

January 28, 2015 – Meeting Canceled

STRASBURG BOROUGH SHADE TREE COMMITTEE MINUTES
February 25, 2015 – 7:30 PM

Members present: Brad Botchlet, Dale Kaufman, Gil Pratt, Curt Reynolds

Others present: Gail Anderson, Secretary

1. Call to Order – The meeting was called to order at 7:32 p.m. by Chairman Brad Botchlet.

2. Citizens' Comments – None.

3. Reorganization – New member Curt Reynolds was introduced. On motion by Dale Kaufman, second by Curt Reynolds, and unanimously approved, Brad Botchlet and Gil Pratt were appointed chairman and vice chairman respectively.

4. Minutes – On motion by Dale Kaufman, second by Gil Pratt, the minutes of the October 22, 2014 meeting were approved as printed.

5. Finance Report – With the beginning of a new budget year on January 1, the Committee has \$2,021.82 to spend on trees and \$800 to spend on Center Square beautification in 2015.

6. Spring Activity – Dale Kaufman and Gil Pratt will get together, perhaps with former member Mark Arbogast, in late March to trim back the liriopie at Center Square. Mary Dresser will be asked to prepare a “shopping list” of plants from the planting plan she drew up for the Center Square beds. The Committee, at its April meeting, will set a post-May 15 date for beautifying the Square.

A review of the tree request list shows 4 definite requests. A spring planting date of April 18 was set, with April 25 as the raindate. The secretary will confirm with the homeowners that they still want trees, and which species and variety they'd prefer. For such a small planting, it was decided that we would not need any student volunteer help, but will definitely keep the FFA in reserve for a fall planting.

7. Other Business – None.

8. New Business – Brad Botchlet presented the idea for 2015 that the Committee devote time and funds to market the program and develop a good list of tree requests for autumn 2015. Marketing ideas were discussed, including mailers, fliers for the “welcome” packets the Borough Office sends to new residents, posters for public bulletin boards around town, and a door-to-door campaign (perhaps in lieu of our June meeting). Gail will work on some marketing pieces to review at our next meeting.

9. Citizens' Comments – None.

10. Adjournment – On motion by Dale Kaufman, second by Gil Pratt, the meeting adjourned at 8:20 p.m.

Gail Anderson, Secretary

STRASBURG BOROUGH SHADE TREE COMMITTEE MINUTES
March 25, 2015 – 7:30 PM

Members present: Brad Botchlet, Mary Dresser, Dale Kaufman, Gil Pratt, Curt Reynolds
Others present: Gail Anderson, Secretary

1. Call to Order – The meeting was called to order at 7:36 p.m. by Chairman Brad Botchlet.

2. Citizens' Comments – None.

3. Minutes – On motion by Dale Kaufman, second by Gil Pratt, the minutes of the February 25, 2015 meeting were approved as printed.

4. Finance Report – No change from last month.

5. Spring Activity – The committee will meet at 8:00 a.m. on Saturday, April 18 at the Borough Office and proceed to plant two trees each at 149 Franklin Street and 165 Shenk Avenue. We will not have any FFA helpers this time, but they look forward to helping us in the fall. In appreciation for the help we have received in the past, Gail will check with the Borough Manager about possible awards or scholarships that could be given to our student helpers.

Saturday, May 16, we will meet to plant annuals and hang baskets at Center Square. Gail will have the hanging baskets brought out from storage for the April meeting, when a committee member will be assigned to take them to Good Harvest for planting. It was suggested that geraniums would be a better choice than new guinea impatiens for the Creamery corner.

6. Other Business – Several marketing ideas were discussed, including Web sites such as Freecycle and Craigslist. Gail presented some draft posters for review, as well as postcards that can be included in new resident “welcome” packets and perhaps in the annual newsletter if cost permits. Prices will be researched for “Free Trees” yard signs and for a banner that could perhaps be hung on the Swan Hotel or some other high-profile location. We will also develop some materials that could be distributed or displayed at civic club and organization meetings.

In lieu of our June meeting, weather permitting, will be a door-to-door marketing blitz, focus area to be determined.

7. New Business – None.

8. Citizens' Comments – None.

9. Adjournment – On motion by Mary Dresser, second by Curt Reynolds, the meeting adjourned at 8:43 p.m.

Gail Anderson, Secretary

STRASBURG BOROUGH SHADE TREE COMMITTEE MINUTES
April 22, 2015 – 7:30 PM

Members present: Brad Botchlet, Mary Dresser, Dale Kaufman, Gil Pratt

Others present: Gail Anderson, Secretary

1. Call to Order – The meeting was called to order at 7:33 p.m. by Chairman Brad Botchlet.

2. Citizens' Comments – None.

3. Minutes – On motion by Dale Kaufman, second by Mary Dresser, the minutes of the March 25, 2015 meeting were approved as printed.

4. Finance Report – Accepted as presented. We have not received Gault's invoice for the spring trees.

5. Spring Tree Planting Wrap-Up – Other than the immense size of the four trees to be planted, all went well with the tree planting on Saturday, April 18. It was a pleasure to have the homeowners present and involved during the morning.

6. Center Square Beautification – Mary will order the annuals according to her planting plan. The hanging baskets have been brought out of storage, and Gil will take them to Good Harvest for planting with begonias. Dale will spread some mulch on the northwest corner ahead of time, in hopes of preventing an overzealous application by Creamery staff. Gil & Dale will purchase and install new hooks and hangers as necessary. Committee members will meet at Center Square at 8:00 a.m. on May 16.

7. Other Business – Gil has examined the Bond trees at the end of Miller Street, and determined that one is still living, but another has died and will need replacement in the fall. He suggests cutting it off now and popping the stump out in the fall. Gail will call Vickie Bond to advise her of that plan.

Reminder: In lieu of our June meeting, weather permitting, will be a door-to-door marketing blitz, focus area to be determined.

7. New Business – None.

8. Citizens' Comments – None.

9. Adjournment – On motion by Dale Kaufman, second by Gil Pratt, the meeting adjourned at 8:02 p.m.

Gail Anderson, Secretary

STRASBURG BOROUGH SHADE TREE COMMITTEE MINUTES
May 27, 2015 – 7:30 PM

Members present: Brad Botchlet, Dale Kaufman, Gil Pratt, Curt Reynolds
Others present: Gail Anderson, Secretary

- 1. Call to Order** – The meeting was called to order at 7:36 p.m. by Chairman Brad Botchlet.
- 2. Citizens' Comments** – None.
- 3. Minutes** – On motion by Dale Kaufman, second by Gil Pratt, the minutes of the April 22, 2015 meeting were approved.
- 4. Finance Report** – Reviewed and accepted as presented.
- 5. Center Square Beautification** – Brad and Gil did a great job planting, things look great overall, but the liriopie on the southwest corner is dying off, so perhaps something different should be planted there in future, maybe in the fall with any leftover Center Square funds. Dale has completed hanging the baskets with new hardware.
- 6. Marketing Plan**

Gail was authorized to purchase two banners if she can get them for \$100 or less. The yard signs were tabled until we see the tree list for fall. Consensus is that, of the remaining funds, we could spend \$400 for marketing and \$1,000 for trees.

The June meeting will be “on the street,” distributing door hangers about the tree program.

Gail will produce some postcards to be included in the Borough’s “welcome” packets and also for the front counter, and posters for distribution to area businesses.

The committee also considered the idea of marching in the Borough’s parades carrying the banners and handing out informational brochures; the Memorial Day parade would be the better choice, as it takes place during daylight hours. We will plan on participating in the parade next year.
- 7. Other Business** – None.
- 8. New Business** – None
- 9. Citizens' Comments** – None.
- 10. Adjournment** – On motion by Dale Kaufman, second by Curt Reynolds, meeting adjourned at 8:30 p.m.

Gail Anderson, Secretary

June 24, 2015 – Meeting Canceled

July 22, 2015 – Meeting Canceled

STRASBURG BOROUGH SHADE TREE COMMITTEE MINUTES
August 26, 2015 – 7:30 PM

Members present: Brad Botchlet, Mary Dresser, Dale Kaufman, Gil Pratt

Absent: Member Curt Reynolds, Secretary Gail Anderson

1. Call to Order – The meeting was called to order at 7:33 p.m. by Chairman Brad Botchlet.

2. Citizens' Comments – None.

3. Minutes – Secretary absent, none available to review.

4. Finance Report – Report presented no change—nothing spent since last report.

5. Street Trees

Door Hanger Promotional Results – The results of our Door Hanging activities over the last several months netted the following results:

- 3 phone call inquiries for more information on the Tree program
- 2 applications
- 1 Japanese Tree Lilac sold

Other Street Tree News:

- Dale made a request for a second street tree for his house on 43 W Main – he had one planted a few years ago and would now like another.
- We officially have 8 trees on schedule to be planted this fall.
- Dale is trying to “sell” more trees ... Speckled Hen and the next property to the East may also be interested.
- We believe that we have a \$1,500 balance sheet for fall trees.
- For our September Tree Committee Meeting please come prepared to talk about Fall Planting date.

6. Marketing Discussion –

- Two banners are ready to be displayed.
- Brad inquired if posters have been displayed and where? Discussed and decided there was no interest in participating in the Halloween parade.
- The committee discussed banner locations and suggested the following:
 - Swan Hotel
 - Southeast corner of Historic and N. Decatur intersection where pond used to be – angle banner toward traffic coming into Strasburg from the north.
 - Consensus is to display them from the end of September to Thanksgiving unless this time frame is prohibited by another Borough ordinance.

7. Center Square Beautification –

- Dale will call Don Heiser to ask about getting an operable water spigot in front of the antique store
- Discussed adding plants in front of the antique store at the southwest corner of the Square
- Possibly add a more vertical plant material

8. Other Business – Brad asked if anyone knew what the status was of the plaques for Diana, Don and Mike.

9. New Business – None.

10. Citizens' Comments – None.

11. Adjournment – On motion by Dale Kaufman, second by Gil Pratt, the meeting adjourned at 8:00 p.m.

Respectfully submitted,
Mary Dresser

STRASBURG BOROUGH SHADE TREE COMMITTEE MINUTES
September 23, 2015 – 7:30 PM

Members present: Brad Botchlet, Mary Dresser, Gil Pratt

Also present: Secretary Gail Anderson

1. Call to Order – The meeting was called to order at 7:39 p.m. by Chairman Brad Botchlet.

2. Citizen Comment – None.

3. Minutes – The minutes of the May 27, 2015 and August 26, 2015 meetings were approved as printed.

4. Finance Report – Approved as presented. The Committee requests the same funding amounts from Borough Council in its 2016 budget: \$1,500 for trees, \$800 for Center Square beautification.

5. Fall Tree Planting – There are 8 trees on the list for fall planting. A tentative date of Saturday, November 14 is proposed, with November 21 as an alternate date. Gail will check with the Lampeter-Strasburg FFA to determine which of these dates would be best for them to provide student volunteers.

6. Marketing Discussion –

- Two banners are ready to be displayed, and will be placed on the southeast corner of the North Decatur Street/Historic Drive intersection, and in Gail Anderson's front yard at 61 Lancaster Avenue. The question was raised of whether, as a committee of the Borough, we are exempt from the 30-day temporary banner restriction. Gail will check on this.
- Final design ideas for yard signs will be drawn up by the secretary and sent to members for approval. The signs will then be ordered and hopefully ready to post during the "blitz." Borough office staff will prepare a list of former planting locations where property owners would be agreeable to having a sign on-site.
- The secretary will produce a supply of posters for distribution around town.
- We will have a "marketing blitz" of posters, banners, and yard signs from October 14 to November 14.

7. Other Business – Brad Botchlet, Mary Dresser, and Gil Pratt expressed their willingness to each serve another term when their current term expires at the end of 2015. Gail will forward their letters of interest to the Borough Manager.

8. New Business – None.

9. Citizen Comment – None.

10. Adjournment – On motion by Mary Dresser, second by Gil Pratt, the meeting adjourned at 8:45 p.m.

Respectfully submitted,
Gail E. Anderson, Secretary

STRASBURG BOROUGH SHADE TREE COMMITTEE MINUTES
October 28, 2015 – 7:30 PM

Members present: Brad Botchlet, Mary Dresser, Dale Kaufman, Gil Pratt, Curt Reynolds

Also present: Secretary Gail Anderson

1. Call to Order – The meeting was called to order at 7:36 p.m. by Chairman Brad Botchlet.

2. Citizen Comment – None.

3. Minutes – The minutes of the September 23, 2015 meeting will be available at our next meeting.

4. Finance Report – No change from last month. The only recent expenditure was for yard signs, but that bill has not yet been paid.

5. Center Square Update – The alyssum still looks good. The verbena has died. There are lots of heuchera “babies.” Rather than wait until the November 21 tree planting, Dale, Gil and Curt will coordinate a time to clean up the beds now. Mary will prepare a list of fill-in perennials to be planted on November 21. The dense liriope will be retained.

6. Fall Tree Planting – We will meet on Saturday, November 21 at 8:00 a.m. to plant trees, with assistance from the L-S FFA members. In addition to those requested by residents, we will plant a Yoshino cherry at the east end of the borough lawn near the sign, and a gingko at the remaining planting location on the lawn.

7. Marketing Blitz, October 14-November 14 –

- Mary, Curt & Gil will purchase supplies and put up the banner on the southeast corner at North Decatur Street and Historic Drive on Saturday, October 31. The Andersons will put up the one on their lawn.
- Yard signs and posters will be put up upon delivery, hopefully by November 7.

8. Other Business – By consensus, the committee changed its regular meeting night from the fourth Wednesday of the month to the fourth THURSDAY of the month for calendar year 2016. The specific dates for 2016 will be legally advertised as part of the Borough’s official meeting schedule.

9. New Business – Mary will purchase a watering wand for Center Square.

10. Citizen Comment – None.

11. Adjournment – The meeting adjourned at 8:30 p.m.

Respectfully submitted,
Gail E. Anderson, Secretary

November 24, 2015 – Meeting Canceled

December 16, 2015 – Meeting Canceled