



City of Salem

Beautification Committee

Salem Beautification Committee Meeting Minutes
March 22, 2016

Meeting start time 7:09 pm

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

Absent: Bev Moustakis

Guests: Scott Sheehan, Denise Balfe

Introductions of the team to the guests and vice versa.

1. Approval of minutes from 2/23/16 meeting:

Discussion: changes to the minutes.

Changes to meeting minutes from 2/23/16:

- Traffic Island section: Remove "Phil" and replace with "volunteers".
- Lady of Salem section: Add "Village" to The (Village) Tavern.
- Lady of Salem section: Add "Potential" to (Potential) Adjunct Activities.
- Lady of Salem section: Discussion section, 1st bullet: remove "for" and replace with "and".

Marcia motioned to accept the minutes with changes made and Sam seconded the motion.

2. Clean Salem Green Salem (CSGS): *Clean Sweeps*

Saturday, May 7, 2016, 8:00 AM, Lafayette Park

Discussion:

- Lisa explained that we focused last year on Lafayette Park, Lafayette Street and the Common.

- We also coordinated on the same day with Salem Recycles Committee – The Swap and Drop works well. It's a great combined effort. Boys and Girls club gets involved also.
- Also coincided in the past with the Poetry Festival Weekend. In 2016 the poetry festival will happen the week before.
- The CSGS day starts at 9:00 am for volunteers, however, the BCOM team starts at 8:00 AM to set up.
- Gloves, rakes, tools are supplied by the BCOM team.
- Lisa asked the group where we should concentrate our cleaning efforts this year. The group agreed that Lafayette Park would be the BCOM clean up area on May 7th.
- Ellen/Lisa to create flyers and send out save the date email. Flyers to be distributed on Lafayette Street to get neighbors/residents to participate. Will be sent out to neighborhood associations and schools. In the past some additional activities were: Paint a bench or clean gardens in the neighborhoods and schools.
- Marcia will assist with the distribution of the letters and flyers to the schools, non-profits etc. to ask for participation.
- Marcia recommended we place flyers in the businesses around town.
- Ellen asked if we should purchase supplies i.e. trash grabbers/reachers, and or ask for donations. We can purchase at Ace Winer Brothers Hardware – we could purchase 10 using BCOM funds. Barb will do some investigating first with ACE Hardware to see if they will donate. Sam will provide the gloves from Home Depot. Ellen reported that we have rakes and dustpans.
- Barb will reach out to her husband who is employed at ACE Hardware and or the owner of ACE Hardware to see if they will donate some trash grabbers/reachers.
- Last year, Bill Legault, former councilor at large coordinated a group to clean the MBTA Station and HMA strip area.
- Lisa will reach out to Steve's Market for Bananas to be donated for dessert for the volunteer appreciation lunch on the Common after the cleaning. Bev will reach out to Shaw's Market for dessert items as well e.g. cookies. Lisa will coordinate Pizza donation from Flying Saucer.

- Lisa will reach out to SATV for publicity of the event.
- Sandi asked about pre-registration amounts. They were good and we'll do pre-registration again this year.
- Denise volunteered last year with her neighbors in the Walter Street Neighborhood Association.
- Rain date: none, will do it rain or shine.

3. 2016 Plant Sale:

Saturday, May 21, 2016, Salem Common, 9:00 AM to 1:00 PM

Discussion:

- Lisa mentioned that we covered a lot about this event at our last meeting, but provided a quick overview of the event for our guests' benefit.
- We are thinking of purchasing lighter weight tables to be used for this and other BCOM events and also purchasing additional signage for this event. Ellen will investigate in the City supply catalog as well as ACE Hardware for purchasing tables.
- Sandi has A-frames to provide but we'd need some posters to be added.
- Lisa will go to Gorilla Signs and design a poster to be used for the wire frames/A-frames.
- Sandi suggested that we start thinking about raffle prizes i.e. Herb baskets/pots.
- Marcia and Sandi will be donating home-grown plants for the raffle items. Marcia will assist Sandi with grooming these plants. Marcia volunteered her "rooting" services to the group if anyone is interested.
- We need to be mindful of the plant prices i.e. Aloe vera. Perhaps increasing prices to make the day more profitable.
- BCOM Shop the Tarp: Blue Tarp with free plant/gardening, books, magazines, pots. We need to advertise this in the flyer. It was very popular last year.
- *(Marcia mentioned that there were over 800 attendees at the Salem Book Sale last weekend. A great success.)*

- Lisa explained to our guests that we partner with the Garden Club for the window box competition and we market/publicize that activity at the plant sale activity.
- Lisa also suggested that we have a better plan for the purchasing amounts of plants. Sandi mentioned that we needed more geranium baskets. The supply on hand last year went quickly and we needed to reorder during the event. Marc reminded the group that the herb plants were very popular last year and we should consider adding more herbs for sale this year.

4. Traffic Islands (TI):

Discussion:

- Sandi will be calling the sponsors with Ellen and working on the MOU letters.
- Ellen coordinated with the intern to have pictures of the businesses, who sponsor Tis, placed on our BCOM website. The 2016 TI Sponsors will have the following on our website: Their Logo picture, their web link will be included to their business websites, as well as their location information, address & phone. Lisa will also “Like” the businesses on our BCOM Facebook page.
- Ellen spoke with Tom O’Shea from DPW to do a project to clean the sponsor signs.
- DPW to make an electrical box to replace the damaged one on the Home Depot Island.
- Ellen learned that there was irrigation around the statue in Lafayette Park. DPW advised the system was not in good shape and can not be salvaged to be used.
- Lisa mentioned to the guests that Sandi is the Volunteer Manager for the volunteers who coordinate cleaning & planting and maintaining the islands.
- Ellen explained the Island Sponsorship program details to the guests.
- Sandi mentioned that she’s continues to look for volunteers to help with the TI maintenance and planting.

5. Lady of Salem: Mary Ellen reported.

Discussion:

- Mary Ellen reiterated LOS “key dates” for our guests, as reported in last meeting’s minutes.
- Mary Ellen reiterated that LOS programs are in need of volunteers for the 20016 planned events.
- For the 67th Salem Art Festival, where the LOS will have a table, Mary Ellen contacted Kylie Sullivan, Salem Main Streets, regarding this event. This year’s theme will be “Move with Me”. The event will celebrate Salem’s past and will have pinwheel installations on Front Street. Mary Ellen will coordinate planning with Kylie to see how we can get the LOS involved with the pinwheels. Mary Ellen is planning to meet with Claudia Paraschiv to see how we can partner for this event. The material for the pinwheels to adorn the LOS must be sail cloth, this is what Mary Ellen is recommending, as sail cloth will be consistent with the pinwheels being created by Salem Main Streets. The Sail cloth for this event is being donated by Doyle Sailmakers Inc., Salem, MA.

More information about the Salem Art Festival event can be found at the Salem Art Association website: <http://salemart.org/art-fair/>.

6. Mill Street Art Project:

Discussion:

- Sandi reported that Debra Greel, Salem Public Art Project Coordinator, is working on obtaining approval from the DOT, as to whether an art installation can be installed at the proposed old train station stairway area on Mill Street.
- The group will continue to have discussions regarding whether we’ll be involved as an official BCOM project.

7. 2016 Projects:

Discussion:

Sandi and Lisa reminded us that as a group we should pick the top 3 projects from the list from last meeting to become the focus of our attention in 2016.

Recommendations:

- Night time lighting for the statues throughout the city. Mary Ellen recommended we take pictures to do an inventory of the statues in the city. We should also

take pictures of the rocks in honor of the Veterans as they could also be illuminated as part of this project.

- Marc reminded the group that the green space outside Modern Millie's, Central Street, needs some attention. This is a highly trafficked area and could use some "beautification". Sam suggested we do mosaic tiles instead of plantings, or in addition to.
- Sandi mentioned the curbs on the traffic islands – recommended painting them yellow. This will help highlight them to assist visibility for motorists.
- At the next meeting we'll finalize the list of 2016 projects.

8. Old/New Business:

Discussion:

- Scott pointed out the Engine House Pizza Delivery Car is parking on the sidewalk near Derby Lofts. Ellen suggested the Constituent Services Department may be the place Scott should consult for assistance with this issue.
- The Window Box Competition date will be either August 10 or 11, 2016 – to be determined. Ellen will confirm with the Garden Club.
- Sandi mentioned that we had discussed a different location for the window box competition awards event other than the Brook House. The Garden Club usually handles this detail. Sandi/Ellen will reach out to the Garden Club to discuss locations.
- Lisa collected our guests' email addresses. She'll send them some information about BCOM via email. Ellen will circle back with Scott to review the official application process to join the BCOM. Denise's application is in process.
- Our guests were referred to our BCOM website to review the meeting minutes from previous and future meetings.
- Our Guests were also encouraged to visit our BCOM Facebook page and to "like" it!

Barb motioned to adjourn the meeting and Marcia seconded the motion.

Meeting adjourned 8:31 PM

Respectfully submitted,

Marc A. Berube
Secretary