

Beautification Advisory Commission
Monday, January 14, 2019 – 6:30 p.m.
Borough Hall – 3rd 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
- 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
 - *Bridge and Church Sts. – (2) - confirmed
 - *Iron Pot Planters – Bridge Street - (L. Beccaria)
 - *Additional ones – maybe 2 -??
 - *Taylor Alley Additional Plantings – Spring new plantings? – (E. Schmidt)
 - *Adopted Nutt Rd. Islands - 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

*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

*Idea: BAC-donated planter -2nd & 3rd floors off elevator –
(E. Schmidt / L. Beccaria)

*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

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

*2018 BAC Budget – Status Report (L. Beccaria)

*Borough Allocation Fund - \$12,500

*Poster Fund - \$3,519.99

*Iron Pot Planter Fund - \$1,615.00

*Discretionary Community Donations Fund - \$500

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

*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

VIII. New Business –

*Need Lead person responsible for 2019:

*Recruiting Iron Pot Planters sponsors --?

*Nominations for Beautification Achievement Awards -- ?

*Recruiting people to weed pocket parks at:

*Taylor Alley - ?

*"Phoenixville" mural at Dayton & Rt 113 – volunteer -L. Seay

*Vecchia's (Cameron has volunteered already)

*Work with Library and Historical Society to get their own
volunteers

*Any New Projects ??

VIII. Next Meeting – February 11, 2019 -Borough Hall -3rd Fl. Caucus Room –
6:30

IX. Adjournment