

LITTLE ROCK CITY BEAUTIFUL COMMISSION

2008 PLANNING RETREAT: MINUTES JANUARY 27, 2008



AGENDA

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| FACILITATOR: | JULIE C. ROBBINS/MHP |
| LOCATION: | MANGAN HOLCOMB PARTNERS (MHP) OFFICE, RIVERDALE |
| PRESENT: | JENNIE COLE, STEVE HOMEYER, WALTER JENNINGS, DEBRA REDDING, KAY TATUM, LYNN WARREN, JESSICA WATTS, AND CITY STAFF CHRISTY MARVEL |
| ABSENT: | JOHN BENEKE CITY STAFF: TONY BOZYNSKI & DANA CARNEY |

LUNCH/INTRODUCTIONS

11:00-12:15

BOX LUNCHESES FROM THE COMMUNITY BAKERY

INTRODUCTIONS

CHAIR HOMEYER ASKED FOR EACH COMMISSIONER TO ANSWER THE FOLLOWING QUESTIONS AS A WAY OF GETTING TO KNOW EACH OTHER AND LEARN ABOUT EACH OTHER'S PERSPECTIVES:

1. NAME
2. OCCUPATION
3. FAVORITE OUTDOOR CHILDHOOD MEMORY
4. WHY YOU APPLIED TO THE CITY BEAUTIFUL COMMISSION
5. WHAT YOU WOULD LIKE TO SEE THE CITY BEAUTIFUL COMMISSION DO

THE ANSWERS FOR QUESTIONS #4 & #5 ABOVE INCLUDED:

TO HELP REVIEW AND ENFORCE THE LANDSCAPE ORDINANCE AS MAIN FOCUS, TO PROMOTE SUSTAINABLE DEVELOPMENT, TO PROMOTE/ENHANCE THE CITY'S BEAUTY, TO DO SOME ENVIRONMENTAL IMPROVEMENT PROJECTS, TO FOCUS ON PROJECTS THAT RELATE TO THE DUTIES OF CBC, AND TO PROVIDE THEIR PROFESSION'S PERSPECTIVE ON THE COMMISSION (A WIDE RANGE OF PROFESSIONS ARE REPRESENTED: LANDSCAPE CONTRACTOR, LANDSCAPE ARCHITECTURE, BUSINESS, DEVELOPMENT/REAL ESTATE/INTERIOR DESIGN, MASTER GARDENING, ARCHITECTURE, URBAN PLANNING, CIVIL/ENVIRONMENTAL ENGINEERING, RETIREMENT/PREVIOUS SCHOOL ASSOCIATION, GOVERNMENTAL ASSOCIATIONS)

REVIEW

CHAIR HOMEYER REVIEWED, FOR THE BENEFIT OF THE NEW COMMISSIONERS, THE MISSION, GOAL, DUTIES, AND SLOGAN CREATED DURING THE 2007 PLANNING RETREAT. SEE ATTACHMENT A.

BY LAWS – REVISED

CHAIR HOMEYER NOTED THAT THE BY LAWS HAVE NOW BEEN REVISED. IT WAS QUESTIONED IF THESE WERE UPLOADED TO THE WEBSITE. COMMISSIONER WARREN STATED THAT FOR VARIOUS REASONS THAT THEY HAVE NOT BEEN. DISCUSSION OCCURRED ON THE PROS AND CONS OF POSTING THE BY LAWS ON THE WEBSITE. THE DISCUSSION INCLUDED THAT THE POSTED BY LAWS WOULD GIVE FUTURE COMMISSIONER CANDIDATES MORE INFORMATION ABOUT THE ORGANIZATION WHEN DECIDING WHETHER TO APPLY. A MOTION TO POST THE BY LAWS ON THE WEBSITE WAS PROPOSED BY COMMISSIONER WARREN AND SECONDED BY CHAIR HOMEYER. THE MOTION PASSED UNANIMOUSLY.

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COMPARISON OF CBC AND KLRB

A DISCUSSION OF THE DIFFERENCES BETWEEN CBC AND KLRB WAS INTRODUCED FOR THE BENEFIT OF THE NEW COMMISSIONERS. SEE ATTACHMENT B FOR A FULL LIST – COMPOSED IN 2007 RETREAT.

DISCUSSIONS

12:15 - 2:00

PAST PROJECTS / FUTURE PROJECTS / LANDSCAPE ORDINANCE/OUTGOING MEMBER AWARDS

PAST PROJECTS

COMMISSIONER WARREN GAVE A SYNOPSIS OF THE FOLLOWING PAST PROJECTS UNDERTAKEN BY CBC (AS DISCUSSED AS THE 2007 RETREAT):

- MISS CBC PAGEANT 1950s
- BELL TOWER BY ZOO 1977
- BELVEDERE PAVILION IN RIVERFRONT PARK 1986
- CITY FLAG DESIGN CONTEST 1988
- PRETTY & CLEAN NEIGHBORHOOD PROGRAM 1990s?
- ARBOR DAY SKIT DURING SCHOOL CHILDREN'S CITY ARBOR DAY EVENT 2001-2003
- ADOPT-A-STREET – BOWMAN ROAD 2002
- ADOPT-A-STREET BILLBOARD PARTNERSHIP WITH LAMAR ADVERTISING 2002-04
- BOWMAN BUS STOP TREE PLANTING 2004
- ARK. FLOWER & GARDEN SHOW 2006 (HANDOUT KARB STUFF), 2007 INVITE KLRB TO SHARE BOOTH
- POCKET CIGARETTE ASHTRAYS 2006
- CITY HALL BACK GARDEN 2007

FUTURE PROJECTS DISCUSSED

COMMISSIONER WARREN GAVE A SYNOPSIS OF THE FOLLOWING POTENTIAL AND ONGOING FUTURE PROJECTS:

- CAPITOL AVENUE GATEWAY:
- CBC SPRING CELEBRATION:
- POCKET ASHTRAYS GIVEAWAY: "STOWE IT, DON'T THROW IT"
- POCKET ASHTRAYS GIVEAWAY:
- CITY HALL BACK GARDEN: *
- ACCESS/INTERPRETATION OF "LA PETIT ROCHE", CITY NAMESAKE ROCK FORMATION ON THE ARKANSAS RIVER:
- TREE PLANTINGS ALONG THE SCENIC CORRIDOR OF I-630: *

LANDSCAPE ORDINANCE (LO) – REVISIONS / RECOMMENDATIONS

SINCE JOHN BENEKE, WHO AGREED TO CHAIR THE LO IN 2007, WAS NOT PRESENT AT THE RETREAT, CHAIR HOMEYER SUGGESTED THAT CBC NEEDED TO FORM AN AD HOC COMMITTEE TO FINALIZE THE REVISIONS. THERE WAS DISCUSSION ON WHETHER TO INCLUDE PAST COMMISSIONERS IN THE COMMITTEE. THIS IDEA WAS THROWN OUT DUE TO THE PROBLEM WITH FOI AND PUBLIC INVOLVEMENT. IT WAS SUGGESTED THAT CURRENT COMMISSIONERS COULD REQUEST COMMENTS FROM PAST COMMISSIONERS, BUT THEY WOULD NOT BE PRESENT DURING COMMITTEE DISCUSSIONS.

CONCERNS ABOUT ORDINANCE:

- RUNOFF
- TREE PRESERVATION*
- PARKING
- SUBDIVISIONS

DISCUSSION ON A LONG-TERM GOAL OF HAVING A WORKSHOP TO EDUCATE DEVELOPERS ETC. ABOUT ORDINANCE REQUIREMENTS WAS INITIATED BY CHRISTY. SHE SEES THAT ONCE THE LO HAS BEEN REVISED THAT THIS WOULD BE A GOOD WAY TO GET THE DESIGN AND MAINTENANCE INDUSTRY IN LINE WITH THE LO EXPECTATIONS.

QUESTIONS ABOUT THE CURRENT ORDINANCE FOLLOWED AND WERE TABLED FOR A LATER DATE.

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LANDSCAPE ORDINANCE ACTION ITEMS:

MEETING DATE WEDNESDAY, JANUARY 30, 2008 – 9 AM AT P & D CONFERENCE ROOM
THE COMMITTEE TO FINALIZE THE REVISIONS TO THE LANDSCAPE ORDINANCE CONSISTS OF:

- LYNN WARREN – CHAIR
- STEVE HOMEYER
- WALTER JENNINGS
- JESSICA WATTS
- CHRISTY MARVEL (CITY STAFF)

PRESENTATION / AWARDS TO OUTGOING MEMBERS

DATE STILL TO BE DETERMINED

ACTION PLAN 2008

2:00 - 4:00

GARDEN SHOW / ACTION PLAN

2008 GARDEN SHOW CBC BOOTH SCHEDULE: SIGNUPS/LOGISTICS

CBC COORDINATOR: DEBRA

- COMMISSIONERS FILLED IN TIME SLOTS, FEW REMAINING OPEN SLOTS, COMMISSIONER BENEKE NEEDS TO SIGN UP.
- DEBRA MENTIONED THAT PAPERWORK FOR THE BOOTH HAD BEEN FILLED OUT AND SENT TO CITY STAFF, BUT CHECK HAD YET TO BE WRITTEN AND SENT IN. IT WAS NOTED THAT ALTHOUGH THE DEADLINE HAS PASSED, DEBRA HAS VERIFIED THAT IT IS NOT TOO LATE TO GET A BOOTH. **THE BOOTH IS NOW \$25 MORE.**
- CBC LOGO SHIRTS SHOULD BE AVAILABLE IN TIME, FOR NEW MEMBERS/STEVE WILL LET PEOPLE KNOW
- THEME TO PROMOTE CBC SLOGAN: "CITY OF ROSES"
- GARDEN SHOW AD – IT WAS DECIDED THAT THIS WOULD NOT BE A GOOD USE OF CBC RESOURCES
- STEVE AND WALTER AGREED TO SET UP THE BOOTH ON THURSDAY AND TEARDOWN THE BOOTH ON SUNDAY.

GARDEN SHOW ACTION ITEMS:

LYNN/STEVE

1. WILL FOLLOW UP WITH CITY ON CHECK AND APPLICATION FOR BOOTH TO VERIFY THAT IT HAS BEEN SENT.

DEBRA

1. CHECK WITH GARDEN SHOW TO LET THEM KNOW IT IS COMING AND TO RESERVE A BOOTH.

JESSICA

1. GET WOODEN BOWL (FROM HUSBAND) FOR USE AT BOOTH AND AS A GIVE-AWAY
2. CBC HISTORICAL COLLAGE POSTER
3. CREATE COUPON
4. CREATE "DONATED BY" SIGNAGE
5. CREATE CBC WEBSITE INFO (BUSINESS CARD SIZE)
6. PROVIDE LAPTOP TO DISPLAY CBC WEBSITE

LYNN

1. CALL PAM (ASSISTANT) FOR DONATION OF P. ALLEN SMITH BOOK (ON ROSES) – 3 MINIMUM.
2. CONTACT TIPTON HURST FOR ROSE CENTERPIECE FOR BOOTH & COUPON PARTICIPATION (20%)
3. CREATE / FIND FAQ / HOW TO ON PLANTING ROSE BUSHES

CHRISTY

1. GET BANNERS TO BOOTH (DEBRA)

STEVE

1. CONTACT AREA NURSERIES FOR DISCOUNT COUPON ACCEPTANCE FOR ROSE BUSH
2. EYE OF THE BEHOLDER SIGNS
3. LANDSCAPE AWARD SIGNS
4. SOLICIT ROSE BUSHES FOR GIVE AWAY AND POSSIBLE USE DURING ROSE BUSH PLANTING DEMONSTRATION

KAY

1. CREATE PARTNERSHIP WITH MASTER GARDENERS AND ROSE SOCIETY FOR DEMONSTRATION

WALTER

1. CONTACT GARDEN SHOW STAFF AND DISCUSS POSSIBILITY OF DEMONSTRATION
2. CONTACT GARDEN SHOW STAFF AND ARRANGE GARDEN SHOW BADGES FOR EACH COMMISSIONER

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DEFINE 2008 CBC ACTION PLAN: PERSON RESPONSIBLE / NOTES

TENTATIVE 2008 OFFICERS: CHAIR-STEVE HOMEYER, VICE-CHAIR-_____, TREASURER-DEBRA REDDING

| TASK | PERSON |
|---|-----------------------|
| 1. KLRB WALTER WILL TAKE OVER KLRB BOARD POSITION FROM JESSICA. JESSICA WILL SERVE AS REPRESENTATIVE IN CASE WALTER IS UNABLE TO ATTEND THE MEETING. | WALTER/(JESSICA/JOHN) |
| 2. MARKETING: WEBSITE, FLYER/BROCHURE JOHN HAS AGREED TO TAKE OVER THE WEBSITE HOSTING. IF LYNN IS REINSTATED THEN SHE WILL TAKE BACK RESPONSIBILITIES. | JOHN/LYNN |
| 3. GARDEN SHOW | DEBRA |
| 4. ORDINANCE REVISION AD HOC COMMITTEE FORMED: LYNN, WALTER, JESSICA, STEVE, AND CHRISTY | LYNN |
| 5. EOB AWARDS | DEBRA/STEVE |
| 6. LANDSCAPE AWARDS | JENNIE/STEVE |
| 7. ADOPT-A-STREET PICKUP COORDINATOR STEVE CURRENTLY HAS A LOT OF THE EQUIPMENT – WILL GET TO JESSICA BY NEXT CBC MEETING | JESSICA |
| 8. 2009 RETREAT | 2009 CHAIR |

FUTURE PROJECTS

| | |
|---|------------------------|
| 9. SCENIC I-630 CORRIDOR TREE PLANTING | CHRISTY/JESSICA/WALTER |
| 10. CITY HALL BACK GARDEN | STEVE/LYNN |
| 11. NETWORKING/PARTNERSHIPS/BOD | ALL |

ACTIVITIES (CURRENT & PROPOSED): BRAINSTORMING

- **ENVIRONMENTAL DIRECTION AND RECOMMENDATION TO CITY AND BOD**
- **STRENGTHEN RELATIONSHIP WITH BJ WYRICK**
- **ENHANCE THE REPUTATION / IMAGE OF CBC WITH BOD AND CITY ADMINISTRATION**
 - RIBBON CUTTING AND MEDIA RELATIONS FOR CITY HALL GARDEN
 - INSTALL PLAQUE
 - EDUCATE PUBLIC ABOUT CBC
 - POST BY LAWS ON WEBSITE
 - CBC DISPLAY CREATION
 - CITY HALL
 - LOCAL LIBRARY
 - PERMANENT
 - ZOO BICENTENIAL
 - PLAQUE AT BELL TOWER & BELVEDERE PAVILION RECOGNIZING CBC CONTRIBUTION
- **EMPHASIS ON BEAUTIFICATION OF HISTORIC DISTRICT**
 - MACARTHUR PARK MASTER PLAN (DOWNTOWN PARTNERSHIP)
- **TREE STREETS PARTNERSHIP**
- **BRAND "CITY OF ROSES" SLOGAN**
 - GIVE COUPONS FOR ROSE BUSHES TO VISITORS AT GARDEN BOOTH
 - ROSE FACT SHEET – GARDEN BOOTH & ONLINE / CBC WEBSITE
- **STRATEGIC PARTNERSHIP WITH KLRB**
 - SPRING EVENT CLEANUP
- **GRANT OPPORTUNITIES**
 - URBAN FORESTRY (CITY ENACT) TREE PLANTING
- **LAW ENFORCEMENT OFFICER AWARD FOR LRPD**
 - STRATEGIC PARTNERSHIP WITH KAB
- **ANNUAL PLANNING RETREAT**
 - JANUARY OR FEBRUARY 2009
 - EVENING FROM 3:00 UNTIL 7:00

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- **POTENTIAL PROJECTS**
 - CAPITAL AVENUE GATEWAY AT OTHER END BY I-30
 - EARTH DAY EVENT
 - USING \$1,000 FROM C OF C
 - MINI CLINIC ON PLANTING TREES ETC.
 - TREES ALONG THE I-630
 - GIVEAWAYS – ROSE BUSHES, TREES
 - MAYOR'S MEDIAN PROJECT
 - INCLUDE CENTRAL LIBRARY DOWNTOWN MEDIAN
 - I-630
 - I-430
 - PARTICIPATE IN FLOWER / GARDEN SHOW 2009 (4TH YEAR) CONTINUE ROSE THEME
- **RECOMMENDATIONS TO BOD**
 - UPDATES ON CBC PROJECTS
 - PROMOTE ENVIRONMENTAL POLICIES/RECOMMENDATIONS
 - ROTATING BOD MEETING VISIT SCHEDULED MEETINGS – 1ST AND 3RD TUES OF EACH MONTH.

ANNOUNCEMENTS

4:00

- ◆ NEXT MEETING – THURSDAY, FEBRUARY 7TH
- ◆ GARDEN SHOW – FEBRUARY 22ND
- ◆ LITTER PICKUP – SATURDAY, MARCH 8TH

ADJOURNMENT

4:00

- ✓ ☒ MINUTES RESPECTIVELY SUBMITTED BY JESSICA WATTS (VIA EMAIL: 1/28/08)