

**Beautification Task Force
Minutes of the Meeting
November 18, 2009
Conference Room – Memorial Building**

The meeting of the Beautification Task Force was held on Wednesday, November 18, 2009 in the Conference Room of the Memorial Building and was called to order at 12:10 p.m.

Present: Brian McElwain, Dr. Joe Ryne, Penny Bohnen, Candy Cleveland

Absent: Nancy McKeague

Also Present: Village Horticulturalist Dan Hopkins, Village Forester John Finnell,

Approval of Minutes

The minutes for October 28, 2009 were presented for approval. Minor errors were corrected and the content was addressed to ensure accuracy of the meeting. Dr. Ryne motioned for the approval of the minutes from October 28, 2009. Ms. Cleveland seconded. The motion passed unanimously.

Old Business

Tribute Tree Program

Mr. Finnell stated the Tribute Tree program was passed unanimously by the Board of Trustees at the November 9th, 2009 meeting. Ms. Cleveland provided information regarding discussion at the previous EPS Meeting over the Tribute Tree Program. She stated Chairman LaPlaca and EPS members discussed minor changes to the document and were pleased with the final product. The Beautification Task Force Task Force discussed the future marketing plan that will be needed in order to raise awareness of the Tribute Tree Program. Ms. Cleveland suggested to market through the Hinsdale Schools and through the Village Newsletter. Ms. Bohnen questioned if it were to be possible to work with the Arboretum and also the next Arbor Day. Discussion continued over marketing campaign ideas and how to center them around the scheduled plantings times.

Dr. Ryne questioned the log that will be used. Mr. McElwain suggested using the Village motto “reaching for the future, rooted in the past”.

Ms. Cleveland discussed the idea of working with Hinsdale Nurseries advertising campaign to promote the Tribute Tree Program. Mr. McElwain requested deadline dates for certain resources such as the website, village newsletter, and newspapers. Discussion regarding updating the meeting schedule and the possibility for two meeting dates in January was looked at as well as promotional ideas that could be utilized during the marketing campaign of the Tribute Tree Program.

The Beautification Task Force discussed questions regarding taxing implications with the Tribute Tree Program and also rose questions as to where the fund donations collected from the program would be placed. Chairman McElwain requested each of the Task Force members to start thinking about a wish list that could utilize funds received from the Tribute Tree Program for discussion at the next meeting.

Litter Issues

Dr. Ryne talked to Chief Bloom regarding litter issues in Hinsdale. Police will be continuing to issue fines and require mandatory court appearances for violations. Chief Bloom was confident as fines increase the signs will begin to disappear. The Beautification Task Force agreed realtor and garage sale signs are okay as long they are taken down in a timely fashion.

Landscape Plans for Train Station

Mr. Hopkins stated he is still trying to obtain quotes for landscaping the train station but it is harder than usual because the flowerbed is so close to the train stations and insurance purposes are causing some companies to not offer bids. He discussed the quotes that the Village has received and the pros and cons of each.

Tree Protection

Chairman McElwain introduced this agenda item and asked Mr. Finnell to present the information he gathered from neighboring communities regarding their tree protection rules and guidelines. Mr. Finnell provided information from a variety of communities and described how certain rules they have implemented could be applied and utilized by the Village. General discussion took place between the Task Force members over the pros and cons of certain rules and regulations from neighboring communities on both private and public trees. Mr. Finnell stated the next step will be to go through the ordinances from each community and highlight the information that will actually apply to the Village and to see what information this Committee and the EPS Committee would like to see also added to the draft ordinance. Questions were raised such as who will monitor and enforce this ordinance and how fines will be handled as well as how the public will be notified of these changes and what types of trees will be on the protected list.

Adjournment

Chairman McElwain stated the December Beautification Task Force was going to be cancelled and the next scheduled meeting would be held on January 27, 2009 unless a special meeting on January 13, 2010 is scheduled. It was moved and seconded to adjourn the meeting. The meeting adjourned at 1:57 p.m.

Respectfully submitted,

Chris Ragona
Administrative Intern