

# KMB Meeting Minutes 19 September 2023



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*"Empowering residents, businesses and government to make Mansfield a greener, cleaner place to live, work and play."*

## KEEP MANSFIELD BEAUTIFUL COMMITTEE

### Meeting Minutes

Meeting Date: 19 September 2023 @ 7:00 p.m.

Location: Room 2A/B-Mansfield Town Hall

**Attendees:** Jeff Ward (Chair), Ana Newell, Martha O'Connell, Janice Wivagg, Patrick McCue, Mike Healey, Pat Colbert, Danielle Dupre, Kelly Kemp (via phone)

**Guests:** Kristy Brooks (Regular Guest Participant-Waste Reduction & Recycling Committee), Neil Rhein (Keep MA Beautiful), Pat Lambert (Resident, Volunteer)

### Welcome & Call to Order

- Meeting called to order at 7:06 p.m.
- Welcome and committee introductions to guests.
- Motions made to accept minutes from previous KMB meeting of 13 June 2023 and approved by all committee members in attendance.

### Treasurer's Report

#### Treasurers Report as of 19 September 2023

Town Account FY 2024:	\$12,956.56
Town Funded Budget FY 2024:	\$ 2,000.00
Mural Account:	\$ 1,717.36
<b>Net Total:</b>	<b><u>\$16,673.92</u></b>

## KMB Meeting Minutes 19 September 2023

### Breakdown of Financials by KMB Program

Program	Town Hall Account	Bluestone Bank	PayPal	PayPal Fees	Expenses	FYT
Cleanup 2023	\$100.00	0	\$20.00	0	0	\$120.00
Cleanup 2024	0	0	0	0	0	0
Flower Barrels 2023	\$240.00	\$296.04	\$60.00	\$3.96	\$66.64	\$525.44
Flower Barrels 2024	0	0	0	0	0	0
Nip Bottle Stipend ****	\$300.00	0	0	0	0	\$300.00
KMB Administration	\$1,155.69	\$0.24	0	0	\$568.72	\$587.21
Mike McCarthy Memorial Fund	0	0	\$4.37	\$.63	\$179.99	-\$176.25
<b>Totals FY 2024</b>	<b>\$2,176.34</b>	<b>\$0*</b>		<b>\$4.59</b>	<b>\$815.35</b>	<b>\$1,360.99</b>
Total Balances Prior Yrs. as of FY 2023	\$11,595.57	0	0	0	0	\$11,595.57
<b>Total FY 2024</b>						<b>\$12,956.56</b>
Town KMB Budget 2024**	\$2,000.00	0	0	0	0	\$2,000.00
Mural Account***	\$1,717.36					\$1,717.36
<b>NET Total</b>						<b>\$16,673.92</b>

**\*Note 1: Bluestone Bank Account Funds:** KMB account at Bluestone was closed. Remaining account funds (\$296.28 from PayPal transactions) were transferred to our KMB account with the town. PayPal fees for KMB going forward will go through the Town of Mansfield's Bluestone account. There was \$50.00 in PayPal fees incurred by payments made in FY2023 for our Flower Barrel Program. Going forward, KMB may want to consider encouraging business owners, who pay for flower barrels via PayPal, to include the fees with their payments.

**\*\*Note 2: Town of Mansfield KMB Budgeted/Appropriated Monies:** KMB received funding from Town of Mansfield in the amount of \$2,000 in July 2023 (Acct#:01180200-570000) for fiscal year 2024 projects/programs. The new funds must be spent by 30 June 2024.

**\*\*\*Note 3: Mural Account:** \$1,717.36 remains in the original account set up when mural was commissioned. Since the mural is 10 years-old, an assessment of its current condition and possible restoration activity is needed. Kristy Brooks met with a Wheaton College professor who consulted on the mural's condition and restoration needs. Follow up is needed with the Town Administrator on next steps.

**\*\*\*\*Note 4: 2023 Nip Bottle Stipend Program:** Payments totaling \$300.00 were received from businesses. There is an outstanding payment balance of \$300.00 due for the months of Jan- June 2023 from Bristol Liquors. Anna Newell will follow up with new owner once owner is identified. Martha O'Connell will contact Chris McDermott (Economic Development Officer) to obtain business owner's name.

There was also a new liquor license issued for a store located near the Xfinity Center. They will need to be contacted and made aware of the need to donate to the NIP Program. Mike Healey thinks the new store location is owned by the Patel family.

## KMB Meeting Minutes 19 September 2023

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**Update:** The following information was provided to Martha O'Connell on 25 September 2023 by Carrie Champagne, Administrative Assistant | Office of the Select Board:

*The owner of Bristol Liquors is Miguel Sanchez. His phone number is: (781)405-1016. He has been the manager there for several years and Carrie is not aware of any change to business ownership which would require notice to the Select Board.*

*As for the new liquor license - it was approved by the Select Board; however, it still requires approval from the State which can take up to two months. The time to complete the build out of the new store will take additional time. The new store manager is Sean Patel.*

This new store location item should be placed on the agenda calendar for our January meeting as a reminder to circle back with Carrie Champagne for any updates.

### **Miscellaneous Financials Discussion**

- Banner Expense: New Fall banner (designed by Karen Reardon) is ready for pick-up and will be placed over Rte. 106 in October in advance of the cleanup dates. Banner cost was funded through a \$900.00 grant from the Non-Profit Fund. Expense receipts will be needed for accounting purposes. Pat Colbert will follow up.

- There is an outstanding payment due (\$120.00) for flower barrels purchased by Trattoria Della Nona. Pat Colbert will continue to follow up with business owner (Yvonne) for payment.

- Ana Newell is following up to reconcile any potential balances/expenses in the Mike McCarthy Memorial Fund.

- Ana Newell reported that Shaw's Supermarket "Give Back Where It Counts Program" sent KMB \$15.00 for month of August 2023. KMB usually takes in \$15-\$25 monthly donations from this program.

- Suggestion was made during re-usable discussions regarding researching costs of re-usable bags for cars and shopping purposes. KMB may need to reorder our shopping bags for future event distribution. Mike Healey will research available products and costs for committee.

### **Fundraising**

#### **1. Fundraising Letter**

The KMB annual fundraising letters for 2023 were mailed out to an updated list of potential donors on 17 March 2023. Ana Newell created a spreadsheet on the Google drive to track the donation amounts and sponsors. Donations sadly fell short of expectations, likely due to the state of the economy and the solicitation of donations for the town's Fall Festival. No new donations were received after the Spring Cleanup event. Jeff Ward suggested sending out the fundraising letter for 2024 in early January. With the Fall Litter Sweep in early November and upcoming Fall/Winter holidays, the committee decided to discuss possible next steps for fundraising letter at a future meeting as it takes many committee resource hours to get the letter out.

#### **2. Grant Program Opportunities**

The committee members were made aware of a grant program available from **Enterprise Rent a Car**. The Foundation was established in 1982 to give back to the communities where customers and employees live and work. There is an Enterprise Rental site in Mansfield.

<https://www.enterprise.com/en/about/community/philanthropy.html>

**The Starbucks Foundation** also has a grant program, although the nearest Starbucks location is on the Foxboro-Mansfield line. [https://starbucks.smartsimple.com/s\\_Login.jsp](https://starbucks.smartsimple.com/s_Login.jsp)

## KMB Meeting Minutes 19 September 2023

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Keep MA Beautiful still has an opportunity for 2023 funding available in grants as part of the "Plant Something Bee-eautiful" program. Their annual "Plant Something Bee-eautiful" program awards three \$2,500 grants and five \$500 grants to Keep Massachusetts Beautiful chapters and other organizations. Ana Newell will follow up on potential application for grant funding an AaS location to support pollinators. <https://keepmassbeautiful.org/>

### **Michael McCarthy Memorial**

Mike's family provided the option of a KMB donation in lieu of flowers in his memory. Decision was made to fund a memorial bench and planter at Fulton's Pond by the Matthew McCue memorial fountain at the park. Site was selected and approved by the McCarthy Family. The bench and planter were installed by DPW in early August. Pat Colbert planted one of the Angel Begonias at the site. Julie McCarthy offered to adopt the bench site as part of our AaS program. Ana Newell will work with Julie on any new plantings that might be installed next spring.

"Thank You" notes for donations made to KMB's Michael McCarthy Memorial Fund need to be sent. We have the list of donors with address info. Suggestion was made to draft the text for the note and potentially send via email correspondence. Notes could be sent with an invite to a small remembrance event in Mike's honor. Pat Colbert is reaching out to Julie McCarthy to establish a date for the memorial remembrance at the site. Julie requested that Neil Rhein say a few words at that event. Josh Reinke and Andy Littig from DPW will be invited.

### **Ongoing Programs**

#### **Fall Litter Sweep**

The dates for the fall litter cleanup are November 1-12 2023. The new Fall banner (choice #1) is ready for pick-up and will be installed over Rte. 106. Pat Colbert will work with DPW to get the banner in place. The banner directs people to go to the KMB website to register for the event.

Kelly Kemp will need to get the sign-up option for the event on our website and advertise the event via our social media platforms. Neil Rhein will assist Kelly with the sign-up setup and also help to prepare the email blast that needs to be sent to Precinct Captains in mid-October. The Precinct Captains will need supplies to distribute to event participants.

Some additional supplies will be needed to support the event. Mike Healey usually orders some of the items from Amazon. Ana Newell will share the KMB/Amazon tax exempt code info with Mike for the purchases.

Items requested:

- 30 gallon trash bags will be requested from DPW. Smaller bags are easier for participants to handle. If a large order is placed with DPW, extra bags can be stored at Fruit St. storage for future clean-up events.
- Mike Healey will order 300 pairs of gloves - cost not to exceed \$600. Motions to approve purchase passed.
- Mike Healey will order 20 new vests -- cost not to exceed \$150. Motions to approve purchase passed.

#### **Trash Can Be Beautiful Program**

#### **Painted Barrels**

Request to post photos on social media of the new barrels that were distributed around the downtown was made. There were 5 new barrels deployed to replace old ones in July. At the January 2023 meeting, Kelly

## KMB Meeting Minutes 19 September 2023

Kemp suggested bringing back the Painted Barrel Event that was held many years ago (2010) at the old DPW facility. The town provided paint and other supplies at that time for the community event. It was suggested that KMB provide the paint and supplies to participants/groups if we are able to hold this event in 2024 at the DPW facility on East Street. We would need about 20 barrels to pull off this type of community event. Kelly had suggested that we entertain doing some barrel painting at the Annual Spring Picnic in 2024. The barrel priming/painting takes place in stages. Committee will revisit this topic at a later meeting. If we could hold a painted barrels community event, it might be considered held in March 2024.

Current list of barrel locations on the Google drive:

Painted Barrel Locations	Barrel Themes
214 Rumford Avenue Parking Lot	Black with White Ducks
Barrows Insurance Parking Lot (N Main Street)	KMB Flowers
DPW Complex at Fuel Depot (Rte. 106)	Music
East Common (East Street)	Hands and Rainbows
Fulton's Pond (2 barrels – Rumford Avenue)	Rainbows and Hearts
Hardy/Maple Streets	American Flag
Keach Memorial	American Flag
Memorial Park Playground (Hope Street)	Summer Camp
Memorial Park Tennis Courts (Hope Street)	Red-Green-Blue
Mill Pond Dam	Rainbow Swirl
North Common Gazebo ( N Main Street)	Sky and Grass
Oak Street Conservation Area	Super Heroes
Otis Street Pond	Sunny Day
Pleasant Street Corner (N Main Street)	Clouds
Plymouth Street Fields & Rec Area	Under the Sea
Public Parking across from Cat Man (Old Colony)	Emoji's
Tiger Crane Kung Fu (N Main Street)	Black with Flowers
Town Hall (# of barrels?)	?
Winthrop Street Parking Lot	Trains

Note: There are 10 old painted barrels at parks and 5 barrels without bottoms

### Flower Barrel Program

There were 114 flower barrels placed in the downtown area this season. Thanks to the rain amounts we had this summer, extra watering needed this year by the KMB crew was minimal. Pat Colbert and Mike Healey and crew watered as needed and fertilized the plants every 1-2 weeks. Pansies were pinched and begonias were pruned, helping to keep the plants looking spectacular.

All program participants paid with one exception. Pat Colbert is following up with that business owner. The new watering cans, found for KMB by Janice Wivagg, were a huge hit with the program participants. Many business owners displayed the cans at their locations. Program was a huge success again this year and since costs were covered by participants, there was no negative impact to KMB financials. Angel Begonias will be removed before the first forecasted frost of the season. Barrels will be removed by DPW and stored at Fruit St. Mike Healey reminded the committee that we will likely need to order some new plastic barrels for next season's program.

### Adopt-a-Spot Program

Ana Newell ordered new KMB signage for the existing AaS sites and will work with Josh Reinke and DPW on wooden post replacements/installs required. KMB can add the new signs once posts are in place. Signs will include the Town of Mansfield seal as well as KMB logo.

## KMB Meeting Minutes 19 September 2023

The Village Green business could no longer care for Fruit St. Bike Path entrance this season. We learned the site was destroyed as part of the bike path expansion into Norton for parking. No notification to KMB was received, so we could not retrieve the existing plantings. The KMB signage is still there and should be removed.

Committee discussed possible placement of public art displays for the bike path. Topic was also discussed at Downtown Advisory Committee earlier this year but requires a project leader and likely a sub-committee. RISD may have a program that allows student pop-up art displays. No further action suggested at this time.

The Mansfield Elks have done a great job maintaining the AaS site at Old Elm in West Mansfield. Their downtown building's landscaping is also much improved this season.

KMB Committee suggests doing a permanent type of "Adopt Me" sign that can be placed at future sites to advertise for new caretakers. Site at Happy Hollow on N Main was not well maintained this season after DPW did initial clean-up. Site needs Fall cleanup and a new caretaker\*. Ana Newell will follow up on signage.

Pollinator garden at Jordan Jackson School still requires a caretaker since the Science teachers who formerly maintained the site retired.

Ana Newell plans to send her seasonal email reminder for Fall garden clean-ups out to program participants. She will update the current AaS list on the Google drive.

Site Location	Caretaker	Contact
Garden at Entrance to Mansfield Public Library	Presentato Landscape Company	Peter Presentato
Mansfield Bike Path Fruit Street entrance and Rails for Trails Bridge	Note: Entrance site taken for bike path parking - remove KMB signage	
Island at School Street and Old Elm in West Mansfield	Mansfield Elks	Shaun DeBold
Superintendent's Butterfly Garden at Town Hall	The Garden Lady	Stephanie Hooper
East Mansfield Business Sign - Corner of East Street and Rte.106	Guerrini Landscaping	Chelsey Guerrini
Flagpole Garden at East Common and East Common Sign	The Garden Lady	Ana Newell
Fulton's Duck Pond and Two Memorial Rocks	Family of Matthew C. McCue	Linda Mercier-Janssen
Garden at Verizon Bldg. on North Main	The Garden Lady	Stephanie Hooper
Willow Street Island	Jeff Ward Family	Jeff Ward
Island at Welcome to West Mansfield Sign	Todd Richardson	Todd Richardson
Small Garden on West Street near Fulton's Bridge	Mike Healey & Rick Burger	Mike Healey
Mansfield Food Pantry	Regal Tree	Kim
Corner of Main Street and Cottage Street next to Happy Hollow	Driven Landscapes (*new caretaker)	Matt Beauchemin
Butterfly / Pollinator Garden at Jordan Jackson School	TBD	

## KMB Meeting Minutes 19 September 2023

Carnevali Square Veteran's Memorial - Pratt Street by GMC dealership	Kristen Shamon	Country
Devine Square - Winthrop Street after embankment	Layne Thorpe and Kristy Brooks	Layne Thorpe and Kristy Brooks
Flammia Square	Girl Scout Troop # 78242	Mary Dalton
Hope St. and Sweet St. near Chocolate Factory where road bends to the left	TBD	
Small site at intersection of Fruit St. and Hall Street near Mansfield airport.	TBD	

### Adopt-a-Street

The committee revisited the need to fix an issue with the program's link on the town's website. KMB's link is not working properly. Nancy Griffin is the Town Hall point person contact for any changes needed to the town's website. Chris Linko originally created the Adopt-a Street link, however, there is a new MIS person that has taken charge of the technologies. KMB hoped to use this platform and promote it at Fall Litter Sweep. Danielle Dupre offered to follow up with Nancy Griffin and procure name of new MIS contact to get the site running properly. LCC Mass Clean-up Crew website may be an example to use to improve our site functionality.

Danielle Dupre offered to take responsibility for the incoming email inquiries from potential program participants. Suggestion was made to send an email blast to current program participants to check their activity and suggest they take photos doing clean-ups to help promote program on social media platforms. New program participants were recruited during FFN. A plan to reconcile list of current participants with list of streets for KMB clean-up events was suggested.

Mike Healey will procure a key to the Fruit St. shed for Danielle so she can access KMB supplies.

### Additional Projects/ Initiatives

#### Adopt-a-Highway

Mike Healey is in contact with Teleflex to do a highway cleanup in the future.

Neil Rhein and Keep MA Beautiful will do a clean-up of Rte. 140 with Samsonite on 29 September 2023.

On 10 October 2023, Medtronic will do a Litter Busters type clean-up event.

#### We Noticed

The committee revisited suggestion made to solicit final nominations for this season from social media. Four nominations were made at FFN in July and on KMB website: Chase Bank, The Country Store, Jimmy's Pub and Canaan Fuel. Decision was made to have KMB make final decision for award. Danielle offered to share site photos to help with final decision. Decision may come down between The Country Store and Jimmy's Pub for award. Need photo and certificate made. Presentation award date is TBD.

### Miscellaneous Discussion Items

#### On-line Social Media Strategy

Suggestion was made to post photos of donors who contributed to/sponsored KMB events (Stop & Shop, Jennerations and The Red Dog Inn) with the "Big Check" that was made by Allegra on social media. Need to

## KMB Meeting Minutes 19 September 2023

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schedule these photo ops in the not too distant future. There is an opportunity to combine the photos in the 2024 KMB Fundraising Letter. We also need draft "Thank You" letters for the donors. Jeff Ward will compose email "Thank You" draft.

### Mural Maintenance

At the April 2023 meeting, Kristy Brooks informed the committee about the need to provide some type of coating protection every 10 years on the town mural located on Rte. 106. Approaching the 10 year mark, KMB considered funding a professional inspection of the mural's condition. Neil Rhein provided Kristy with contact info for Kelly Goff, an art professor at Wheaton College. Kristy Brooks met with him on 4 August 2023. Professor Goff provided Kristy with a list of suggestions to get the mural properly rehabilitated/restored.

- Kelly Goff suggested contacting "The Avenue Concept" in Providence, RI, which nurtures and supports public art ecosystems, to solicit artistic assistance. <https://theavenueconcept.org>
- The mural initially needs to be cleaned by spraying it thoroughly with a house cleaner with a little bleach and scrubbing it with a soft bristle brush. This would remove the top layer of varnish and could be done by volunteers with artist oversight. (Note: The green/white ribbon section of the mural does not currently have a top layer of varnish.)
- After cleaning, an artist would require an estimated solid week to touch up the mural using high pigment load paints. This would include chipping out any rust and sealing the spots with a rust converter and hydraulic cement. (Note: The mural has peeling paint, cracks, and rust spots that need remediation. The top section of the wall is in particularly poor condition.)
- Finally, volunteers can apply a "removable varnish" which would stabilize cracking to help extend the mural's life for another 10 years.

Ideally, an artist could be asked to sign onto a future "maintenance plan contract" to periodically review and touch up the mural. KMB has a limited amount of funds available to undertake a rehab project of this scope. Suggestion was made to bring this to the Downtown Advisory Committee for further discussion and support.

### New KMB Corporate Package

Mike Healey suggested that the committee create a new info package for corporations interested in helping with KMB corporate community service type clean-up events. Info could be posted on social media or some limited paper type documentation could be made available. Pat Lambert (volunteer guest) offered to explore what Keep Mass Beautiful has available for this type of program. KMB could potentially leverage their ideas to bring in-house. This idea might be a new KMB project/program area that requires local development and leadership. More discussion is needed.

### Other Committee Member Responsibilities

Item will be added to October's meeting agenda to discuss KMB's future participation in the Traffic Box Wraps project.

Patrick McCue will solicit approval for a Town of Mansfield Arbor Day Proclamation for 2024 from BOS.

Committee members were asked to create and submit a list of their current committee roles/responsibilities.

### Upcoming KMB Meeting Dates for 2023

- Wednesday, 18 October 2023
- Tuesday, 21 November 2023
- Tuesday 12 December 2023



## KMB Meeting Minutes 19 September 2023

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### Meeting Adjournment

Next Meeting Date: 18 October 2023 @ 7:00 p.m.

Meeting Adjourned: 9:17p.m.

Minutes approved on: 18 October 2023

Secretary signature: 