



TOWN OF LEDYARD

741 Colonel Ledyard Highway
Ledyard, Connecticut 06339

Ledyard Beautification Committee Meeting Minutes

Chairperson
Kathrine Kohrs

Regular Meeting

Tuesday, November 12, 2024

5:00 PM

Town Hall Annex - Hybrid Format

I. CALL TO ORDER

Chairperson Kohrs called the meeting to order at 5:03 p.m.

II. ROLL CALL

Present Committee Member Carol Ann Schneider
 Committee Member Jennifer Eastbourne
 Chairman Kathrine Kohrs
 Committee Member Lauren Hawes

Excused Committee Member Carol Christiansen
 Committee Member Jennifer Bingham
 Committee Member Sarah Martic

Lauren Hewes and Jen Eastbourne were present via Zoom.

Also in attendance:
Naomi Rodriguez, Town Council Chairperson

III. PUBLIC COMMENTS

None present.

IV. REVIEW AND APPROVAL OF MINUTES

1. Motion to APPROVE the Regular Meeting Minutes from October 1, 2024, as written.

RESULT: APPROVED AND SO DECLARED

MOVER: Carol Ann Schneider

SECONDER: Lauren Hawes

AYE 4 Schneider Eastbourne Kohrs Hawes

EXCUSED 3 Christiansen Bingham Martic

V. FINANCIAL REPORTS

1. Ledyard Beautification Committee Financial Reports.

No funds have been spent this fiscal year.

RESULT: DISCUSSED

VI. OLD BUSINESS

1. Future Projects Discussion.

Holiday wreath project for the Senior Housing -
Chairperson Eastbourne said she has coat hangers which were an issue getting last year.

The Committee needs a new place to cut greenery, last year pine and boxwood were used. Ms. Schneider said she would check with Scott Johnson, Parks and Recreation Director to see if any of the Town parks have greenery available for cutting.

Also needed:

Ribbon.

Wire.

A date to work on the wreaths.

A place to work on the wreaths. The Senior Center worked out well last year.

A delivery date.

Last year the wreath making workshop was held on November 12 and the wreaths were delivered on December 2nd.

The Committee decided to make and deliver the wreathes all in one day, either December 7 or 8. Ms. Schneider will check if the Senior Center is available for either of those dates. Ms. Eastbourne said she could ask St. Luke's Church if the Committee could use their meeting hall if the Senior Center isn't available.

Earth Day/Spring Festival - One event or two? Ms. Eastbourne liked the idea of combining the two into one event. Possibly hold it the first weekend in May. Ms. Eastbourne also suggested asking students to attend a meeting to help plan the event. Ms. Hawes suggested having a contest between schools. Connecting with the school Art teachers to hold an open "art" night at each school for the "trash to treasure event" was another idea. Possibly each school could get a dumpster, and the winner is the school who fills it up faster. The Committee is tentatively planning a week-long event for activities and awareness during the week of April 28 and culminating on May 3rd with a big event.

Ms. Eastbourne announced that the Cemetery Association is doing a cleanup on November 23, 2024, at the Winthrop Cemetery from 10:00 a.m. to 3:00 p.m. if anyone is interested in participating.

RESULT: DISCUSSED

2. Any Other Old Business to Come before the Committee.

Veterans Day sign initiative. Chairperson Kohrs said she was a bit frustrated with the around

time from 30 Marketing. She added that although she communicated with them early on, she didn't hear back from them until much later, which was stressful. It would have been better to have more lead time for promotion. Chairperson Kohrs said considering the time constraint it went well there was a total of 21-22 signs purchased. Someone had told her they wished they had known because they would have purchased a sign. Ms. Hewes asked if it would be an annual event, Chairperson Kohrs said that is the idea. There was some feedback stating that the signs would look better if they were spread out more. Maybe Veteran's pictures could be displayed on the signs next year and possibly a ceremony. Ms. Eastbourne said that she received some positive feedback. She also asked about getting the signs to the Veterans. Ms. Eastbourne said she will give Chairperson Kohrs the contact information of the Veterans who have signs to pick up. Ms. Eastbourne added that Chairperson Kohrs did 90% of the work and it was a lot for one person. It would have been better to have more groups share the event, Ms. Kohrs asked the Senior Center to share on their page, but it wasn't done. She had the same experience with some other Town groups.

Tips discussed for next year:

Plan even further ahead than seems necessary to allow more lead time.

Spread the signs out more than they were this year.

Advertise more, flyers posted locally.

Place a sample sign at the Town Hall for advertising.

Get businesses involved.

Post on The Town Website.

Solar powered lights near each sign.

Naomi Rodriguez, Town Council Chairperson said she thought the event was wonderful. She enjoyed driving down the street and seeing the signs, she was even able to read the names. She thought it was a great starter point.

The Committee will receive \$7.00 for each sign which will be earmarked for a Veterans themed project.

RESULT: DISCUSSED

VII. NEW BUSINESS

1. Wicked Tulip bulb giveaway.

Chairperson Kohrs said she will look into the Wicked Tulip bulb giveaway.

RESULT: DISCUSSED

2. Any Other New Business to Come before the Committee.

None.

VIII. ADJOURNMENT

DISCLAIMER: Although we try to be timely and accurate these are not official records of the Town.

Motion to ADJOURN the Regular Meeting at 5:33 p.m.

RESULT: APPROVED AND SO DECLARED

MOVER: Jennifer Eastbourne

SECONDER: Carol Ann Schneider

AYE 4 Schneider Eastbourne Kohrs Hawes

EXCUSED 3 Christiansen Bingham Martic