

**Beautification Task Force
Minutes of the Meeting
May 6, 2010
Conference Room – Memorial Building**

The meeting of the Beautification Task Force was held on Thursday, May 6, 2010 in the Conference Room of the Memorial Building and was called to order at 12:30 p.m.

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

Absent: None

Also Present: Village Horticulturalist Dan Hopkins, Village Forester John Finnell, Director of Public Services George Franco

Approval of Minutes

Dr. Ryne asked for changes or corrections to the minutes. Ms. Cleveland and Dr. Ryne suggested additions, discussion followed. The minutes for April 21, 2010 meetings were approved, as amended.

Old Business

a.) Update on Tribute Tree Program

Ms. Cleveland reported that Marguerite Guido and Marie Trader are organizing Alice Mansell's tree, they feel strongly that they would like to invite people and have a tea party at Burlington Park sometime in June after school is out. Mr. Finnell to install according to his schedule and the event will happen sometime after. He described the procedure for removing the old tree and installing the new one in the same location. Ms. Cleveland hoped that Ms. Guido and Ms. Trader could be notified of the installation so that they could take pictures or simply attend. Mr. Finnell said he would email the Task Force so that they can be informed; it is very weather dependent, but a very interesting procedure. A press release was discussed. Tagging the tree was also discussed. Mr. Finnell suggested that the Arbor Day trees planted by the various schools also be tagged; the task force agreed, a total of ten tags will be ordered.

b.) Update Tribute Tree Marketing and Distribution Plan

Dr. Ryne said that everyone has distributed flyers to the churches, funeral homes, real estate offices, the library, the Chamber of Commerce, and the Village offices. Discussion of distribution of flyers to schools was discussed. The task force agreed that it would be nice to do this before school is over for the year because it would make a good graduation gift. Mr. Hopkins suggested that the flyer should go home with the cap and gown, as this is inexpensive marketing to the community. Discussion of the format of the flyer followed. Dr. Ryne and Ms. McKeague will follow up with the schools.

Dr. Ryne noted that he talked to Village staff regarding advertising the tribute tree program on Channel 6 and he has a contact who is willing to work on this project; a student who is trying to build his portfolio. Ms. Bohnen thinks he could do at least as good a job as some of the advertisements currently running. Dr. Ryne suggested 'Extend your family tree and plant a

Hinsdale Tribute Tree' as a theme. He is keeping a list of contacts who have received the tribute tree information.

c.) **Discuss Tree Protection Cost Analysis**

Mr. Finnell said a packet is ready for the next EPS meeting on May 10th that includes a comprehensive analysis of tree loss as a result of construction over the past fiscal year. The packet will also include options for implementation and enforcement. He received responses to committee questions from six communities; Northbrook, Glenview, Park Ridge, Glencoe, Highland Park and Wilmette. A summary of their remarks is also in the packet. Dr. Ryne stated that in discussion with Trustee LaPlaca, because of the volume of work before the EPS Committee, this matter will be postponed till June 14th. Mr. Finnell stated that Director of Community Development Robb McGinnis, Director of Public Services George Franco and he reviewed the material prior to inclusion in the EPS packet. Dr. Ryne asked that a copy of the packet materials be distributed to the task force members prior to their next meeting.

New Business

Dr. Ryne referenced a letter from Mr. McElwain wherein he expressed his thoughts on the Tree Preservation Ordinance. Discussion followed regarding the letter and its intent. Task Force members generally felt that had Mr. McElwain been in attendance at recent meetings he would have been more aware that some of his concerns were, in fact, discussed by members. It was also pointed out that this is a draft ordinance, and as such can be amended by EPS or the Village Board based on input at these public meetings. Ms. Bohnen thought it would be appropriate to find out if Mr. McElwain wishes to continue on the task force, and if so, encourage him to attend the meetings.

Adjournment

The members agreed to hold the next meeting on **June 9, 2010 at 12:00** in the large conference room of Memorial Hall. It was moved and seconded to adjourn the meeting. Voice vote taken, all in favor, motion carried. The meeting adjourned at 1:37 p.m.

Respectfully submitted,

Christine Bruton
Deputy Village Clerk