

**Salem Beautification Committee Minutes**  
**August 29, 2017**  
**Meeting began at 7:09 p.m.**

**In attendance:** Ellen Talkowsky, Sam Fiore, Mary Ellen Halliwell, Sandi Power, Denise Balfe, Barbara Sirois, Giulia Bellofatto, Lisa Lyons

**Absent:** Marcia Lambert

**Guest:** Bill Legault – Keep Salem Green

**Bill Legault – Keep Salem Green** addressed Salem BComm, talked about clean up projects in Salem and new group “Fireballs of Salem” (a group of volunteers who pick up alcohol nip bottles. To date, they’ve picked up over 4,000 bottles. They have partnership with Salem Recycles, Notch Brewery, others. Fireballs of Salem has a Facebook page and is running a photo contest; take pics of nip bottles and send to FB page. There will be an art show at Front Street Coffee House about the program). **Bill is very interested in Salem BComm participation in a clean up, planting effort at Lapham Park/along Washington Street.** He thinks we can offer ideas for plants around trees, etc. He’s working to help get local businesses involved and provide financial assistance. BComm members appreciated the info and visit and will discuss options for plantings. Bill Legault will keep BComm posted on project updates, etc.

**Review/comment/accept Minutes from June, 2017 (Motion to approve – BarbS., Second – GiuliaB.)**

**Note:** No BComm Meeting in July 2017

**2017 WINDOW BOX COMPETITION** – Window Box and Traffic Island Ceremony was held at Pickering House on August 9<sup>th</sup>. Mayor Driscoll was in attendance. There weren’t any pictures in the paper about the ceremony or award winners. Attached to these meeting minutes is list of winners for 2017.

**TRAFFIC ISLAND REPORT – Sandi Power (Sandi’s full report is attached; she/BComm talked about the items below).**

**Hawthorne Blvd and Derby Street – is now sponsored by SalemBComm**

Sandi brought up an initiative to petition the City and ‘officially’ name the open space at Hawthorne Blvd and Derby St. Unofficial ‘names’ for this open space mentioned – *Father Mathew Park, Temperance Park, Triangle Park*. The idea was well received. The group asked that more info be provided on the history of the area, Father Mathew. Sandi will send additional history notes to group for reference and discussion. Of note, BComm voted in June to be the sponsor traffic island sponsor for this.

**Front Street** – Sandi and team would like to replant Front Street strip. All is gone except for catnip? Cadmin? Ellen will ask Dave Knowlton for a yard of loam. Discussed planting hostas or hedges, putting down mulch.

**Mill Street Median Strip** – General comment about this particular median strip being really beautiful this year and the urns are overflowing with flowers. Salem Beautification also sponsors this strip.

**Washington Street – RCG** – Sam and Bev continue to work this large strip and request help from anybody to help with weeding, etc.

See Sandi’s full traffic report for additional details.

**LADY OF SALEM Report – Mary Ellen Halliwell**

- Reminded BComm of places LOS is featured in 2017 – Sail Boston/Tall Ships Boston-June, Salem Maritime Festival, Antique Boat Show-August, Trails and Sails events in September.

- October LOS take-down – date TBD.

- New sponsor in 2018 – Sheila Billings painted a new Lady in 2017, might be a nice Lady to present offer to Turner’s Seafood who had expressed interest in being a sponsor.
- Creative Salem has a Lady to have on display; it’s still a work in progress. Artist is going for something ‘wild and big.’
- Some Ladies for repair (Ted Kiley) – Shalimar, Boys and Girls Club, Jewelry Store Lady. These Ladies are at Mary Ellen’s House.
- Witch City Ink complained to City/Ellen that Shalimar Lady blocks his store sign.
- Waite & Peirce is interested in having a Lady of Salem event in the fall, similar to last year’s event. (Fun).

**New Business/Old Business**

Mary Ellen Halliwell suggested we consider refreshing the area around the **Lesley Retreat Monument** on Canal Street (near the overpass, near O’Rourke Monuments). It’s overgrown, under acknowledged, and a significant historical marker for Salem as a group project. The idea was well-received and will be pursued. Ideas include informational kiosk/plaque, shrubs, etc. Conversation to continue.

**SATV** – Denise painted window box and planted flowers. Denise may continue to pursue this relationship further.

**Pumpkin Decorating Contest** – There’s a new state sheriff, Ellen will ask for pumpkins. Bev will inquire at Shaws for pumpkins, too.

**Upcoming BComm Calendar Events**

- Pumpkin Decorating Contest – mid-October
- Lady of Salem take-down – early November
- Wreath, lamp post ribbon wrap – end of November

**Next meeting is September 26, 2017 at 7:00 p.m.**

**Meeting adjourned at 8:09 p.m.**

Respectfully submitted,  
 Lisa Lyons  
 9/26/17

## **Addendum 1– Traffic Island Report for BCom meeting on August 29, 2017**

It's been a busy month keeping up with the traffic island responsibilities and preparing for the Window Box and Traffic Island Competition on Wednesday, August 9<sup>th</sup>, at the Pickering House, at which the mayor presided and several sponsors actually showed up to collect their award certificates. Marcia, Sandi, and a City Hall volunteer put in time the day before to frame all the pictures and certificates for the ceremony. It was a beautiful day and many of our BCom volunteers were there to reap the kudos.

Aug. 2. Park at Hawthorne Blvd and Derby: Volunteers laid stone dust from Di'Lisaio's and, in order to extend the boundaries of the park to the Hawthorne Blvd sidewalk, pulled out the curbing, weeds, and grass, and planted hosta. Later in the week mulch was purchased and laid in the new area. New director Ray Jodoin was notified that an irrigation head was missing and water spurting when system activated. A second notification on August 26<sup>th</sup> was acknowledged.

Aug. 4. Riley Plaza: New volunteer Bonnie Norton joined Sandi to dig out and replace two pink Knock Out Roses on the Norman St. side.

Aug. 9. Traffic Island and Window Box Competition. There were several ties for the traffic islands. The winners list is attached.

Aug. 16. The usual team of volunteers scattered to several sponsored islands individually to weed, deadhead, de-litter. Several plants were transplanted, with additional loam, to Gorilla's island at Lafayette Park. It has been suggested to sponsor Gabe that he put in some mums but he has not responded. A volunteer also noted that lilies are becoming too dominant at Riley Plaza.

Aug. 23. Riley Plaza: The volunteer team (a minimal team of two this week, Nancy and Sandi) attacked the lilies and they are no longer dominant. They're beautiful when they're blooming but later not so much. Composted chicken poop was dug in around all the roses.

After the July BCom meeting, at which the story was discussed of the statue of Father Mathew, a temperance priest, which resides at the park at Hawthorne Blvd. and Derby, a consensus was reached that Temperance Park or Triangle would be a perfect name for this park, named Bertram Park back in 1916. On consulting with Beth Rennard on how to officially rename it, she suggested we petition the City Council. Therefore, a petition is being drawn up for presentation at the Aug. 29<sup>th</sup> meeting.

Sandi Power, Chair  
Traffic Island Program