

Cape Girardeau Parks and Recreation Department Beautification Committee Meeting

The Cape Girardeau Beautification Committee met at the Osage Centre on Tuesday, August 28, 2012 at 4:00 p.m.

Present:

Doug Austin
Lida Miller
Loretta Schneider
Laura Ritter
Nancy Jernigan

Staff Present:

Julia Thompson, Director of Parks & Recreation
Brock Davis, Parks Division Manager
Marcia Stone, Administrative Coordinator

Guest: Ryan Shrimplin, City Planner

Absent:

Pastor Shawn Watson
Ruth Dockins
Kurt Schilligo
Eric Redinger
Skipp Wrape

A. WELCOME/INTRODUCTIONS

Introductions were made for all those present.

B. APPROVAL OF MINUTES

Director Julia Thompson requested approval of the July 18, 2012 minutes. Doug Austin made a motion, seconded by Loretta Schneider to accept the minutes as presented. Motion passed.

C. NEW BUSINESS

1. Guest Ryan Shrimplin, City Planner

City Planner Ryan Shrimplin distributed a packet of the Wayfinding Signage that was developed to provide signage for the major destinations within the city. AECOM Firm worked with a committee of representatives from the Chamber of Commerce, Old Town Cape, Convention Visitors Bureau and City Staff a few years ago to determine the areas in the city that they wanted to target. When the Isle of Capri Casino started their development they contributed to the fund and a representative joined the committee.

The committee had a budget of \$250,000 and the quote came in under bid with Canady Sign as the awarded contractor. There are five types of signs that will be constructed:

- Sign Type A – Used for large vehicles on State Highways
- Sign Type B – Used for small vehicles on City Streets
- Sign Type C – Kiosk located every other block on Broadway
- Sign Type D – Directional sign for pedestrians
- Sign Type E – Public Parking

The designs and where the signs are going has been established, however Ryan didn't know when they would be installed. The signs are on flange mount and break away base.

The welcome signs that were provided on the package handout are not a part of the Wayfinding Signage. Ryan explained that the welcome signs are still open for the future and he suggested that someone from this committee be involved in that process.

The committee requested that Ms. Thompson find out when the Wayfinding Signs would be installed and why there are three or four different logos used on the city branding of Cape Girardeau instead of one consistent logo. Ms. Thompson will e-mail the answers and the traffic count for the Wayfinding Signage.

2. Committee Structure Discussion

Ms. Thompson reported that they are officially affiliated with Keep America Beautiful national organization and will be eligible for grants. Cape Girardeau is now listed on their website with Julia Thompson as the Executive Director. She explained that we don't have to focus on litter. We can address just beautification first if that is all we want to do. We will need to set our structure, elect officers and Ms. Thompson will send the annual report. Julia will meet with the Chairman to set up the agenda for the upcoming meeting. A Vice-Chairman will need to be appointed to conduct the meetings in the Chairman's absence and a Secretary will be appointed to examine the minutes thoroughly.

C. OLD BUSINESS

1. Keep America Beautiful Affiliation

Ms. Thompson wanted to make sure the committee understood what the obligations is to be a Keep America Beautiful affiliate. Lida Miller made a motion, seconded by Doug Austin that they agree to be an affiliate of Keep America Beautiful. Motion passed. The officers will be elected at the September meeting.

2. Review ideas from last meeting

The committee agreed that they would like to focus on beautifying the city entrances with some type of landscaping and entrance sign. Other suggestions included: enclosure for dumpster on Water Street; periodic power washing Main Street and Water Street and promoting public/private property to be clean, attractive and litter free.

D. OTHER ITEMS

Director Thompson reported that the city presented two concept plans for the Capaha Park Master Plan at a Public Meeting last week. They had good feedback from the citizens that attended. The two concepts are on the city's website and the public's feedback is welcomed through the end of September. The two plans will be condensed to one plan in October which she will provide at a future meeting. Capaha Park Master Plan will be a phased project.

Jim Riley, Scott Meyer, Nicolette Brennan and Jay Knudtson will be invited to speak at future meetings.

Director Thompson reported that the city just completed the citizen and business satisfaction survey. She has the complete report, but will condense the information for the committee. The committee would like a list of organizations that are already involved with programs that help beautify Cape Girardeau. Other suggestions included to have a theme for our city and develop programs that will promote a sense of pride for our city.

There being no further business the meeting was adjourned.

Respectfully submitted,

Marcia Stone
Administrative Coordinator