

**MINUTES OF THE HEARTLAND BEAUTIFICATION COMMITTEE MEETING**  
**May 1, 2014**

**Present:** Councilor/Chairperson Will Brown, Councilor Karen Sernecky, Peter Simons, Rob Spencer, Graham Scott, Grace Fix, Lee Penner, Marilyn Crowshuman, Sue Ann Hennessey, Jacqui Newton

**Call to Order:** Chairperson Rob Spencer called the meeting to order at 12:05 pm

1. **Additions/Agenda Approval**

- e) Communities in bloom
- f) Stettler blooms

Moved by Graham Scott that the agenda be approved as amended.

MOTION CARRIED  
Unanimous

2. **Confirmation of April 3, 2014 HBC Meeting Minutes**

Moved by Grace Fix that the Minutes from the April 3, 2014 Heartland Beautification Committee Meeting be approved as presented.

MOTION CARRIED  
Unanimous

3. **Business Arising**

Letters to businesses regarding communities in blooms results. They are ready to be hand delivered to recipients and Rob would like members of the committee to deliver them. They can be picked up after the meeting.

4. **Statement of Revenues & Expenses**

Moved by Karen Sernecky that the Statement of Revenue and Expenses be approved as presented.

MOTION CARRIED  
Unanimous

## 5. **2014 Projects**

### a. Downtown Park:

John Hull was selected for the downtown park project. Lee will email the preliminary drawings after the meeting.

Tender for concrete came in at \$80,000 instead of the budgeted \$30,000. Lee and Melissa will present the project to council as part of Melissa's projects. They will meet again and prepare before council.

### b. Community Gardens:

Rob is concerned about the readiness of the old community gardens. Lee reported that Urban Dirt Works is doing the lane and should be wrapped up by Friday. Then it can be rototilled.

Rob would like to hold a Gardening education session in May.

### c. Environmental Action:

The committee is still working on curbside compost. It was presented to council in December and will meet again May 13 with CanPak and council at the committee of the whole meeting.

The committee is looking to declare August Walk N Roll month. Businesses can challenge each other and report weekly to radio?

Looking to do a promotion during some events being held like the fly-in breakfast and the retired teachers brunch by offering \$1.00 off for those who walk or bike to those events. The environmental action funds will pay the difference to organizers.

Signage will be placed at locations around town with how long it would take to walk or bike to certain locations.

Signage will be placed at locations around town with how long it would take to walk or bike to certain locations. Signs will cost \$50.00 each and looking at purchasing 7 so the cost will be \$350.00.

Some were concerned about the locations of the signs because they were the opposite side of the road of the paths. Grace pointed out that they were saving money by using existing posts and that drivers are the target for the message.

Grace also reported that there was good response to the Trash 2 Treasure days and they will continue to have it the same weekend of the Community Garage sale. However, Karen didn't think the spring cleanup should fall on the same weekend.

d. Trade Show:

Rob felt that the Beautification Committee was competing with the Town for the attention of the visitors. It was suggested that the committee try to get their own booth for next year.

Grace motioned that the Heartland Beautification Committee apply for a medium sized booth at a cost of approx. \$500 for 2015 Trade Show.

MOTION CARRIED  
Unanimous

Rob mentioned that they gave out approximately 400 seed packs at the trade show and the rest will go to the grade 3's.

e. Communities in Bloom:

Judges list has come in and the Judges will arrive on July 24 and leave on July 26. Rob noted that we will be in tough competition with the other towns. Rob will have the profile book completed by the end of May.

Rob has a project with his son to do the Judge's tour on video for the community so they can see what happens when they tour around and what kind of things they look at. It will be done in chapters and posted on the Town of Stettler YOUTUBE channel.

f. Stettler Blooms:

Plant swap is coming up on May 11. Fall seed exchange & fruit and veggie rescue are some events going on. Posters will go up regarding all the events and will be put on website. Looking for a beautification champion to recognize.

School T.A. classes will be helping clean up the shale at Memorial Park every Friday in May. Rob had some shovels donated that he will give to Lee for the cleanup of the park.

6. Correspondence:

Received email regarding Communities in Bloom National Photo Contest and also that the Scotts Best Garden Selection signs and products would be delivered this week (we have already received).

7. Next Meeting:

Next meeting will be June 5, 2014

8. Adjournment:

Karen motioned to adjourn at 1pm

MOTION CARRIED  
Unanimous