

Beautification Advisory Commission  
Monday, February 11, 2019 – 6:30 p.m.  
Borough Hall – 3<sup>rd</sup> Floor Caucus Room

## AGENDA

Commission Members: Lou Beccaria (Chairperson); Teresa Haag; Michael Hill; Shanlee Fisher; Christine Butterfield; Usha Negandhi; Eric Schmidt

Borough Liaison: Councilman Edwin Soto

Mission Statement: To promote, enhance, and sustain the beautification of the Borough of Phoenixville

- I. Call to Order (Lou Beccaria)
- II. Roll Call – (Lou Beccaria)
- III. Reciting of the Mission Statement - (C. Butterfield)
- IV. Approval of the minutes from the December meeting
- V. Public Participation – Barbara Cohen – Renaissance Park Landscape plans
- VI. Follow-Up Items from Previous Meeting:
  - a. Goal 1: Foster public awareness and appreciation for the physical environment of Phoenixville
    - \*Vecchia Pocket Park – Mural discussion/Rotary
    - \*Utility Box Murals for Spring 2019 – review
      - \*Starr St. and Nutt Rd – Status of revised artwork?
      - \*Andre Thornton Park - Status of revised artwork?
      - \*Nutt Rd. & Main St. – confirmed; RFP out?
      - \*Bridge and Church Sts. – (2) – confirmed; RFP out?
    - \*Iron Pot Planters – Bridge Street - (L. Beccaria)
      - \*24 – recruit sponsors now – please use your contacts; follow-up with past sponsors you know
    - \*Taylor Alley Additional Plantings – Spring new plantings? – (E. Schmidt)
    - \*Adopted Nutt Rd. Islands – care status for 2019 – (L. Beccaria)
      - \*Nutt Rd/Main St.: John Keenan
      - \*Starr St./ Nutt Rd.: JD Maloney
      - \*Nutt Rd/Gay St.: John Keenan planting in monument

\*Revolutionary War Monument (Nutt Rd./Bridge St.: -  
Phx. Rotary Club

\*Other Sites:

\*Taylor Alley Landscaping – Lynn Seay

\*"Phoenixville" mural site – Northside – (Lynn Seay)

\*Christmas Adopt-a-Wreath Project – Status – (C. Peters)

b. Goal 2: Create an education program that promotes the  
community aesthetic

\*Beautification Award Program – 2019 - (L. Beccaria)

\*How to generate more nominations?

\*Signs for Past Completed Projects – status - (L. Beccaria)

\*Borough's New Website - BAC Participation -items included—  
Review them on site; get back with addition suggestions

\*Idea: BAC-donated planter -2<sup>nd</sup> & 3<sup>rd</sup> floors off elevator –  
(E. Schmidt / L. Beccaria) -suggested planter to purchase

\*Borough Spring Newsletter – Article – Volunteer?

c. Goal 3: Develop public art respecting Phoenixville's history &  
diversity

\*Landscaping Projects: Spring 2019 - (L. Beccaria)

\*Babe Ruth Baseball Field Entrance - Delayed to  
Summer

\*Rotary mural on Vecchia's wall – status – (L. Beccaria /T. Haag)

\*Other suggestions?

d. Goal 4: Secure resources for Maintenance of On-Going Initiatives

\*2019 BAC Budget – Status Report (L. Beccaria)

\*Borough Allocation Fund - \$12,500

\*Poster Fund - \$3,519.99

\*Iron Pot Planter Fund - \$1,615.00 (E. Schmidt billing due)

\*Discretionary Community Donations Fund - \$500

\*Adopt-a-Wreath Fund - \$2,616.99

\*Additional Funds?? – (C. Peters)

\*Marketing- “Welcome to Phoenixville” poster – (L. Beccaria)

\*Current Outlets: Gateway Pharmacy; Original Gentleman Barber Shop; PCHF; Colonial Theatre; Schuylkill River Heritage Center; Teresa’s Studio; Cameron Peters Floral Design

\*Ideas for new outlets?

\*Marketing – “View From the Northside” poster (T. Haag)

\*Sales status?

\*How can we make this effort more productive?

VII. Old Business to Revisit

VIII. New Business –

\*Need Lead person responsible for 2019:

\*Recruiting Iron Pot Planters sponsors --?

\*Nominations for Beautification Achievement Awards

\*Publicity-- ?

\*Recruiting people to weed pocket parks & other sites:

\*Taylor Alley – Lynn Seay

\*“Phoenixville” mural - Dayton & Rt 113 – volunteer – (L. Seay)

\*Vecchia’s (Cameron has volunteered already)

\*Library – has volunteer recruited

\* Historical Society – has volunteer

\*2018 BAC Annual Report – draft in the works – (Lou Beccaria)

\* New Project Ideas??

VIII. Next Meeting – March 11, 2019 -Borough Hall -3<sup>rd</sup> Fl. Caucus Room – 6:30

IX. Adjournment