

Beautification Advisory Commission
Monday, January 14, 2019 – 6:30 p.m.
Borough Hall – 3rd Floor Caucus Room

Meeting Minutes

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

Borough Liaison: Councilman Edwin Soto

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

- I. Call to Order – chairperson, L. Beccaria called the meeting to order at 6:32 p.m.
- II. Roll Call – chairperson L. Beccaria took roll call and all BAC members were recorded as present except Teresa, Haag.
- III. Reciting of the Mission Statement – M. Hill recited the mission
- IV. Approval of the minutes from the December meeting – E. Schmidt made the motion; it was seconded by M. Hill; motion approved unanimously
- V. Public Participation – Mr. Rago Compos came to discuss his idea about doing a mural on the racket ball wall at Fisher Park. The BAC asked him to come back with a more developed idea and sketch concept if he continues to be interested in this.
- VI. Follow-Up Items from Previous Meeting:
 - a. Goal 1: Foster public awareness and appreciation for the physical environment of Phoenixville
 - *5 Concrete Planters on Manny’s Property: the members Asked that L. Beccaria discuss with Jean Krack, Borough Manager, if these could be placed on the walking trail in back Of the Borough Hall since the planters are owned by the Borough it has been determined.
 - *Vecchia Pocket Park – dog problem – because of the cold weather the problem seems to have subsided
 - *Utility Box Murals for Spring 2019 –

*Starr St. and Nutt Rd – We are asking artist to come back and revise the utility box to continue the artwork all the way down.

*Andre Thornton Park – Since the BAC was not happy with the design previously submitted, the group agreed to include this location in the group of 2019 utility box murals application requests to go out soon

*Nutt Rd. & Main St. – This location is confirmed as part of the new list of murals for 2019

*Bridge and Church Sts. – (2) – both utility box murals were confirmed for 2019

*Additional Iron Pot Planters – Bridge Street - L. Beccaria noted that we probably will not have the BAC funds to add any this coming year; however, the Borough is applying for some streetscape funds from the County and there might be some money available from this grant if it is awarded to the Borough.

*Taylor Alley Additional Plantings – E. Schmidt noted that this has been accomplished

*Adopted Nutt Rd. Islands – the following will be adopted for 2019
L. Beccaria reported:

*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 – C. Peters reported that there have been 209 adoptions this year. She would like to ask for help in getting a process in place for hanging the wreaths that is more efficient; it was suggested, and the group agreed, a process in place that is written down could be used yearly describing how the wreaths should look hung. C. Peters will come up with such guidelines and L. Beccaria will share these with Jean Krack to get his approval for use by Borough workers who put up the wreaths.

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

*Beautification Award Program - L. Beccaria reported that the 2018 awards were made at the 12/11/18 Borough Council meeting to the following, and a reporter from The Mercury was present to report and photo the event. The 3 plaques cost BAC \$75.00 from Crown Trophy.

*Root Down (Commercial Category)

*Parkside UCC grounds (Community Category)

*Bill Evans Home – (Residential Category))

*Signs for Past Completed Projects – L. Beccaria reported that he needs to follow-up yet with the vendor names given to him by Jenn Logan; there are

*Borough's new Website - Lou is going to send actual items over to Kelly Getzfread to add to the new website.

*BAC-donated planter -2nd & 3rd floors off elevator – L. Beccaria reported that Jean Krack is in favor of this; L. Beccaria noted that the planters can be about 3 feet long and should be compatible aesthetically with the woodwork style of the lobby. E. Schmidt said that he would come up with some ideas for the planters and also look into the cost of these; he will report back at the next meeting.

*Borough Newsletter – S. Fisher is writing the BAC article and will include photos of utility boxes and iron pot planters.

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

*Landscaping Projects - Spring 2019 - L. Beccaria reported that the Babe Ruth Baseball Field Entrance will be done after the new black fencing is put in place by the Babe Ruth people. The project cost will be split \$500 by BAC and \$500 by the Babe Ruth League

*L. Beccaria is concerned about the amount of weeding that needs to get done on the projects that we have already put in place. We need to recruit some volunteers to periodically weed the landscaping that BAC does.

*JOE ROWAN PARK – The Tree commission planted 7 Service Berry Trees along walkway. There are no plans for BAC to

commit to anything else until we know what the master plan is for the park. L. Beccaria is going to reach out to Karin Williams to find out if she still plans to undertake this project or not.

*New Signage in Reeves Park: (corner of Main & 3rd Ave.) L. Beccaria committed to contacting Rev. Mittman, pastor of Parkside United Church of Christ, to see if they will maintain a planting if the BAC puts a planting around the signage. Also, L. Beccaria will reach out to Library and Historical Society to gain commitment for their staff to weed to keep up with the landscaping that has been done at these places this year.

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

*2018 BAC Budget – L. Beccaria reported that we have the remaining funds at the present time:

*Borough Allocation Fund - \$12,500

*Poster Fund – \$3479.99

*Iron Pot Planter Fund – \$1615.00 (E. Schmidt billing due)

*Discretionary Community Donations Fund - \$500

*Adopt-a-Wreath Fund - \$2616

*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, Uncle Bee’s.

*Marketing – “View From the Northside” poster - T. Haag

Teresa believes there is one View from the Northside. She will pull her numbers and bring a check to January.

VII. Old Business

VIII. New Business – L. Beccaria said that he feels we need a lead person for our major initiatives in 2019. The following volunteered to be the leads for the following projects:

*Recruiting Iron Pot Planters sponsors (LEAD: CHRISTINE, CAMERON)

We need the sponsorship application on the website. The planter sponsorships will roll from Sept. to Sept. each year. Michael will be the point person for updating the Brochure to indicate this for future sponsors. We will also create a sign that goes into the empty pots in

FEB/MAR that asks people to adopt them.

*Nominations for Beautification Achievement Awards (LEAD: LOU)

*Recruiting people to weed pocket parks at: (LEAD: SHANLEE)

*Taylor Alley

*"Phoenixville" mural at Dayton & Rt 113

*Vecchia's (Cameron has volunteered already)

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

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

X. Adjournment