***Pelham Beautification Committee***

***Meeting Notes: December 21, 2016***

***Present and Constituting a Quorum:***

***Committee Members: Maria El-Zeghayar (Chair), Amber Cuthbertson, Greta Hildebrand,***

 ***Lauren Knafelc (MYAC rep.)***

***Town Representatives: Matt Sperazza***

***Council Representative: Richard Rybiak***

**Regrets: *Ava Colangelo (MYAC rep.)***

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| I.7:20 pmAgenda to be formattedusing minutes from Sept. 8 | Beautification Committee’s Process/structure for 2017 |  |
| II.Approval of Minutes September 8, 2016 | Minutes for September 8, 2016 Acceptance of minutes moved by AmberSeconded by MariaApproved by the Committee |  |
| III.Structure for Beautification Committee, 2017 | The Beautification Committee should see 2017 as a year of outreach research, as advised by Council. The steps should include:1. Learn about the various processes for outreach, outlined in Town’s guidelines, distributed to B. Committee. Also research methods used by other towns/cities/municipalities.
2. Committee to decide on content of questionnaire, best methods for beautification, outreach campaign, and dates for “rolling out” to the public. Concentration within a 2 month period is better than extending over a longer period. Marketing can be utilized to let people know about the campaign.
3. Analyze the results
4. Present results to Council as a report either in person or via town staff. In person is more effective. A budget request to Council should be attached to this report. Timeline for 2018 budget requests is October, 2017.

Greta raised need for Town’s staff assistance here and in any resulting work that the Beautification Committee may propose. With the public announcement that the Town’s marketing position would be restructured, could a request be made to the Town, to include assistance for Beautification Committee? Richard advised that a letter to CAO Darren Ottaway would be appropriate.   | Amber to present draft of 2017 structure (Feedback Plan), as discussed.This to be attached to December 21 minutes Committee to attend to item 1 on list before January meeting.Greta to draft letter, send to Amber and distribute to Committee for approval. |
| IV.New Business | 1. Maria raised need for protocol in addressing public letters to Beautification Committee. Richard advised that Town staff appointee should respond rather than Committee members.

 This matter to become an action item for the next meeting of the Advisory, Beautification Committee. 1. Maria also raised the need for regular meetings, often changed because of Council calling unscheduled meetings.

 Richard advised that the Beautification Committee should meet as they see fit and request alternative Town staff representation if required. 1. Greta noted that the Beautification Committee had not been invited to the 2016 Volunteer Awards evening. Matt was asked by Richard to take this matter forward to staff person who organizes the event.
 | Matt to take the 3 matters discussed to appropriate Town staff appointees.Action item regarding public correspondence to be included in agenda for next meeting. |
| V.Next Meeting Date | January 11, at 7:00 pm was agreed upon for the next meeting. |  |
| VI.Adjournment | Motion to adjourn by MariaAll in favourMeeting adjourned at 8:45 pm |  |