new Ladies for 2017 – one for Creative Salem; one for painting events in 2017.
- Ace Hardware/Winer Brothers – Approx \$165 in materials will be purchased.
- Ellen will coordinate with the DPW to hang the Ladies on May 30th - start time 7:30-8:00 a.m. at YMCA. DPW assistance will be needed to take the Ladies out of the basement.
- The Ladies will be on display in time for **Salem Arts Festival June 2nd, 3rd, 4th**. This year’s them is ***Tidal Waves***. Sam Fiore and Barb Sirois have created sample jellyfish that will adorn the Ladies and complement this year’s theme.
- Mary Ellen graciously gave Lady of Salem posters to all members of Salem Beautification Comm.
- Lady of Salem posters will be on sale at LOS events/other in 2017. Cost is \$10.

3. Traffic Islands 2017 – Sandi Power, Sam Fiore

- ***Summer Street Traffic Island*** – severely damaged (recently); difficult to collect sponsor payment (HMA)? Sandi will let them know that they can't use black, toxic wood chips on the island. This island will no longer be maintained by Sandi's volunteers; it's a difficult and dangerous space.
- ***RCG Salem*** – is likely the new sponsor for the former Home Depot traffic island along Washington Street. **Jim Gannon(sp?)** would like urns at the end of the island (similar to those on the Mill Street TI. Sam Fiore will work with Jim to get the urns; these may require painting. RCG, potentially, would like this to be a four-season island. Sponsor signs for this island will have shortened legs in 2017. DPW may need to fix the irrigation to this TI. Ellen will talk to Ray Jodoin about how much it will cost to fix. Of note, RCG currently donates \$500 for July 4th activities; in return, Sandi and her team of volunteers maintain a small TI space just outside of the Bank of America on Derby Street.
- The Committee applauded the efforts of the ***Perrywinkle*** TI and the **Mike Reardon** TI on Loring Ave.
- Canal Street Traffic Island/***Verizon*** sponsors will be going away in 2017.
- The ***Active Duty Service Traffic Island*** will be back in 2017. Contractor will pay costs to re-irrigate and re-plant island.
- ***Mill Street***. Confirm if Roost and Berube Family will sponsor in 2017. Last phase of electrical work happening now. Curbing will be fixed. Planning/budgeting needed re: planting, maintenance, sponsorship of this strip. Consider pea stone on this space, not mulch. Lisa will get in touch with Marc Berube; inquire re: sponsorship.
- It was agreed that business/marketing signs should not be allowed to clutter the traffic island spaces.
- MOU 2017 will once again have/promote a sponsor benefit – having their websites/contact information featured on the City of Salem/BComm website.
- ***Witches Education League*** will not be a sponsor this year (TI space is diagonal from Scratch Kitchen/across from Salem Waterfront Hotel). Phil Blackwell was considering taking over this space, but may return to sponsoring the Active Duty Service island on Mill Street.
- Sandi brought up care up and maintenance of the Mayor's new traffic island spaces from 2016 – on Central and Front Streets.
- Note to put flags on Veterans TI for Flag Day – June 14th
- Note to get TI watering schedule in place with DPW.

4. Clean Sweeps – May 6th, 2017

Sam brought up best of use of BComm resources as it relates to Clean Salem, Green Salem. Noting that we're slim on volunteers that it might be best to use our group's resources and focus efforts on traffic island clean up on May 6th. As such, BComm will not take on a large clean up effort of Lafayette Park (as in the past). Motion was made and accepted to pursue this. BComm members will still be on hand to assist with volunteer coordination and pizza party on the Salem Common, etc.

Ellen brought up an opportunity to partner with Governor Charlie Baker's initiative – **Keep Massachusetts Beautiful 2017** – hoping to enlist various city's volunteers/volunteer groups to have clean up days, etc. 80 cities will be participating. In exchange for partnership, Salem volunteers receive discounted t-shirts. Salem BComm may consider financing part of the t-shirts for Salem's volunteers.

5. Calendar 2017 – BComm Activities

Lady of Salem – hang/Creative Salem participation – May 30th/June 2-4th
Clean Salem, Green Salem – May 6th
Annual Plant Sale on Salem Common – May 20th
Traffic Island and Window Box Awards Event – August 10th
Lady of Salem @Maritime Festival – August 5th
Lady of Salem @Antique Boat Show –August 2th
Pumpkin Decorating Contest – mid-October
Lady of Salem take-down – early November
Wreath, lamp post ribbon wrap – end of November

6. BComm Financials

Review of 2016 spending/earning.
Possible expenditures for 2017 – traffic island irrigation, water pump truck, seasonal person/assistant.

Next meeting will be held on Tuesday, March 28, 2017 at 7:00 p.m.

Meeting adjourned at 8:53p.m.

Respectfully submitted,
Lisa Lyons