

# Town of Windsor

## Memorandum

September 14, 2021

**TO:** The Honorable Mayor and Town Council

**FROM:** William Saunders, Town Manager *W.S.T.*

**SUBJECT:** Beautification Committee / Award

### Background

Town Council discussed the creation of a Beautification Committee to judge and award residential beautification awards in early 2020. With the pandemic and staff turnover, it seems that it fell off the radar.

### Specifics

At the request of Councilmember Bernacki, we have gathered the documents from those earlier actions and have enclosed them here.

### Enclosures

Potential committee information from January 14, 2020 Town Council meeting  
Excerpt from March 10, 2020 minutes  
Proposed Beautification Committee bylaws

### Recommendation

This is for Council's discussion.

## Beautification Award Research Information

### Name & Structure:

- Municipalities structured their group as either a committee or commission.
- This entity was made up by residences of the respective communities and consisted of anywhere from 3 to 10 members depending on the size of the municipality.
- Members were appointed by the Mayor or Council.
- Members served a term, usually one year but there were municipalities that had terms greater than that.
- Members meet monthly, quarterly or yearly, or as needed.
- Names for the groups were either "appearance" or "beautification" ie. Appearance committee or Beautification commission.

### Awards:

- There were generally two categories of awards, residential and commercial/retail.
- All of the awards were for yard/landscaping improvements, but did consider the condition of the structure as well.
- The actual initiation of the award was done either by nomination from a member of the committee/commission or resident, or by canvassing the community. A couple municipalities had a nomination form.
- The award itself ranged from a certificate from the town/municipality to a sign in the yard of the winner.
- A couple municipalities offer a matching grant to the winner who retained receipts for the improvements up to 50%.
- The criteria for selection of the award winner ranged from the opinion of the members of the committee/commission to actual basis for consideration (See attached)

## Judging Criteria

### Municipality 1:

- Are the grounds well maintained
- Is the plant material in a healthy condition
- Are hard surfaces in good repair
- Are the furnishing in good repair
- Is/Are the building(s) in good repair

Municipality 2: Had an awards scoring sheet, points ranged from 1 (low) -5 (High) in the following categories.

- Landscape Design Quality – Balance, Seasonal Interests, Tasteful, appropriate for commercial corridor and adjacent property.
- Residence and Building Quality – Craftsmanship, complementary to setting, materials.
- Signage, Lighting, Advertising and Display Compatibility – Appropriate scale, Compliant, sited well, integrated with building and landscape, seasonal
- Maintenance of landscape, hardscape and building
- Sense of place, unique, special, character
- Then there was a notes section

October 25, 2006

Location Name \_\_\_\_\_  
Address \_\_\_\_\_  
Category \_\_\_\_\_

**COMMUNITY APPEARANCE COMMITTEE  
AWARDS SCORING**

Each category scale from 1-5 points, 1 = low, 5 = high, 25 points highest total

- A. Landscape Design Quality – Balance, Seasonal Interest, Tasteful, appropriate for commercial corridor and adjacent property
  
- B. Residence and Buildings Quality – Craftsmanship, complementary to setting, materials
  
- C. Signage, Lighting, Advertising and Display Compatibility – Appropriate scale, compliant, sited well, integrated with building and landscape, seasonal
  
- D. Maintenance of landscape, hardscape and building
  
- E. Sense of place, unique, special, character

NOTES:

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Judge \_\_\_\_\_

## Recommendation(s):

If the council decides to move forward to have a community improvement award I would suggest we consider the following:

- Establish a committee or commission (group) for the purpose of recognizing noticeable property improvements residents and business make to their homes/businesses in our community.
- Find and appoint either 3 or 5 members of the community (town of Windsor) preferably, to make up that group.
- The council or group would establish a judging criteria to assist in deciding the award recipient.
- Created a nomination form so members of the community can be a part of the process.
- Establish a frequency of the award.
- Decide on the type of award, ie. Sign for the yard or certificate awarded at a town council meeting.

## **Old or Unfinished Business**

### ***Beautification Award***

Councilman Bernacki said he would like to receive input from Council regarding the Beautification Award information that was presented at the February 11, 2020 meeting. He said he thought it would be a good idea to at least try it as a test for 12 to 24 months to see how well it is received with the community. He said it could be evaluated after this time period.

Councilman Greg Willis asked would it consist of a committee of three organized by citizens. Councilman Bernacki said this can be discussed, but he feels that it could be set up as a committee from the community with bylaws to use as a guideline. He said they can take ownership, evaluate it, and set it up as they please.

Vice Mayor Scott explained that he served on the Beautification Committee in the past before an Economic Development Authority was established in Windsor. He said they were encouraging businesses along Route 460 to make improvements which could possibly help their businesses become more profitable. He said the Beautification Committee made the businesses aware that there would be recognition by presenting an annual Beautification Award for display. He said after several years, no businesses were making improvements; therefore, awards were not presented. Vice Mayor Scott recommended that if this moves forward, it should focus on residential recognition. He said if businesses are recognized, it should be done through the EDA.

Mayor Willis suggested having a Council member serve on the Committee for representation if this moves forward. Council agreed by consensus.

After further discussion, Councilman Bernacki made a motion to establish a Beautification Committee and move forward with setting up a structure and bylaws to be presented to Council for review at the April 14, 2020 meeting. Councilman Stubbs seconded, and Council unanimously passed the motion as recorded on the attached chart as motion #9.

Councilman Greg Willis asked for an update regarding the renovation of the church located at 102 Maple Lane. Mr. Sullivan reported that they are continuing to renovate the church, and the work that has been completed has exceeded the building inspection code requirements.

## **New Business**

Vice Mayor Scott announced that the Ruritan Club is having a recognition dinner for First Responders. He said it will be held at the Windsor Ruritan Building on Tuesday, March 17, 2020.

## **Closed Session**

Councilman Greg Willis made a motion to go into closed session pursuant to Virginia Code Section 2.2-3711, A-1 Personnel. Discussion, consideration, or interviews of prospective candidates for employment; assignment, appointment, promotion, performance, demotion, salaries, disciplining, or resignation of specific public

## **Windsor Residential Beautification Committee**

### **Creation and Mission:**

1. The Council of the Town of Windsor hereby creates and establishes the **Windsor Residential Beautification Committee**, hereinafter referred to as "*Committee*". It shall serve as a special committee of Town Council with resident members appointed by the Town Council. This Committee will act as an advisory committee to the Town Council.
2. The Committee's purpose is to encourage and recognize improvements to residential properties that help improve the appearance of the Town. The Committee's actions should encourage residential property maintenance, landscaping, and other improvements that enhance pride in the community. The Committee shall address the following issues; it may address any additional issues relating to its mission:
  - a. Creation of a residential beautification award
  - b. Encouraging homeowners to maintain the appearance of their structures and properties
  - c. Public awareness of programs and initiatives that assist and promote residential property maintenance and improvements.
3. The Committee will not only recognize residential improvements, but it may also recommend programs, volunteer to assist in these programs, and provide creative ideas for procuring funds to recommend to the Town Council to support these programs. The Committee shall consider the awarding of at least one residential beautification award annually.

4. The Committee may request funds from Town Council for projects that are approved by Council.

**Composition and Membership:**

1. The Town Council shall appoint three (3) members of the Committee, hereafter referred to as "*appointed members*", from the following category:
  - Residents of the Town of Windsor – three members
2. If an appointed member is unable to complete serving his or her term, then the Town Council shall fill the resulting vacancy with an appointment of a person from the appropriate category, and this person shall serve out the unexpired term.
3. Town Council may remove any appointed member for inefficiency, neglect of duty, or malfeasance in office. If an appointed member fails to attend three consecutive meetings of the Committee without the Committee Chairman excusing the same, then Town Council may also remove this appointed member.
4. The Town Council may appoint one member of Town Council to serve on this Committee as a liaison to Council. This member shall be a non-voting member
5. The Town Manager, or his designee shall serve as staff to the committee, without a vote.

**Term of Appointment:**



1. The members of the committee shall each serve for a three-year term. However, in order to provide for staggered terms, the initial terms of appointment shall be as follows:
  - A. Initial term of appointment – one years
    - One resident of the Town of Windsor
  - B. Initial term of appointment – two years
    - One resident of the Town of Windsor
  - C. Initial term of appointment – three years
    - One resident of the Town of Windsor
2. After the initial appointments provided above, all members shall serve a three-year term which shall expire on June 30 of his or her third year at which time his or her successor's term of office shall begin.

**Officers of the Committee and Their Selection:**

1. The officers of the Committee shall consist of a Chairman, a Vice-Chairman, and a Secretary. The Secretary may be a committee member or may be a member of the Town's staff.
2. The Committee shall make nominations for the offices of the Chairman, Vice Chairman and secretary at its first regular meeting of the calendar year; the candidate receiving a majority vote of the membership present shall be declared elected. He or she shall take office immediately and serve for one year or until his or her successor shall take office.

3. The Committee shall immediately fill vacancies in any office by the election procedures set forth herein.

**Duties of Officers:**

1. The Chairman shall:
  - a. Preside at all meetings
  - b. Appoint members to special tasks or subcommittees
  - c. Rule on all procedural questions (subject to a reversal) by two-thirds (2/3) majority vote by members present and voting
  - d. Receive all official communications and report same at the next regular meeting
  - e. Carry out duties as assigned by the Committee including representing the Committee when interacting with residents, businesses, the Planning Commission or the Town Council
2. The Vice-Chairman shall be a member of the Committee and shall:
  - a. Act in the absence or inability of the Chairman to act
  - b. Have the power to function in the same capacity as the Chairman in case of the Chairman's inability to act
3. The Secretary shall:
  - a. Keep a written record of all business transacted by the Committee.
  - b. Notify all members of all meetings
  - c. Keep a file of all records and reports of the Committee
  - d. Attend to the correspondence of the Committee
  - e. Report on disposition of all funds provided to the Committee.



**Meetings:**

1. The Committee should meet at least quarterly in the Council Chambers of the Town Municipal Building.
2. The Chairman may cancel or postpone meetings if he or she determines that there is not sufficient business for the Committee to discuss or act upon.
3. If warranted, the Chairman may call a special meeting of the Committee.
4. All regular meetings of the Committee shall be open to the public; the Committee shall have the right, pursuant to the provisions of the Virginia Freedom of Information Act, to go into a Closed Meeting.
5. Two of the voting members of the Committee shall constitute a quorum, and the number of votes necessary to transact business shall be a majority of the membership present at that meeting.
6. The Committee shall keep minutes of all meetings, and the minutes shall become a public record. The Secretary shall sign all minutes, and at the end of the year shall certify that the minutes of the preceding year are a true and correct copy.

Approved by Town Council

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Glyn Willis, Mayor

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Attest: Terry Whitehead, Town Clerk

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Date