

Beautification Committee Meeting Minutes, 11/17/22

Members present: Kyle Nuse, Lauren Philie

Guests: Daniel Franklin

5:00 pm Meeting Called to order

Kyle reported that the Select Board approved an abbreviated version of the committee's originally proposed mission statement: *The mission of the Johnson Beautification Committee is to work collaboratively to enhance the aesthetic quality of Johnson and promote public pride.* She also reported that The Select Board approved the committee's Railroad Street Bridge Beautification proposal and the Village Trustees will reimburse up to \$500 towards the project. Their crew and the Town's crew will work together to get the decorations up. The hope is in time for the Holiday Jubilee on December 9th. Daniel expressed his excitement over this project. Kyle said she hopes that it will help bring joy to everyone.

5:15-5:45 pm Discussion with Daniel Franklin, the COO from Jenna's Promise, about their aesthetic vision for their village properties and the Village of Johnson, potential collaboration with the Beautification Committee, and other updates and ideas.

Daniel explained that Jenna's Promise will be hiring a landscaper/gardener for the former Parker and Stearns property this spring. They also plan to turn the corner of Railroad Street and Creamery Road into housing units. Kyle talked about how well-received the World Cow public mural has been and that she and the committee would love to encourage more public art on their buildings- especially coming from the Hyde Park side of the Rail Trail and going towards Jeffersonville. Daniel thought having a kiosk or fun "pitstop" place on that corner of their property would be a good idea. Kyle suggested creemees and unique benches designed and built by artists could be fun things to do. It would also make bikers/walkers pause and look at the Welcome To Johnson Sign that the committee commissioned Jen Burton to paint and consider coming into our downtown and enjoying more of its offerings.

Daniel also spoke about what an asset our Old Mill Park is, which led to a discussion on how we can market it and other natural resources/recreation spots better as well as branding the town as an arts, healing/recovery and recreational destination. Lauren agreed that the park is gorgeous and could use more marketing around it. She also mentioned the idea of an art walk around town that looped up to NVU and then back down. Kyle mentioned that a couple years ago she put a similar plan together and she'd share it with them both.

We also talked about how fun and engaging art walks are in the downtown's of other communities and won't it be great for Johnson to have one. Kyle asked if Jenna's Coffeehouse planned to have rotating art shows? Daniel said that they received a substantial donation of artwork from a former Vermont Studio Center resident which, for now, will be a permanent show. He mentioned that while changing the artwork is an idea that could be considered in the future, they would have to first figure out hanging mechanisms to prevent putting a lot of holes in the walls.

Kyle mentioned that having a member of Jenna's Promise on the Beautification Committee would be a great addition seeing as their mission is to work collaboratively. Daniel said that he'd like to help make that happen in 2023. In the meantime, we'd stay in touch with him via email.

5:55: Meeting adjourned.

Respectfully submitted by Kyle Nuse on 11/21/22