



ROANOKE
BEAUTIFICATION
FOUNDATION, INC.
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Roanoke Beautification Foundation

Minutes & Action Plan June 3, 2009

Meeting was held at the Emporium at Joseph Decuis with current board members: Pete Eshelman, Alice Eshelman and Jim Warner with guests: Scott Carroll, Rick Fischer, Mat Quickery and Nate Reusser to discuss the future of the Beautification Foundation. The following were discussion topics and actions taken:

1. **Future viability of the Beautification Foundation** – the group unanimously and enthusiastically agreed that the Foundation should continue as it provides an important resource for the quality of life in Roanoke.
2. **Purpose** – there was unanimous agreement that the definition of the purpose and powers in the Roanoke Beautification Foundation’s Articles of Incorporation still remain viable with the exception that the area encompassed should be expanded to the city limits of Roanoke from Roanoke’s downtown area.
3. **New Officers and Directors** – an election was held and there was unanimous support for the following officers and directors:
 - Jim Warner, Director and President
 - Mat Quickery, Director and Treasurer
 - Alice Eshelman, Director and Secretary
 - Scott Carroll, Director and Vice President
 - Pete Eshelman, Director and Vice President
 - Rick Fischer, Director and Vice President
 - Nate Reusser, Director and Vice President

4. Actions to be Taken:

- Pete Eshelman will contact the Foundation’s attorney and accountant to update legal and financial issues as necessary.
- The first project that the new board will undertake will be to establish a business plan for the Foundation consistent with the Foundation’s purpose and mission. The business plan, once completed, will be distributed to a wide constituency including the town of Roanoke, Huntington County commissioners, zoning boards, local organizations (REDO, Chamber of Commerce, and tourism) and we will seek permission to send all citizens of Roanoke the updated business plan to be completed by August 1.

- The business plan will identify initiatives and projects to pursue consistent with the Foundation's purpose.

- Consistent with the purpose of the Foundation "to promote social welfare of those who work, live and visit Roanoke by building or maintaining public common areas including streets, sidewalks and parks consistent with Roanoke's character that existed during the late 1800's and early 1900's" a map will be established identifying the geographic area that the foundation will focus its mission, projects and initiatives and it was agreed that this geographic area will be the town limits of Roanoke. Scott Carroll will obtain a map of the town limits from the Town of Roanoke.

 - The Board will identify all common areas, streets, sidewalks and parks within this geographic area.

 - The Board will identify all areas which it will focus its efforts on (short term and long term.)

- The second part of the Foundation's purpose is to "lessen the burdens of the town of Roanoke (and its taxpayers) by capital improvements and maintenance and repairs of public property." In order to do this, the Foundation will establish a fundraising campaign with short term and long term goals.

 - A long term goal will be to establish an endowment for Beautification initiatives seeking private donations and grants.

 - Short term goals will include fundraising through various means including events for projects such as: streetlights, hanging baskets, benches, maintenance, land acquisition, improvements, street decorations, etc.

5. Next meeting – June 17, 2009. 7:30am at the Emporium at Joseph Decuis.

At this meeting the board will make decisions regarding business plan initiatives and appoint a director(s) to write a first draft of the plan for board consideration. The goal will be to finalize a new Beautification business plan for release by August 1st.