

Salem Beautification Committee Minutes
June 28, 2016

Meeting began at 7:07 p.m.

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

Absent: Marcia Lambert

Guests: Sheila and Tom Billings

1. Approved Minutes of April 26, 2016 (note: May meeting was canceled).

First order of business was a report from Mary Ellen Halliwell regarding the Lady of Salem.

- Mary Ellen read emails to the group regarding a problem with the Village Tavern Ladies (3). There was a concern that this is a public art project and that the Ladies should be on display along Essex Street and not posted inside the business establishment. Conversations and email exchanges between Mary Ellen and Andrew and Anthony (Village Tavern owners) articulated contract requirements, concerns about vandalism (beer taps had been mounted on the Lady backboards).
- Mary Ellen re-affirmed contract stipulations to Village Tavern owners who had chosen to put one Lady over their entrance (problematic b/c it was too high on the building and the plaque (with artist name could not be read). The other two Ladies were inside the restaurant.
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- Sheila Billings (artist for the three ladies) expressed her concern about being hired to support a public art project and the client not fulfilling their obligation/contract. She expressed that she put a lot of time and effort into the project and felt that the client did not keep their end of the agreement. Sheila feels her time should be billed to the Village Tavern.
- Tavern does not feel the taps are a problem
- Ellen T's suggested that all correspondence between Mary Ellen and Andrew be brought to the attention of the City Solicitor, Beth Rennard.
- Mary Ellen will meet with Beth Rennard and will advise the Committee of the outcome.
- Ellen T suggestions that the contract that our sponsors sign/agree to should state that the Lady of Salem is property of City of Salem.

- Lady of Salem will have posters for sale in 2016. Two versions have been designed by Scarlet Letter Press and they will print 50 posters. Posters should be available for purchase at the Salem Maritime Festival, Antique Boat Festival and at Trails and Sails. Posters will be \$10.

TRAFFIC ISLANDS (Possible additional notes to come)

- Sandi talked about concerns using different types of mulch, suggesting that sponsors might want to know that certain mulches have toxic chemicals and might want to veer towards using more natural mulches.
- Mulch day for the Home Depot/Washington Street traffic island went well as Sandi brought along some great volunteers and they all pitched in and helped.
- It was suggested that maybe next year, we can get volunteers to help weed and prune the week before mulch goes down to make the mulch effort easier.

PLANT SALE

- Fun and productive and day. Possibly organize customer orders with receipts in advance of payment to expedite the sales process. A profit of \$1,000 was made and we discussed potentially using other flower vendors other than Darlene's in an effort to obtain more competitive pricing.

NEW BUSINESS

- Committee talked about the garden/walkway along Front Street
- Islands along Central Street – planted
- Discussion about sidewalk islands/rosebushes along BridgeStreet/other locations and the Committee feels that the neighbors should be responsible for those plantings. Additionally, the Committee's plate is quite full maintaining current traffic islands.
- Discussion was had about some trees that have died throughout the City. It was suggested that neighbors contact the City to see if these trees can be replaced. (It was identified (Ellen) that there is a committee in place to look into tree concerns/replacements).

PROJECTS/FUTURE

- August events – Heritage Days, Traffic Island and Window Box Competition/Awards Ceremony, Maritime Festival with Lady of Salem, Antique Boat Festival with Lady of Salem, Trails and Sails (Sept).
- Which traffic islands should have sponsors? Should certain vendors be considered for sponsorship?

- Sandi presented Ellen Talkowski (fearless leader) with a great framed picture of her shoveling mulch on the Washington Street strip. Great picture, Ellen. A big thank you from all of us.

In closing, Lisa thanked all for tremendous efforts.

Next meeting will be held on Tuesday, July 26th at 7:00 p.m.

Meeting adjourned at 8:45 p.m.

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