

BEAUTIFY LONDONDERRY COMMITTEE
FEBRUARY 12, 2024 – 6:00 P.M.
SUNNYCREST CONFERENCE ROOM
DRAFT MINUTES

1. **Call to Order:** Chairperson Joy Fraga Muller called the meeting to order at 6:00 P.M. Present: John Mahon, John Loker, Joy Fraga Muller. Absent: Laura Hajjar. Town Staff: None
2. **Approval of Minutes from the Prior Meeting:** J. Loker made a motion to amend the minutes of the January 22, 2024, meeting to correct the word “Beauty” to read “Beautify”. J. Fraga Muller passed her gavel to J. Mahon and then seconded the motion. The motion passed 3-0. J. Loker then motioned to accept the amended minutes of January 22, 2024; J. Fraga Muller seconded the motion. The motion passed, 3-0. J. Mahon returned the Chair’s gavel to J. Fraga Muller.
3. **Public comment:** None. No member of the public was present.
4. **Beautify Londonderry Fiscal Account Report:** As of 3/23/2023, Beautify Londonderry (BL) has \$16,337.68 available funds. J. Fraga Muller and J. Mahon will request a meeting with Justin Campo to review monthly reporting, fundraising, and other fiscal questions.
5. **Plan for Spring Clean-Up:**
 - A. Date: Saturday, May 4, 2024. Rain Date: May 11.
 - B. Current Inventory needs: 12 Unger 36” Nifty Nabber/Reacher/Grabber Tools; 4 dozen pairs of black gloves.
Action: J. Muller to order via DPW/Amazon. J. Mahon to pick-up at Town Hall.
 - C. J. Loker reported a successful meeting with Samantha Fay and Kelley Hicks of Sunnycrest Farms. They volunteered to sponsor ice cream cone awards for volunteers at BL’s Spring Clean-Up. There was also a discussion of coupon format including numbered coupons with expiration dates on heavier colored stock.
 - D. J. Fraga Muller advised the committee that she wrote to Matthew Thornton school and requested the use of their front parking lot for BL’s Spring Clean-up starting location. The committee agreed that ads should be taken out in the local papers in the 2 weeks prior to the Spring Clean-up and that they should feature Sunnycrest Farm’s ice cream cone award offer. J. Mahon will contact the schools and the police department to ask that the BL event be featured on their billboards in the week prior to the clean-up event. He will also place roadside signs on Mammoth Road and near the local grocery stores.
6. **Sponsor a Road Update:** Nothing new to report.
7. **Sponsor a Spot Update:** Nothing new to report.
8. **Town Welcome Signs:** J. Mahon suggested that the Committee visit the signs to assess their current condition. There was also a discussion about the sign near Wendy’s that is now hidden by the guard rails erected on Rte. 102.
9. **Round Table Discussion:**
 - A. J. Mahon showed a rough draft of a solicitation letter created by an AI program. This led to a discussion of the purpose of the solicitation – Sponsor A Road and Sponsor A Spot.
 - B. The Committee agreed that we need to obtain some letterhead.

- C. J. Fraga Muller spoke about approaching the Green Council at LHS to see if any members would like to become part of BL.
- D. Discussion about the South School project completion.
- E. Next Meeting: March 18, 2024.

10. Meeting Adjournment: At 7:10, J. Mahon made a motion to adjourn; J. Loker seconded. The motion passed 3-0.