



Village of New Minas
Beautification Group
Wednesday March 17, 2021 @ 10:30 AM
Louis Millett Community Complex
Commission Room

Members Present:

- Mary Munroe, Chair
- Cheryl Manzer, Commissioner
- John Ansara, Staff
- Ian Morrison, Minutes

Members Absent:

- Gerard Hamilton, Staff

Staff Present:

- Greg Messom

Call to Order:

Chair Mary Munroe called the meeting to order at 10:30 am.

Approval of the Agenda:

The Agenda for the March 17 meeting of the Beautification Group was approved, as presented.

M/Cheryl Manzer

S/John Ansara

Motion Carried

Approval of the Minutes:

The Minutes for the February 17 meeting of the Beautification Group were approved, as presented.

M/Cheryl Manzer

S/John Ansara

Motion Carried

Business Arising from Minutes:

None

Budget Update

The Clerk Treasurer/CAO reported that two expenses have been paid since last meeting:

- \$11,391.83 – Benches and recycling units
- \$417.14 – Design work for Lockhart-Ryan sign
- \$26,944.81 in expenses have been incurred as of March 15

Project Updates:

- Commercial Street
 - No report
- Founding Fathers Park
 - No report
- Grant Funding
 - John will check on receipt of the grant funds from the Municipality
- Lockhart-Ryan Park Signage
 - Mary met with Michael Gabriel on February 17
 - A draft design for the sign has been provided by Mr. Gabriel
 - The invoice for his services has been received and payment remitted
- Roundabout
 - Greg (on behalf of Gerard) is meeting with another landscape services supplier on March 18 to obtain a quote for installation of the plants and shrubbery

New Business:

- Branding of Woodvale Tank
 - The consensus was reached that the branding on the tank should be easy to maintain and cost effective to implement
 - Therefore, the branding will be relatively similar to what is currently on the tank, although some design changes to the appearance may be considered
- Branding of Entrance Signage
 - The matter of branding and design of the entrance sign was discussed
 - The current structure of the west entrance sign on Commercial Street is aging, eroding, and hard to access
 - Staff recommended that the Village pursue a new sign and possibly a new location (on the north side of the street) in an effort to evade the Kentville street banner infrastructure
 - Consensus was obtained that the Village should at least explore rebranding
 - John was directed to obtain an estimate, in preparation for the Capital Budget, on a cost to engage a marketing firm for the purposes of branding
- Capital Budget
 - The Capital Budget will be discussed at the next meeting of the Beautification Group
 - Currently, the following items have been costed out for inclusion in the draft capital budget:
 - \$4,000 – Irrigation System for Roundabout
 - \$13,500 – Highway Sign for 101 Highway
 - The need for a long term Capital Plan was discussed

- Terms of Reference

THAT the Beautification Group recommends acceptance of the Terms of Reference, as presented, to the Village Commission.

M/John Ansara

S/Cheryl Manzer

Motion Carried

Next Meeting Date:

The next meeting is scheduled for Wednesday April 21 @ 10:30 am in the Commission Room.

Adjournment:

Meeting adjourned at 11:24 am.