Greening of Main Street MVT
Steering Committee Meeting Jan 27, 2014

Attendees: Sarah Wills, Neil Wright , Paul Nopper, Linda Newman, Elaine Schweig, Doug De La Matter

1. Sarah presented her sponsorship packages for review.
   - There was some discussion about the naming of the "levels" after different woods. An "Elm" bench might imply that the bench would be made of Elm. So the package names will be revised.
   - It was suggested that we spread out purchases to different manufacturers (Calabogie, Wilno, etc.)
   - There might be a chance to build a Community-High School partnership manufacturing some basic equipment or for secretarial help.
2. We need help with publicizing and selling sponsorships.
   - Approach businesses
   - Consult funeral director about "in memoriam" donations/purchases.
   - Create sponsor-referral opportunities?
   - We need booths to sell sponsorship packages at:
     - Bay Day
     - CO Blitz
     - Taste of the Valley
     - Music in the Park
     - CO and BBay Kiosks
     - Both Farmers' Markets
       - Need to address issues of personnel, cost and (for the Markets) waiting lists for participants.
   - We already have two demonstration sites that can provide sponsor forms and information displays:
     - Mad Outdoors
     - South of 60

3. Getting schools involved in the project
   - Once we have planters etc. in place, we should offer a workshop for the elementary schools involving:
     - Horticulture, planting and care of the various locations.
     - Dennison Park is a short walk from Vanier School in CO.
     - They can be involved in care of larger items like log planters that are permanent and that contain perennials and shrubs.

4. Where do sponsored items go?
   - Some discussion evolved around the question of locating a sponsor's item close to the community they live in, so they can see it often.

- We concluded that the sponsor could name the community in which it was located, but the Greening Committee would designate the most appropriate spot. (WE develop the site plan.)

5. Other organizations like KAPOA should be contacted to describe our project and the various sponsor packages. We should ask to be on the agenda for their annual meetings and perhaps have a presence at large events like the Hinterland Beach Regatta.
    - Candidate organizations mentioned were:
        - Kuiack Lake POA
        - Long Lake POA
        - Kashuby Lake POA

6. Doug brought some pictures back from a Malaysia trip to show the dramatic effects that strategic placement of potted plants can have on the ambiance of restaurant patios and sheltering “quiet sitting places” from nearby traffic.
    - Simple wooden boxes were used to define the borders of the space and potted plants (tall annuals, and shrubs etc.) were placed inside the boxes.
    - Some more elaborate “alcoves” on the sidewalks had permanent planters behind twinned benches with a garbage can between them. Small waste items could be deposited without getting up.
    - These pictures and ideas could be shared with merchants on our main streets.

The FOURTH Monday of each month was adopted as our regular scheduled meeting time.