

# DARIEN BEAUTIFICATION COMMISSION

SARAH SCHWARZ, CHAIR  
ALICIA PEPPERONE, VICE CHAIR  
TRACEY WHITEHEAD, TREASURER  
KIRSTEN DUNLAP, SECRETARY  
COLLEEN KALVAITIS  
MELISSA KELLY  
AMANDA SEGURA  
JACKIE STODDARD  
ELIZABETH HALL



## MINUTES OF THE MEETING

January 10, 2024, 9:00am

Darien Town Hall, 2 Renshaw Road, Room 119

### AGENDA:

1. Call to Order.....Sarah Schwarz  
Present: Sarah Schwarz, Tracey Whitehead, Colleen Kalvaitis, Alicia Peperone, Amanda Segura, Elizabeth Hall  
Absent: Kirsten Dunlap, Melissa Kelly, Jackie Stoddard
2. Review and Approve Minutes from 12/13/23 Meeting.....Sarah Schwarz
3. Treasurer's Report.....Tracey Whitehead
  - Tracey reported that the only expenses paid this month were those for the urns in front of town hall for the November and December holiday seasons, which was \$444. We currently have \$14,391 remaining in the budget.
  - For planning purposes, the committee is estimating they will spend about \$4000 for hanging baskets- but some of that will be offset by money coming from local businesses. We are also estimating that we will spend another \$5000 for cleanup. Brackets for hanging baskets will be around \$600. This leaves nearly \$3000 in the budget. Various ideas were debated for how to best allocate the remaining funds. Possibilities included improvements to the

garden by the firehouse and upkeep of town hall urns. These ideas will be discussed at greater length at next month's meeting.

4. Social Media/ Website Report.....Alicia Peperone
  - Recent posts included pictures of holiday planters and a group picture of the committee. We discussed the idea of posting photos of beautiful scenes from around Darien as a sign of appreciation. We also discussed the idea of using the Instagram platform as a vehicle to share season specific timely reminders for planting and maintaining residents' personal lawns gardens.
5. Report on Weeding and Pruning ..... Hall/Whitehead/Kalvaitis
  - Tracey cut back several trees and plants on the hill near town hall because it was looking unkempt. She also raked up around the benches. Other than that, there was not much weeding needed in Veteran's Circle.
6. Adopt a Garden.....Alicia Peperone & Melissa Kelly
  - a. List of Businesses to solicit..... Melissa Kelly
    - Melissa was absent from the meeting, so we did not have any new information about the list of potential sponsors.
  - b. Landscaper Pricing .....Alicia Peperone
    - "ELM" Eastern Land Management came highly recommended. This company manages projects for Baywater Properties and the City of Stamford. However, Alicia has had challenges getting a proposal from the company. This may be due to the seasonal nature of the landscaping business. We will wait a few more weeks for this estimate, then begin exploring other ideas.
  - c. AAG signs..... Colleen Kalvaitis
    - Colleen was able to get more pricing for signage: 16"x 24" signs are \$295 per sign, 12" X 16" are \$205, the posts (regardless of sign size) are \$50 (for each sign to have 2 posts), and the install cost would be \$150 per sign. The costs of all signs and installation will be covered by the sponsors. (The Amy's Smile garden is the only exception to this)
  - d. Next Steps: review timeline and deliverables .....Sarah Schwarz
    - We have completed several steps and are in the process of completing others including reaching out to ELM and creating a list of vendors. We are currently one month behind schedule. Committee members will review the list of businesses for potential sponsorships. We reviewed deliverables that still need to be completed but much is on pause without the estimate from ELM. We agreed to add a last-minute additional zoom meeting as soon as we are able to get the estimates completed in order to stay on our timeline

Additional New Business

7. Green Team.....Colleen Kalvaitis  
Colleen has a Green Team meeting on 1/22/24.

8. Eagle Scouts..... Sarah Schwarz  
Sarah is scheduling meetings with Tracy Mara and John Zagrodzky to discuss the committees' future plans and how Eagle Scouts could possibly be involved.

9. Meeting was adjourned at 8:58am by Sarah Schwarz