

GENEVA BEAUTIFICATION COMMITTEE
GENEVA PUBLIC WORKS
June 28, 2006

In Attendance: Dorothy Flanagan, Chris Goulet, Sherri Weitzl, Jim Weitzl, Paul DesCoteaux, Jim Gehring, Mary Gehring, Esther Barclay, Mary Kay Brown, Julie Hillery, Jay Moffat and Roberta Edwards.

Dorothy called a special meeting because we had recently learned that the Geneva Greenhouse, which supplies all of our annual flowers, has been sold and will be closing at the end of July. She led us in identifying and outlining our options. Dorothy came up with four options for our committee to work on:

Option 1

Contact Ball Seed Company – this should be our first priority before going to option 2. Esther Barclay had contacted them initially and will let them know the number of plants that we plant each year (10,000) and find out who their customers (greenhouses, nurseries) are.

Option 2

Contact nurseries and greenhouses in our area and find out if they are willing to donate annuals to us. The following were recommended; Shady Hill Gardens (Batavia and Elburn), Wasco Nursery (Wasco), Heinz Brothers Greenhouse, Fifth Avenue Flowers, Natural Garden and Midwest Groundcovers (St. Charles). These greenhouses and nurseries may be supplied by Ball Seed so we will need to hear from Esther before we contact them.

Jim mentioned that when we were picking up the flowers for the summer planting, Craig showed a few of us some petunias that had been donated specifically for our group to use. We need to find out the name of this person and contact him if possible.

Option 3

Cash donations from:

1. downtown businesses with planting areas directly in front of their store
2. adopter (number of square feet will cost an undetermined amount – Jay will put together a letter to the adopter and the letter will also be read at the end of the city council meeting.
3. FSA (under retail business community)
4. general public

Option 4

- Selling memorial plaques – a river stone (plaque) would cost \$250 for the first year, \$150 every year after that. For a \$5,000 donation for 20-25 years we could put a brass plaque in concrete.
- Endowment fund – set fund through a will, approach estate planners who specialize in elder care. Consider investing money in the GBC; we will use the interest to fund our expenses.
- Offer Geneva Beautification's services as gardeners.
- Use the GB Wagon in some way to raise funds.

Immediate Future

Right now we need to plan for our fall planting (September 16). It was decided to contact Home Depot and see if we can get plants "at wholesale cost". Mary Kay and Roberta will write them a letter. Jay will get our "story" out to the public through the city newsletter and newspapers. Also the retail people and downtown businesses need to be approached. It has been our plan for several years to plant more perennials so that fewer annuals are needed. It is hoped that by next spring we can carry out Esther's idea to have a drop off for local gardeners who need to divide their perennials. Also we need to plant more spring flower bulbs. Some of the park districts throw away their bulbs after they bloom and we could ask them to save the bulbs for us.

Jim W. will inventory what we have planted. We should also determine the value of all of our perennials and bushes planted downtown. We can also find out if the Geneva Greenhouse has unsold perennials after their closing.

Paul talked to ? about possibly donating a 50 ft. long greenhouse frame from the old Geneva Fifth Avenue Flower Shop. We need to ask the Geneva Park District if they will help us set it up next to their greenhouse in Wheeler Park and possibly attach it to theirs in order to heat it. However Craig suggested we not hook up to theirs so that we will have more control over the temperature. It was also suggested that possibly the

senior citizens who will be attending programs, etc. at the new Wheeler Park senior facility might be willing to care for the plants. Sherri, the new Senior Director, said that it's too early to assume they would have the time or interest.

Other Business

Ball Seed Company is donating flowers in planters (2 ft. tall, 24 in. circumference) for the car show in Geneva at the end of August. After that weekend, Ball Seed has offered the planters and flowers to our group. Dorothy thinks it would be attractive if we could put them in front of businesses on State Street (Steve Ramirez will move them for us). The businesses and our committee members who water in Sunday mornings could water them. Paul thinks that they should be moved further east and west out of the business district, at key corners, and let residents water them.

Next Meeting – Wednesday, July 12, 6:30 at Public Works