BEAUTIFICATION BOARD
REGULAR MEETING MINUTES
JULY 19, 2018

Pursuant to public notice, Chair Kay Carsto convened a regular meeting of the Beautification Board on Thursday, July 19, at 9:00 a.m., in the Council Chamber. Board Members present were Chair Kay Carsto, Board Members Nancy Donahue and Vicki Hawks. Also present was Recording Secretary Grace DeRosa.

Chair Kay Carsto led the Pledge of Allegiance and a moment of silence.

**(TIME: 9:01 A.M.) PUBLIC COMMENTS**
There were no public present at this meeting.

**(TIME: 9:01 A.M.) BOARD FINANCIAL UPDATE**
The Board is solvent.

**(TIME: 9:02 A.M.) LICENSE PLATES & DECALS**
Vice-Chair Judie Kraemer was not present at the meeting to report on this item.

**(TIME: 9:02 A.M.) APPROVAL OF MINUTES – JUNE 1, 2018 REGULAR; JUNE 4, 2018 WORKSHOP; JULY 9, 2018 WORKSHOP**
The Board discussed a correction to the June 1 minutes, and the July 9 minutes.

ACTION: Nancy Donahue MOVED, SECOND by Vicki Hawks to approve the minutes from June 1, 2018 with corrections. VOTE: ALL YES. MOTION CARRIED.
ACTION: Nancy Donahue MOVED, SECOND by Vicki Hawks to approve the minutes from June 4, 2018 as presented. VOTE: ALL YES. MOTION CARRIED.
ACTION: Nancy Donahue MOVED, SECOND by Vicki Hawks to approve the minutes from July 9, 2018 with corrections. VOTE: ALL YES. MOTION CARRIED.

**(TIME: 9:06 A.M.) PUBLIC WORKS REPRESENTATIVE UPDATE**
The Public Works Representative was not available at this meeting.

**(TIME: 9:06 A.M.) COMMUNITY DEVELOPMENT REPRESENTATIVE UPDATES**
The Community Development Representative was not available at this meeting.

**(TIME: 9:06 A.M.) DISCUSS/TAKE ACTION ON 21 DAY FLAG SALUTE**
Chair Carsto requested that this item be placed on the agenda for August 3.
Ron Culp is going to check on the flags and see how many flags and poles need to be replaced. Recording Secretary DeRosa informed the Board that there is $414.00 left in the flag fund for the replacement of torn flags. The Board will have more information on the next meeting to vote on how to proceed. Since it looks like three poles were taken, it would be best to shrink wrap them for storage so that it is not left out to be taken. Board Member Donahue suggested the Board do an overview of what worked and what could be improved. A thank you to the ones that helped out everyday should go on the Facebook so that they know they are appreciated.
It will be good to have the newspaper and a color guard to participate on the first day. The flyer will also need to be improved. Next year the planning will need to start in April.

(TEAM: 9:16 A.M.) DISCUSS/TAKE ACTION ON YARD OF THE MONTH SELECTION PROCEDURE
With the current size of the Board it just takes to many hours to go through the city. In the past Kay LeRoux handled everything after the yard of the month was selected, but it is too much for one person. Board member Donahue suggested that each month one Board member takes responsibility for the nomination brings in a picture and contacts the winner to make sure that they are ok with a sign in their yard.
The yard of the month is done from March through October. The Board agrees that spending two hours a month looking at every yard. The old procedure worked well when the Board was full, but until then, one member will nominate two addresses email it to the Secretary so that other members can look at it before the meeting. Chair Carsto will create a new postcard to either mail or leave it at the door of the winner and this procedure will be followed for the rest of this year. The Board agreed on this temporary procedure by consensus.

(TEAM: 9:27 A.M.) DISCUSS/TAKE ACTION ON MISSION STATEMENT AND GOALS
The Board reviewed the final version of the Mission Statement and Duties. As per the City Manager the Code portion was removed. For the Environment, small scale projects are listed, since the Sustainability Board works on the larger scale ones.

ACTION: Nancy Donahue MOVED, SECOND by Vicki Hawks to present this new Beautification Board Mission Statement and Duties to the City Council for approval. VOTE: ALL YES, MOTION CARRIED.

(TEAM: 9:30 A.M.) DISCUSS/TAKE ACTION ON SOCIAL MEDIA PRESENCE
Chair Carsto will get in touch with Julie to learn what the procedures are for running a social media site since there are very specific parameters. We could post once a day and have the What If… article in order to be interesting because it cannot be busy things so that people will follow. The Board will need to come up with topics for the did you know portion. The Board could rotate on who is posting. The Board could have subcommittees once the Board grows so that a member can be involved on what they want to be involved in.

(TEAM: 9:46 A.M.) DISCUSS/TAKE ACTION ON VOLUNTEER RECRUITMENT
Chair Carsto wants to create a volunteer pool which Nick Sanzone had started. There are many people in the community that wants to help with something that is not full time but that would like to contribute something, and with this pool we could do a shout out blast to all informing what is coming up so they can sign up.
We need to publish on the Beachcaster and the City’s page that the Board is looking for volunteers to join the Board.
Chair Carsto will attend the Sustainability Board meeting on the 25th and recruit members. This Board need to discuss times for our meeting as it may be a limitation to people that work and cannot join this Board.
ACTION: Vicki Hawks MOVED, SECOND by Nancy Donahue to look into changing our meeting time to the evening in order to open the opportunity to serve to more people. VOTE: YES, MOTION CARRIED.

(TIME: 09:46 A.M.) AGENDA ITEMS FOR NEXT MEETING – AUGUST 3, 2018
Vote on the yard of the month;
Status of social media presence;
Printed materials for presentation at events;
Discuss results of presentation to Council;
Discuss Murals to be painted around the city;
License Plates.

Chair Carsto adjourned the meeting at 10:03 a.m.

Grace DeRosa
Recording Secretary