

MEETING MINUTES | TOWN OF SWAMPSCOTT Beautification Committee

Date: Nov. 5th, 2014

Time: 6:45 p.m. to 9:51

Location: Swampscott Town Hall, 2nd Floor conference room.

Present: Rick Rawlins, Vice-Chair Susan Balleza, Member
 John McLaughlin, Member Jer Jurma, Member
 Pete Kane, Town Planner Andrew Steingiser, Resident

Meeting Opened at 6:45.

John McLaughlin - Motion to approve meeting notes for 10/16/14

Rick Rawlins - Second

All Present - Approved

1. **Description and Membership Statement.** Revised and approved mission and name change for submission to BOS for approval. To be submitted for Nov. 17th BOS meeting.
2. **Howland Park.** On Nov. 3, 4, & 5, the DPW removed three "leaning" trees (approved at Tree Removal Public Hearing) and moved 9 lilacs from the front of the park to a location to the right rear where there is 6+ hours of sun. Louis Gallo, John Callahan, Susan, and John were present when they were moved. The two remaining hemlocks should be removed because of woolly adelgid before additional plant material is added to the park. Susan and John met with the Open Space Sub-Committee on Howland Park, Nov 4th. Public meeting to be scheduled sometime in January. Olmsted inspired. Plant various plants. Susan will work on a plant list including native material and develop the layout. Back plant the WWII monument anchoring of monument with larger scale plantings behind. Move benches into the park rather than facing the street to make it more welcoming. Save existing old rhododendron, if possible. Add Witch Hazel and other native/natural plant material. Possible funding source through the town. Working with Tania Lillak of the Open Space Committee to put together a power point for a public presentation. Keeping plans simple and readable for ease of understanding by the public. Will be putting the Garveys (neighbors on Monument Avenue) in contact with Susan regarding participating in the design for input from a neighbor's perspective.
3. **Signage Scope:** Distributed to various committees. Pete discussed municipal wayfinding seminar he attended. Presentation materials for municipal signage distributed in regards to public information session.

The importance of branding was highlighted. What comprises a wayfinding system. P. Kane will provide materials from the seminar he attended for the development of the signage program.

4. **Beach Markers:** Andrew reported on site visits and requested incorporation with Susan's expertise on plant material. Discussion of unified paving, plantings, and markers as a form of branding for Swampscott beaches. Discussion on creating sketches for use at public meetings including images of appropriate sea grasses and plant material. Discussion of Johnson Park and King's Beach locations for placement as they are different from typical "road" like entrances. A couple images for entries will be developed to create a clear understanding of material palette and relationships. Andrew and Susan will converse regarding plant material for sketches.
5. **Next Meeting:** Tuesday, Dec. 2nd at 6:30
6. **Nov. 17th** Board of Selectman meeting to update name and mission statement...representative from committee needs to be present. Either or both Jer and Rick will attend.
7. As a committee we encouraged Andrew Steingiser to submit a letter of interest to Pete Kane to submit to the School Committee for appointment.

Jer Jurma - Motion to adjourn
Susan Balleza - Second
All Present - Approved

Meeting closed at 9:51 p.m.