

Salem Beautification Committee Meeting Minutes
April 26, 2016

Meeting start time 7:07 pm

In attendance: Ellen Talkowsky, Sandi Power, Sam Fiore, Denise Balfe, Marc Berube, Lisa Lyons, Bev Moustakis, Mary Ellen Halliwell

Absent: Marcia Lambert, Barb Sirois

1. Approval of minutes from 3/22/16 meeting:

Discussion: no changes to the minutes.

Bev motioned to accept the minutes as submitted and Mary Ellen seconded the motion.

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

Saturday, May 7, 2016, 9:00 AM to 11:30 AM @ Lafayette Park

Discussion:

- Taking inventory as to what team members will be able to clean.
- Ellen will be at the Common to coordinate pizza luncheon and supplies for the team
- Marc will pick up supplies from Ellen at the Common to bring to the team at Lafayette Park
- Ellen will have rakes and brooms
- Marc will bring small card table to Lafayette Park
- Team will keep an eye on the registration table
- The streets around Lafayette park will be cleaned by the sweepers prior to May 7
- Lisa will reach out to Scott to see if he's interested in helping the team
- Marcia would be good at the registration table. Lisa will ask her.
- Initial observations of the condition of Lafayette Park is that it's in good shape
- Team will pick up debris along the way back to the Common if time permits
- Head down toward Salem State on Lafayette to clean tree lawn debris and trash if time permits
- Mary Ellen will be Lisa's set of eyes @ Lafayette Park that morning to ensure all goes as planned
- Lisa will provide the team some flyers to be distributed to Lafayette neighborhood
- Ellen has reached out to Collins Middle School to see if they will participate

- Ellen recommended that for next year we pick a specific project for Schools to help
- Ellen has reached out to the Neighborhood Associations to help do cleaning on the same day throughout the city. She's received confirmation from some of the groups that they will participate. A few have confirmed affirmatively
- We have a better indication this year for pizza ordering. Ellen will manage
- Clean Sweeps coincides with the Salem Recycles event on the Common on the same day
- Ellen will coordinate with the DPW to assist her with set up on the common
- Lisa will ask Barb Sarois to man the table on the common
- Lisa will coordinate the ordering and pick up or delivery of the pizza
- Bev will coordinate with Shaw's Market to provide cookies for dessert
- Lisa will coordinate with Steve's Market to provide bananas for dessert
- Lisa asked if team members could take pictures of the event to be posted on Facebook and the BCOM webpage
- Lisa will send a reach out message to Bill LeGault to see if he plans on having a cleaning team help on that day
- Mary Ellen will bring flyers to Furlong Park clean up team to market our event
- Lisa will reach out to the counselor at the high school to see if they are interested in helping at the event
- Lisa suggested that we need to improve reach out to the schools and market ourselves better to them for next year
- Sam will provide the team with garden gloves from Home Depot

3. 2016 Plant Sale:

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

Discussion:

- Ellen asked if anyone of us needed flyers for the plant sale to help advertise. The team took flyers to be placed in businesses around Salem
- We are going to hang signs around town
- Lisa inquired as to the status of home grown plants. Lisa will send a message to Marcia to determine what she'll be contributing. Sandi will also do an inventory of her own garden and plants to see what she can contribute
- Sam will contribute an herb bowl for a raffle prize as well and some flowers
- Sandi requested the team to check out their basements/garages to see if there's anything could be donated to our "free" tarp
- Bev will contribute an arrangement/basket for door prize
- Lisa mentioned that Forsythia bushes are a good raffle prize
- Sandi will coordinate the flower order with Darlene's North Shore Flower and Fruit Basket
- Ellen will coordinate the push carts and tables to be delivered by DPW
- Lisa mentioned that the team wanted to purchase light folding tables to be used for the plant sale. Ellen will consult with the WB Mason catalog and place and order
- Ellen has the plant sale banner in her office. She'll bring the day of
- Lisa will create a flyer for the Window Box Competition

- Sam will provide paint boxes from Home Depot for customers to carry their plants
- The Bertram House will donate some plants and help with the sale
- Lisa will reach out to Gorrilla for signage
- Ellen will mention in her Salem Briefs message to residents requesting plant donations to sell at the plant sale

4. Traffic Islands (TI): *Spring Cleanup Report - Sandi*

Discussion:

- Sandi and her volunteer team have spent the last two weeks cleaning Riley Plaza
- Sandi recommended we advertise in the paper and on our FB to ask for TI volunteers and BCOM members
- Ellen will check to see if the “volunteers needed” note is on our BCOM webpage
- Lisa will repost the volunteers needed request on our FB feed
- Lisa requested Sam and Bev to let them know when they’ll be on the Home Depot Island so she can put out an APB for helpers/volunteers to help them
- Sandi will team up with Denise and orient her to one or two of the islands so that she can take responsibility
- Lisa suggested that we schedule a “volunteer training day” so that people can learn what work and where the work is needed – trash and weeds!
- Sandi requested that she have a budget of \$300 to be placed at Thompson’s and Marblehead Garden Shop for her to be able to purchase items to support the TIs as needed
- Lisa suggested to Sandi that she inquire as to whether the Rotary will allow us to use their sign on New Derby Street for advertising our up coming events (for free)
- Walsh Insurance would like to look in to sponsoring other islands - Ellen suggested Boston and Essex.
- Pursue TI volunteer support
- Ellen and Sandi mentioned all of the MOU letters were sent out to the sponsors
- Bev and Marc will coordinate the replanting the Mill Street Island. Sam recommended we use the Mardi Gras Plants on the island because they are a hardy plant. Marc and Roost & Co. will sponsor the Mill Street Island again this year

5. Lady of Salem: Mary Ellen reported.

Discussion:

- Ellen to coordinate DPW to install the LOS. Thursday 5/26 or 6/2
- Regarding the Art Festival brochure, a question was asked as to whether there’d be a charge for a page to advertise the LOS. Mary Ellen will contact Kylie at Salem Main Streets to inquire
- The Art Festival Theme will be “move with me” and will include
- Lisa will ask Kylie if we can promote the LOS in the Art Festival Brochure, for free like last year

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 motorist
- At the next meeting we'll finalize the list of 2016 projects

6. Old/New Business:

Discussion:

- Denise added her email address to our master list and Ellen recirculated to the team
- Ellen spoke with Deborah Greel & the City Planner regarding lighting to support our idea to light the statues of Salem. Ellen has a source to investigate further the cost etc. Lafayette Park Statue, Hawthorne Statue on Hawthorne Blvd were suggested
- Jason Silva requested our input regarding Chestnut and Summer street where a tree that's been removed. Could we have a "BCOM impact" recommendation to beautify the area? ME recommended they reach out to McIntyre Neighborhood Association. Ellen will forward the pictures to the team and request our input and recommendations.
- Jason Silva also asked about the Front Street parking lot area as to our recommendations to beautify the area.

Marc motioned to adjourn the meeting and Bev seconded the motion.

Meeting adjourned 9:48 PM

Respectfully submitted,

Marc A. Berube
Secretary