

Beautification Advisory Commission
Monday, February 11, 2019 – 6:30 p.m.
Borough Hall – 3rd Floor Caucus Room

Meeting Minutes

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

Commission Member Excused: Cameron Peters

Borough Council Liaison Present: Councilman Edwin Soto

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

- I. The meeting was called to order Chairperson, Lou Beccaria
- II. The roll call was taken by Lou Beccaria.
- III. The BAC mission statement was recited by Christine Butterfield.
- IV. The minutes from the January meeting were approved unanimously
- V. Public Participation – Barbara Cohen – Renaissance Park Landscape plans;
Barbara noted the following in her presentation:
 - *She wants to make the ground look as good as the wall.*
 - *She wants the landscaping area at the foot of the mural to tell a story.*
 - *She wants to use the Borough's Belgium blocks and have them inscribed.*
 - *Colonial Gardens will be taking care of the greenery that will be put in.*
 - *Eric Schmidt will have control over what plantings are most important.*
 - *The space will be green and will highlight Phoenixville's history.*
 - *Barbara loves the painting of Church Alley done by Michael Riley Hill and wants to make a sign out of it to be installed in the park.*
 - *Church Alley was paved with Belgium Blocks when they were removed from the bottom of the Gay Street Bridge.*
 - *Barbara recovered a sign and wants to reuse a sign to put in there.*
 - *Barbara wants to create a small sculpture reusing pieces of the Dody Road Bridge.*
 - *She is interested in running a competition for the sculpture.*

- *Lou Beccaria suggested an iron worker or a Phoenix sculpture.*
- *It's a small space, and there's not a lot of room for something large.*
- *Barbara would like funding support with the sculpture. We asked her to provide us with info about the sculpture and what she would like to see and then the BAC would consider possible funding support*
- *The vision for the space is to make the history of Phoenixville compelling.*

VI. Follow-Up Items from Previous Meeting:

- a. Goal 1: Foster public awareness and appreciation for the physical environment of Phoenixville

*Vecchia Pocket Park – Mural discussion/Rotary

Lou Beccaria is going to follow up with current MDJ (Judge Tyrel) – to develop partnership with possible people for community service.

Lou Beccaria reported that the Phoenixville Rotary Club is strongly considering funding the mural. The Rotary Club would like the mural to depict something that would promote Rotary and the service it provides to the community. Lou Beccaria noted that items to consider related to Rotary and to include in the mural would be: the Rotary 4-way test and the many organizations that Rotary support, among other items. He requested that a mural concept be presented at the March BAC meeting, if possible.

*Utility Box Murals for Spring 2019 – review

*Starr St. and Nutt Rd – Status of revised artwork?

The artist has agreed to revisit the mural in the spring and add additional artwork to the mural, especially at the very bottom.

*Andre Thornton Park - Status of revised artwork?

It was decided that when a mural concept that is acceptable to the BAC is chosen that it be presented to Andre Thornton for his approval. He will be invited to a Ribbon Cutting of the mural after it is completed.

*Nutt Rd. & Main St. – the RFP is out to several artists

*Bridge and Church Sts. – (2) – the RFP is out to several artists

*Iron Pot Planters – Bridge Street - (L. Beccaria)

There are 24 to be sponsored; it was determined that at least 5 of them have already been sponsored (C. Butterfield -2; Lou Beccaria/Lynn Seay -1; Mike & Linda Genna -1; Edwin & Jeseley Soto-1)

Per Councilman Soto – We have a Rec package on website. Using it for program sign ups. We can request info and receive payments. The Borough is going to try to use this program for the BAC. The planters would operate just like a program. It can request info like a desired location or a dedication. The borough is going to launch the ability to pay online and see if it works. If it does, it will make it so much easier to place orders for planters.

*Taylor Alley Additional Plantings – New plantings will be installed in April

*Adopted Nutt Rd. Islands – care status for 2019 was confirmed by Lou Beccaria:

*Nutt Rd/Main St.: by John Keenan

*Starr St./ Nutt Rd.: by JD Maloney

*Nutt Rd/Gay St.: by John Keenan planting in monument

*Revolutionary War Monument (Nutt Rd./Bridge St.: -
by the Phoenixville Rotary Club

*Other Sites:

*Taylor Alley Landscaping – by Lynn Seay

*"Phoenixville" mural site – Northside – by Lynn Seay

*Christmas Adopt-a-Wreath Project – Status: it is anticipated that by the March meeting Cameron Peters will have a figure for how much will be donated to the BAC from the proceeds of this project.

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

*Beautification Award Program – 2019

* A discussion was held on how to generate more nominations. The following are some ideas that were put forth:

**Create a small poster...*

**TV station*

** Eric Schmidt noted that Colonial Gardens would be willing to donate a \$100 gift certificate as part Of an addition to the award currently given.*

**Let's ask other businesses to see if they are willing to donate something to the winners of the award.*

**Councilman Soto is going to work on something with Voxipop TV to highlight the planters.*

*Signs for Past Completed Projects –

*Lou Beccaria has the names of 3 vendors and will have a report at the March BAC meeting

*Idea: BAC-donated planter -2nd & 3rd floors off elevator –

Eric Schmidt will continue to look for an appropriate design that BAC can afford planter to purchase and that Blends in well with the wood color at the landings

*Borough Spring Newsletter – Article – Shanlee Fisher ahs volunteered again, with Lou Beccaria's help to write the next article.

Shanlee Created an article for the Borough Newsletter.

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

*Landscaping Projects: Spring 2019 - (L. Beccaria)

*Babe Ruth Baseball Field Entrance - Delayed to Summer

*Rotary mural on Vecchia's wall – status – (L. Beccaria /T. Haag)

*Other suggestions?

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

*2019 BAC Budget – Status Report (L. Beccaria)

*Borough Allocation Fund - \$12,500

*Poster Fund - \$3,519.99

*Iron Pot Planter Fund - \$1,615.00 (E. Schmidt billing due)

*Discretionary Community Donations Fund - \$500

*Adopt-a-Wreath Fund - \$2,616.99

*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

**It was suggested that the BAC create a 30second clip of the “Welcome to Phoenixville” to help sell the mural posters.*

VII. Old Business to Revisit

VIII. New Business –

**Eric Schmidt is going to order in some planters that will fit on a Bridge St. light pole. He wants to try it out and see if it works and if it does, we can order more. This would help beautify the Downtown area even more.*

*Need Lead person responsible for 2019:

*Recruiting people to weed pocket parks & other sites:

*Taylor Alley – Lynn Seay

* “Phoenixville” mural - Dayton & Rt 113 – volunteer – (L. Seay)

*Vecchia’s (Cameron has volunteered already)

*Library – has a volunteer recruited

* Historical Society – has a volunteer

*2018 BAC Annual Report – draft in the works – Lou Beccaria will it completed and submitted by the end of the month.

* New Project Ideas??

**The Mural Experience – Teresa Haag has requested that the BAC sponsor 2 weeks of The Mural Experience for a scholarship program for children. She will be working with Barnstone Art for Kids and the High*

School to identify students that could benefit. Teresa will list BAC as a sponsor on her website and marketing for the program as well as during the Ribbon Cutting ceremony at the end. At the next BAC meeting the amount of the BAC donation will be determined.

The BAC has agreed to sponsor two students for one week at Mural Camp.

- IX. Next Meeting – March 11, 2019 -Borough Hall -3rd Fl. Caucus Room – 6:30
- X. Adjournment was at 8:03 p.m.