

Old Orchard Special Business District Advisory Commission
DISTRICT LANDSCAPING/HOLIDAY DECORATIONS
MEETING MINUTES
APPROVED

MEETING DATE: Tuesday, January 27, 2014
 LOCATION: City Hall
 CALLED TO ORDER: 8:05 AM
 MEETING ADJOURNED: 9:05 AM

NAME	PRESENT	ABSENT
Joe Fichter, Chair		X
Tim Brennen		X
Dave Sanders, Vice Chair	X	
Angel Venegoni	X	
Claire Winkler	X	
Mary Jane Armstrong	X	
Greg Gunderson	X	
Jessica Kester	X	
Vacant		
Gerry Welch, Council Liaison	X	
Mara Perry, City Liaison	X	

Also in attendance:

Shawnell Fabers – WG Park Manager
 Fran Sudekum – Administrative Support

DISTRICT LANDSCAPING

- This season, have a new supplier for planting materials for hanging baskets.
- Some of the pots are “toast” and will need to be replaced.
- Can only over-winter plants for three years, so the 2014/2015 budget will need to include some new plantings to replace those that can no longer be over-wintered.
- Snow removal is included in the services provided
- It would be helpful to know what we have now and where it is geographically in the District.
- Discussion was held on potential new ideas and/or rearrangement of containers; where do we want “things” to be?
 - Along S. Old Orchard, hanging baskets or other?
 - Parking Lots need some “TLC”
 - Possible new “trio” groupings at 6 locations (18 pots):
 1. Cyrano’s
 2. “Gas” Station
 3. Scholar Shop
 4. Pharmacy
 5. Climate Maters
 6. “Tattoo Parlor/Natural Fact Deli”

DISTRICT HOLIDAY DECORATIONS

- Commission members would like to be involved in the holiday decoration planning for the District as well as the scheduling of the decorations.
- What's the vision going to be so individual business owners can compliment
- We should put in the budget a Holiday Plan
- Potential Holiday Plan Discussion Items:
 - Bigger "splash"
 - More lights
 - Full use of Gazebo Park
 - Holiday Tree Lighting
 - PR Coverage
 - Reindeer-many will need to be rebuilt for next year, perhaps need a new idea along same line
- View of Parks Department and view of a Business District need to come together on the timing of Holiday decorations; let's work out a middle ground.
- Perhaps fall decorations can be replaced with holiday decorations sooner; the District needs to keep in step with its big-box competitors who decorate prior to Thanksgiving; the 4th quarter is crucial to the success of the businesses in the District; we need to drive traffic to our small businesses and a holiday atmosphere has a big impact on that.
- Parks Department has to juggle manpower and resources to accommodate; timing and weather affect them greatly.
- At a minimum the light poles and banners could be decorated the first week in November since some of that work is handled by Public Works.

BUDGET DISCUSSION

- May Planting materials are ordered in January.
 - Existing containers' planting materials are covered by current budget
 - Nine additional pots purchased in July 2013 are not covered by the current budget and their plantings need to be ordered in January as well.
 - Claire Winkler made a motion to order planting materials for the 9 pots purchased in July 2013 at the cost of \$900, motion was seconded by Dave Sanders and unanimously approved.
- Claire would like to see costs for landscaping and associated items broken down by category (plantings, holidays, snow removal, etc.) and by sub-category where appropriate (labor, containers, plants).
- Shawnell estimates the following costs per pot:
 - \$150 labor
 - \$100 pot
 - \$100 plants
- Container Numbers
 - 37 Pots (18 need replacement & 18 at new trio sites)
 - 64 Hanging Baskets
- Holiday Costs
 - Lights
 - Gazebo Park
 - Murdoch Bridge
 - Other
 - Reindeer "rebuild" and/or additional reindeer
 - New Idea in keeping with the Reindeer and/or re-purposed "theme"

ADJOURNED

Meeting adjourned at 9:05 AM.