

Geneva Beautification Meeting Minutes
October 20, 2011
Brown Household – 607 West Lane, Geneva, IL
6:00 p.m.

Present: Laurie Mesenbring, Carolyn Zinke, Roberta Edwards, Jeni Russo, Tom Bloore, Cookie Olson, Jay Moffat, Jim Corfield, Esther Barclay, Vivian Wissing, Mary Gehring, Jim Gehring, Dana Teichart, Molly Sabatino, Sherri Weitzl, and Mitzi Strike

Sherri Weitzl called the meeting to order at 7:30 p.m.

Mary Kay and Chuck Brown hosted the Geneva Beautification Committee Members at their home, as well as served appetizers, salad, and an array of desserts. Thank you for being such wonderful hosts on short notice.

1. Fundraising

- a. Geneva Beautification Cookbook: Weitzl noted that that the Geneva Beautification Cookbook is available at Geneva City Hall for \$10 each. She also thanked Shirlie at the City of Geneva for both her vision and hard work on the cookbook. In addition, Weitzl reminded all the members to utilize the cookbooks as hostess gifts, office gifts, holiday gifts, etc.
- b. Russo noted that the Pasta for Posies Fundraising Event will be conducted on March 7, 2012. Bloore informed the Committee that a sign up roster will be distributed in February. Russo explained that the Pasta for Posies distribution of duties will be handled in monthly increments so that everyone shall be ready for the event prior to March. Olson noted that a Bake Sale has been added to the event in conjunction with the Pasta for Posies. Please be prepared to contribute a fresh baked dessert, as well as the dessert that will be served the evening of the fundraiser. Desserts that are prepared out of the Geneva Beautification Cookbook for the bake sale will be highlighted as such. Committee Members collectively decided that presentation is considerably important, as well as desserts that are sold at the bake sale should include a recipe card. Please do not pre-slice desserts that are intended for the bake sale. Moffat suggested purchasing decorative plates from the Goodwill and/or other type of retailer. These plates could be utilized for the bake sale so that Geneva Beautification Members would not need to be concerned with having their plates returned. Russo noted that the Pasta for Posies Team will provide additional details after the beginning of the year. Bloore suggested performing a walk through at the of the banquet facility given that the facility has undergone remodeling. He noted that the layout may be different and it will be important to take the any modifications in the floor plan into consideration. The use of green products was discussed by the Committee. Weitzl requested that the Pasta for Posies Committee check on the cost difference of utilizing green products versus non green products for the 2012 event. Olson suggested seeking donations from local retailers and/or vendors this coming year for paper products. The Committee also

briefly discussed the topic of meat sauce and vegetarian sauce. V. Wissing noted that she will confirm with M. Wissing if he will perform the Captain of the Parking Duties again in the coming year.

- c. Firewood – Weitzl noted that Gehring has performed a great job in getting the firewood together for this season. She also reported that the orders for firewood are starting to arrive when the electric bills come into the City of Geneva. The announcement for the Geneva Beautification Firewood Fundraiser has been placed in the newspapers. Weitzl noted that she will also place another announcement in the Geneva Patch, as well as the Utility Bills since the temperatures continue to fall. Barclay noted that the information regarding Geneva Beautification Firewood is also located in the City of Geneva Newsletter and the Enews. Weitzl reported that Flanagan was interested in a status on the firewood supplies for this season. Gehring explained that the supplies looked really good this year. It was further explained that the supplies are obtained from the City of Geneva storm and brush cleanup, etc. Barclay reported that she held discussions with the Good Templar organization regarding obtaining additional large logs. However, she noted that upon further inspection – they were not in proper condition for the Geneva Beautification program. Weitzl noted that a new Geneva Beautification Firewood sign has been completed by Banner Up Signs in Sycamore, IL. The quality and design aspect of this sign should allow for it to not only withstand the weather, but allow it to be utilized for the parade since it has grommet s.
- d. Miscellaneous
 - i. Financial Update
 1. Donations (FY May 1- present): \$685.
 2. Firewood Wood Sales (FY May 1- present): \$535.
 3. Weitzl reported it cost \$1109.90 to have the cookbooks produced. Sales to date: \$490. The Committee needs to sell about \$620 worth of cookbooks to break even and then anything sold after that would be profit. She explained that these cookbooks hopefully will be sold by the end of the year. If this program is profitable, then future cookbooks could be incorporated into the fundraising program – such as “60 Men Who Cook.” Brown suggested sending an email to the Business Community notifying them that the cookbooks are available from the Geneva Beautification Committee. Russo noted that Nosh has been selected by Chicago Magazine as a top breakfast location. Please take a moment to visit Chicago Magazine and support our local Business Community.
 - ii. Captains Update: Corfield provided a brief report to the Committee on the on the garden flower needs. Weitzl noted that everyone has provided input on needs of the Garden Captain. Weitzl thanked everyone for their hard work in maintaining the beds. Corfield reported that exactly 6500 plants were distributed throughout the beds in downtown Geneva and it cost the Committee \$12,000. Last year the cost was slightly less. Weitzl and Corfield

reminded the Committee that in 2012 the Geneva Garden Club made a gracious donation, as well as Nosh, Becky's Best, and the Merritt donation. Barclay also reminded Committee Members that the funds for the organization are no longer being received from the City of Geneva. Corfield reminded the Committee to plan on approximately \$12,000 in planting costs for the 2012 growing season. Weitzl noted that Corfield should keep the Committee apprised if he foresees any change orders for the coming year. It was suggested that the more perennials that are placed in beds, the less annuals that are required. Teichart reported that flower boxes should be modified so that the flowers can more easily transition from Summer to Fall.

- iii. Winterizing of Gardens: Discussion ensued regarding removing the Concours planters. Weitzl will contact Flanagan with respect to having Public Works remove the Concours planters from the downtown. Teichart will resolve having planters removed from the bridge. Weitzl confirmed that Moffat was available on November 6 for picking up yard waste, as well as ensuring that the Captains have sufficient yard waste bags. Weitzl also noted that additional bags will be available at the Geneva Post Office on the morning of November 6. Yard bags should be left for pick up on the Southwest Corner. Moffat will pick up yard bags for approximately four and one-half (4 ½) hours. The East Side Team can leave their yard bags at their location. This location is covered as part of Moffat's rounds.
- iv. Final Thoughts:
 1. City of Geneva: Weitzl reported that the City of Geneva is requesting a group to adopt a garden that will be located across the street from City Hall at the Finance office— in front of the former fire station. She showed the new design concept to the group. Brown noted that one problem with this particular area is often irrigation. Moffat reported that another issue he has encountered in this area is salt spray. Teichart suggested installing a mosaic and Russo suggested involving the High School Art Department. Furthermore, Weitzl noted that the City of Geneva wants to recognize the Geneva Beautification Committee by including our volunteer's names on the GIS Maps that will be located in the kiosk located on the courthouse lawn. Moffat suggested including a request for donations next to the Geneva Beautification Committee logo so that visitors know this Committee is wholly supported by donations and volunteers.
- v. Marketing: Russo reported that Sabatino performed a fantastic job on the Website renovation – in addition to the fact that she has a ten week old baby. Bloore explained that the Marketing Committee has been considering a Summer Drive-Thru Barbeque at the park. Weitzl noted that this concept has been discussed. Barclay explained that she liked the idea of socialization wherein everyone was eating together. Teichart explained that she was involved in an

organization that conducted a Super Bowl – wherein containers of soup and/or chili were sold at the parish hall.

- vi. Community News: Teichart explained that she is associated with Steel Beam Theater. The theater is currently hosting a Halloween Event at the Kane County Fair Grounds and she encouraged everyone to attend. She expanded on how the artists designed the sets for the event; and, that everyone would have a frightful good time.

The Committee thanks Mr. and Mrs. Brown for their hospitality and hosting the event.

Weitl adjourned the meeting at 8:16 p.m.

Respectfully Submitted: _____

Mitzi A. Strike
Recording Secretary