



A meeting of the Stratford Communities in Bloom Committee (CIB) was held on February 4, 2021 at 12:00 p.m., electronically.

Present: Councillor Brad Beatty – Chair Presiding, Linda Hawken, Carys Wyn Hughes, Councillor Bonnie Henderson, Barb Hacking, Kimberly Richardson, George Keirstead, Cindy Carlson

Absent: Paul Smith

Staff Present: Quin Malott – Parks & Forestry Manager, Casey Riehl – Recording Secretary

MINUTES

1.0 Call to Order

Councillor Beatty called the meeting to order at 12:06 p.m.

2.0 Disclosure of Pecuniary Interest

None declared.

3.0 Adoption of Previous Minutes

Motion by Kimberly Richardson, seconded by Barb Hacking

THAT the minutes from the Communities in Bloom Advisory Committee meeting dated January 7, 2021 be adopted as printed.

Carried

4.0 Business Arising From Previous Minutes

a) 2021 Project Plans and Budget – Councillor Beatty

Porous Pave for Benches

Councillor Beatty reviewed projects wrapping up from 2020 and continuing on into 2021. The porous pave project in Queens Park and down by the river will continue in the spring. Quin Malott, Manager of Parks, Forestry and Cemetery reported that the benches identified by CIB, the Ted Blowes Memorial bench (bottom of snake hill) and also the one at the Ted Blowes Memorial Garden, will both be done.

Mr. Malott explained they will start with the benches near the Cenotaph and work their way east along the river. The benches being done are the metal memorial benches. Currently, the Parks Board is replacing all the old wooden benches with new memorial benches as requests come in.

Home Hardware Day/Planter Day

Committee members discussed the upcoming annual Home Hardware Day that the Committee organizes. This year the event would land on Saturday, May 29. With varying restrictions in place due to the pandemic the Committee will need to come up with alternative options. Kimberly Richardson suggested pre-ordering through the City's website and items will be prepped ahead of time for drive-through pick up. Councillor Beatty discussed possibly moving locations this year from Home Hardware to a larger parking lot that will permit social distancing and a drive-through format. Carys Wyn Hughes suggested a large parking lot that has an entrance and exit that would help with traffic flow. Some suggestions were the Stratford Mall and the Rotary Complex. Ms. Wyn Hughes also suggested just purchasing bags of soil, for this year only, to make loading into vehicles easier. Councillor Henderson noted that adequate advertising to make people aware of a location change from the usual Home Hardware location will be important. The Committee will discuss further details at the March meeting, having a better idea of what the restrictions might be.

Cindy Carlson suggested giving out marigolds or another yellow flower at the event to continue on with the "Hope is Growing" theme. The event could be advertised as "spreading sunshine, come to the Rotary Complex" in lieu of Home Hardware day. George Keirstead suggested "Here comes the sun" or a new name to tie in with the yellow theme might work this year.

Kimberly Richardson suggested tying into the Stratford Farmer's Market if the event was held at the Rotary Complex.

Sunflowers at the Hospice

Barb Hacking discussed expanding the planting at the Hospice to encourage all residents in Stratford to plant sunflowers. She explained a program that was run last year in memory of a two-year old boy. Ms. Hacking has contacted the grower of the four fields of sunflowers that were grown for that event and he has offered to provide seed packets. Handing out the seeds and "advice from a sunflower" could also be incorporated into the yellow theme. Some natural areas that could be planted are along the pathway near the hospice, Meadow Rue, The Old Grove entrance, the north shore of the river and Greenwood Park.

Councillor Henderson suggested asking Mike Beitz, Corporate Communications Lead, to do a post on social media to let citizens know about the yellow theme early enough so they can plan for plantings. Councillor Beatty will ask Mike Beitz.

Quin Malott suggested that with the City already planting the baskets and planters pink, perhaps instead of a yellow theme, the Committee could promote planting the sunflowers. George Keirstead noted that the pink and the yellow colours resemble the sunrise, a time of hope and a new day.

Tree Plantings

Members discussed continuing the tree plantings from the St. David Street/Cooper Site area down to Wellington Street. The Committee will plan to continue this as a project in the fall.

Updating the CIB Webpage

Councillor Beatty contacted Mike Beitz regarding completing updates to the webpage and he agreed to assist with this project. Councillor Beatty asked members to review the current webpage and provide feedback for updates and improvements. Committee members can gather and organize information that they would like to see added to the page and Councillor Beatty will put a package together for Mike Beitz. Kimberly Richardson volunteered to assist with this project.

b) Anti-Littering Campaign Update – Kimberly Richardson

Kimberly Richardson reported that when pandemic regulations will allow, they will move forward with plans for the campaign. Councillor Henderson will have an update from CBEAC after their March meeting. Ms. Richardson also suggested that this year CIB could do a social media blitz to have citizens do their part on their own properties and continue with the theme of “hope” and “spring forward”. There might be an opportunity to use some CIB National logos and promotion with their “Hope is Growing” theme.

c) Update from CIB National – Councillor Beatty

Councillor Beatty noted that the theme of the 2021 National Communities in Bloom program is “Hope is Growing”. They are asking communities to consider planting yellow for renewed hope. He suggested that CIB could use this theme for their planting at the Anniversary Garden. Members discussed using sunflowers; however, Quin Malott suggested leaving them to more natural areas, as they do not have much display until the last two weeks when they are blooming. For the planting, members will incorporate some sunflowers in the back row and a variety of other flowers that will bloom earlier and throughout the summer. Quin Malott will supply support for plant selection. Carys Wyn Hughes, Barb Hacking and Cindy Carlson volunteered to head up this project. Kimberly Richardson and George Keirstead also volunteered to assist as needed.

The CIB National program this year will be a virtual edition and Stratford will register to participate in 2021. Councillor Beatty has forwarded the outline of the program to members. The big difference is that each community will have two

1-hour Zoom consultations with the judges. Stratford will also receive 50 complimentary tulip bulbs to plant.

d) Volunteer Program with Community Services – Councillor Beatty

Members discussed CIB members and community volunteers assisting Community Services Staff with some of the gardens this summer. Mr. Malott is open to working with the Committee. The Ted Blowes Memorial Garden will again be maintained by the Committee. Mr. Malott will have the water turned on for the Committee's use, as well as relocate a picnic table close to the garden. CIB will also plant and maintain the CIB 25th Anniversary garden near the boathouse at the river. Linda Hawken volunteered to assist Barb Hacking and Cindy Carlson with the gardens.

Motion by Councillor Henderson, seconded by Kimberly Richardson

THAT the Communities in Bloom Advisory Committee spend up to a maximum of \$75.00 to purchase an additional metal hose for watering the Ted Blowes Memorial Garden.

Carried

Quin Malott reported that City staff will be planting and maintaining 300 hanging baskets and 55 sidewalk planters this summer.

5.0 New Business

a) Annual Review of CIB Terms of Reference – Councillor Beatty

Councillor Beatty reviewed the Committee's mandate. Members did not have any updates or amendments.

b) 2021 Miracle Grow Garden Selection – Councillor Beatty

Councillor Beatty has received information regarding the Miracle Grow Garden Selection program. He will forward the information package to Committee members to review. Barb Hacking and Carys Wyn Hughes will look after registering for the program.

6.0 Upcoming Events

No new events to report.

7.0 NEXT MEETING DATE – Thursday, March 4, 2021 at 12:00 p.m., electronically.

8.0 ADJOURNMENT

Motion by Kimberly Richardson, seconded by Linda Hawken

THAT the February 4, 2021 Communities in Bloom Advisory Committee meeting adjourn.

Carried

Meeting Start Time: 12:06 P.M.
Meeting End Time: 1:04 P.M.