

**Beautification Task Force
Minutes of the Meeting
February 10, 2010
Conference Room – Memorial Building**

The meeting of the Beautification Task Force was held on Wednesday, February 10, 2010 in the Conference Room of the Memorial Building and was called to order at 12:13 p.m.

Present: Dr. Joe Ryne, Penny Bohnen, Candy Cleveland, and Nancy McKeague

Absent: Brian McElwain

Also Present: Tim Scott, Community Development Strategist

Approval of Minutes

The minutes for January 27, 2010 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 January 27, 2010. Ms. McKeague seconded. The motion passed unanimously.

Old Business

Tribute Tree Program

The Task Force discussed aspects of the Tribute Tree Program such as the design of the logo that will be used. Tim Scott, Village Strategist, provided information regarding the status of the Village logo design. Dr. Ryne provided examples of other brochures and logos for the Task Force to base the brochure on. General discussion took place regarding the color and design of the Village logo that will be used for the brochure.

Ms. McKeague questioned the use of using recycled paper. Mr. Scott stated typically in the past the cost for recycled paper was far more expensive to use but he would check with his paper suppliers. The Task Force also discussed the timeline for completion and other details of the brochure and the possibility of a tribute for the late Chuck Foster. They looked at the possible use of local photographers to provide pictures to the brochure and to include a picture of the actual tree tag that will be given for each tributed tree. Dr. Ryne requested for the continued search of photos from Village resources by the Task Force members.

Ms. Bohnen discussed the use of a student to provide information regarding the “history of Hinsdale” for the brochure. Ms. Cleveland discussed how the public would perceive this program, and it was her idea to educate the community on the benefits of trees rather than just enforce a tree ordinance and tell residents what they can and cannot do with their trees. Mr. Scott stated given the amount of content in the draft version of the brochure, editing will need to take place in order to have enough space when production will take place.

Ms. Cleveland questioned where this document was located on the web. Mr. Scott stated it is currently located in the Community Development general page. Ms. Bohnen suggested to plan a photo contest to increase publicity of the program when the weather changes to spring as well as an article in the Village newsletter. The layout continued to be discussed for content such as tax issues and other legal information.

Tree Protection

Dr. Ryne updated the Task Force on the upcoming meeting with the Chairman of the EPS Committee that will take place next week regarding the draft Tree Standards manual. Ideas also surfaced for where to place the brochures once they are complete such as in the newspaper racks, with realtors, the Village Hall, Library, with water bills, and other ideas.

The Task Force discussed issues to the draft Tree Standards manual such as sizing for landmark trees and other information needs to be added. Ms. Cleveland noted “(ISA) Certified Arborists” should be inserted in several spots in the document and a section describing the process for surrounding properties needs to be further examined. They also expressed their concerns about the dollar amounts assigned for landmark trees, but they were in agreement the most important aspect should be to focus on saving the tree first, and than concentrating on the money of bringing the tree down.

Ms. Cleveland expressed her concerns with the document and did not feel comfortable at this stage to present it to the EPS Committee. The Task Force agreed and felt they needed more time to sit down with the Village Forester John Finnell to become more comfortable with it. Dr. Ryne stated the Chairman of the EPS Committee was requesting to view a draft of the proposed Tree Standards manual so he advised the Task Force to bring questions to the Village Forester to clear up any confusion they may have when it is presented to EPS Committee members at an upcoming time.

Adjournment

With no further issues to be brought before the Committee, Dr. Ryne motioned to adjourn. Ms. McKeague seconded. The meeting was adjourned at 2:03 P.M.

Respectfully submitted,

Chris Ragona
Administrative Intern