

**Beautification Task Force
Minutes of the Meeting
April 21, 2010
Conference Room – Memorial Building**

The meeting of the Beautification Task Force was held on Wednesday, April 21, 2010 in the Conference Room of the Memorial Building and was called to order at 9:11 p.m.

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

Absent: None

Also Present: John Finnell, Village Forester; Dan Hopkins, Village Horticulturist

Approval of Minutes

The minutes for March 24, 2010 were presented for approval. Minor errors were corrected and the content was addressed to ensure accuracy of the meeting. Mr. McElwain motioned for the approval of the minutes from March 24, 2010. Mr. McKeague seconded. The motion passed unanimously.

Discussion Items

Tribute Tree Marketing and Distribution Plan

Dr. Ryne outlined the different locations that brochures were distributed to including flower shops, the Hinsdale Chamber, realtors, churches, and a number of other locations. General discussion took place over additional locations that brochures could be distributed such as the farmer's market, Village schools, and other high traffic areas. Dr. Ryne requested for task force members to try and create a master list of contacts for future distribution of pamphlets and questioned if the deadline on the website should be changed. Mr. Finnell suggested to remove the deadline from the website as this is an ongoing program in the Village. Mr. McElwain discussed the opportunities that could be available to take advantage of at the first tribute tree ceremony in Burlington Park. General discussion took place between the task force members regarding the type of ceremony that has been planned for the first planting of a tribute tree and the timeline needed in order to plant the tree. Mr. Finnell stated he would keep the task force informed on when the area would be suitable for the tree planting.

Tree Tag Discussion

Dr. Ryne provided information regarding the cost and design of the tree tag that was chosen at a previous meeting. Mr. McElwain stated he would present information regarding a more cost efficient source that could be used to order future tree tags. General discussion took place over the sizing and design of the tree tag between the task force members. Mr. Finnell stated the Village Board recommended to not use any type of plaque at the base of the tree and the task force agreed to use a smaller discreet tag. The cost of tree tags continued to be looked at and the idea of providing an additional tag to the tribute tree purchaser was discussed.

New Business

Dr. Ryne expressed his concerns regarding the tree preservation excerpt that was in the Hinsdalean and felt the press was not an appropriate place to discuss the plan. He felt discussion should take place during appropriate meetings such as the Beautification Task Force and the other Village public meetings. Mr. McElwain stated he was not against or in favor of this ordinance but felt it was a complex issue and needed to be researched further because of the costs and money at stake. The task force referenced the Hinsdale 20/25 survey regarding the need for a tree preservation ordinance and the questions that still need to be answered regarding this draft ordinance. General discussion took place over the goals and the concerns of the task force and the group as a whole for future meetings and projects.

Cost Analysis Discussion

Mr. Finnell provided information regarding this agenda item and stated a surrounding community poll was taken to 15 communities and at this point not enough information was available at this time to formulate a conclusion for a proper cost analysis. He stated he was confident more information would become available in the next few weeks but currently this type of staffing is enforced by a variety of ways and funded by the general fund. He stated fines collected are generally allocated toward a tree-planting fund. Mr. Finnell provided an explanation of how trees are measured in different communities how this could affect the cost and fines for the removal of a tree. General discussion took place regarding the use of permits for tree removal in surrounding communities and the different ways to fund it.

Dr. Ryne provided a brief summary of Edith Mackra's presentation from the past EPS Committee meeting and felt an article from the Suburban Life did not capture the true discussion of the meeting.

The task force discussed times for the next scheduled meeting and felt May 5th, 2010 at 1 p.m. would be most appropriate.

The task force briefly returned to the subject of the tribute tree program and discussed the use of a student in order to promote it to a wider audience and utilize either photography or a short video on channel 6. The task force also discussed the idea of promoting the program through the schools to get children and parents involved in the program. Dr. Ryne stated the procedure to distribute to local schools is attainable and placing the tribute tree brochure in the take home packets should reach a majority of the parents that have kids in these schools.

Adjournment

With no further issues to be brought before the Committee, Ms. Bohnen motioned to adjourn. Dr. Ryne seconded. The meeting was adjourned at 10:45 a.m.

Respectfully submitted,

Chris Ragona
Administrative Intern