

Meeting started 6:35 pm

Present: Joy Muller, John Mahon, John Loker, Laura Hajjar

Meeting agenda:

1. Welcome – purpose of meeting is to talk about reinvigoration of Beautify Londonderry Spring town-wide clean-up campaign and expanding activities to include our full mission to partner with groups to pursue plantings and greenery around the town.
2. Our current budget sits at: \$18,119.10 to date. Questions were discussed that will need answering before we proceed with plans for the Spring:
 - What do we need to do for this money?
 - Are there restrictions for use?
 - Do we need to reapply?
 - Is this grant \$?
 - What are limits on raising \$?
 - What can we do to raise money?
 - We have had corporate sponsor in the past – can we approach again?
 - Stonyfield
 - Could we knock on doors
 - Historical on the outflows and inflows – historically where does this money go?
 - We can then use these answers to talk about best use of the funds for Beautify Londonderry campaign.
3. Review of our Mission:
 - a. Town clean-up AND
 - b. General beautification of landscape:
 - Can we identify areas in town and groups who are willing to contribute time?
 - Can we identify areas in town where we can plant?
4. Brainstorming IDEAS:
 - **We need to publicize**
 - That this is a sub-committee (there is little knowledge of us as a sub-committee)
 - Facebook: Town and Moms pages; John M. has been posting for SWE committee
 - That it is more than a single day for trash pick up
 - How can we do this? similar to political signs – time and date
 - John L. noted that we have a banner, but is hard to put up and is not in great condition. It may be easier to use political type signs to put in the ground.
 - John M suggested holistic approach – should we start with really just the big impact visualization and use permanent “Beautify Londonderry” signs next to the Welcome to Londonderry signs. So that it shows more meaningful that we are involved in the Beautification of our town.
 - Can we plant the median at exit 4?
 - Getting word to the community

- Make trash pick up contest neighborhood by neighborhood
 - Win ice cream?
 - School groups
 - Community groups
 - Girl Scouts
 - Boy Scouts
 - Church groups
 - 4-H
 - Athletic teams
5. List of other actions to possibly take on in the next few months
- a. Identify roads and kid-friendly areas for trash clean-up
 - b. Partnership with the Green Team
 - i. Areas for Pollinator gardens around town
 - ii. How can we help them get started with their large garden project (perhaps funding)? The Green Team is starting with garden across from the Morrison House
 - iii. Can we co-sponsor them and help out with man-power?
 - iv. Bring to them the idea of UNH extension – having someone come to talk about pollinator gardens – something like what Bensons’ did last year bringing a Master Gardener out – county extension; Home Depot? Maybe also co-sponsor? Could we use as a fundraiser?
 - v. Important to first identify the roles of Beautify Londonderry and Green Team.
 - c. Information booth at the Stoneyfield 5K – to get our information out
 - d. Plan for the Spring clean-up: Do we do a big weekend push or extend out to weeks? Maybe we can do a big weekend push on the Weekend of April 22nd? Discussion resulted in clean-up focusing around the 3 weekends of that date.
 - e. Reach out to Heritage Commission and to Historical Society for plantings. Morrison House, other properties that are with the Heritage Commission. Could we think about plantings in the 6-8 areas that are present? Could we do period plantings and have the girl scouts (or other group) do a yearly action?
 - i. Beautify Londonderry signs – permanent signs at the locations where we put out the plantings. All town plantings come through the BL committee.
 - ii. Musquash, and Town Rail Trail could we do plantings and BL signs at these locations?

Action Items:

Joy

- Talk to Deb about finances (see Agenda item #2)
- Ice cream at Mack’s
- Talk to Green Team
- Plan for the 2-3 Saturdays around Earth Day. April 24, May 1, May 8
- Talk to Mike – get all the paperwork and the information for contacts

- Reach out to Benson's Hardware – still doing the \$400? And Estes?
- Reach out to scouts

John L.

- will talk to people about signs and windbreakers for those of us who work on the maintenance: master picker-uppers
- Identify “neighborhood” groups – Facebook

John M.

- is on the Facebook pages for the town neighborhoods – sending the word out at the time
- talking to the Heritage Commission: could we put some period plantings?

Laura

- Will put together a contact list of the people on the schools who can know about this. Give the dates out.
- Contact for 4H

Plan for next meeting: 1st Wednesday of the month 12/02/2020

Meeting adjourned 7:55 pm