



# Community Beautification Committee

January 2021 Report to Council



# What is the Community Beautification Committee?

- A group of volunteer residents approved by Council to advise the Town on community beautification as defined in our Terms of Reference.
  - The Committee was formed to inspire the residents and property owners of the Town of Pelham community to enhance the visual appeal of their neighbourhoods and public spaces, through the creative use of plants and landscaping with an overall respect to environmental stewardship.



# TERMS OF REFERENCE INCLUDE HOW WE MIGHT:

- Foster civic pride, environmental responsibility and beautification through community involvement, with a focus on enhancing green spaces in our community
- Initiate tidiness efforts which may include reduction programs for litter, weeds, maintenance and graffiti in green spaces, on streets and medians, sidewalks, ditches, road shoulders, vacant lots, etc.
- Enhance environmental stewardship through enhancement of green spaces
- Encourage community involvement initiatives such as clean-up days, Trillium awards, garden tours, projects for the common good, etc.
- Assist the Public Works Department with development of community landscaping
- Promote the benefits of environmental stewardship through educational initiatives and opportunities



# Goals and Priorities 2019-2022

- Inspire the community to enhance the beauty and visual appeal of neighbourhoods and public spaces.

## Engagement and Research

- Consult with the community to develop beautification priorities
- Examine best practices
- Develop beautification priorities based on community input and examination of best practices

## Plan and Advise Council

- Present Beautification plan and priorities and annual budget request

## Assess the effectiveness of implemented recommendations

- Determine what is to be assessed and how it will be assessed
- Report back to Council and the community on concluded initiatives



# 2020 in Review

Goals and priorities were accomplished through:

- Thank you card initiative and related news releases
- Community engagement through the community garden bed competition
- Discussion and endorsement of a collaborative Fontheil gateway feature
- Community engagement through the holiday greenery initiative









## Previously Identified Committee Goals: *Engagement & Research*

- Community Consultation
- Examine Best Practices
- Develop Beautification Priorities Based on Community Input



## Additional Committee Goals:

- Plan & Advise Council
- Assess the Effectiveness of what has been Implemented





# Opportunities in 2020-2021

Opportunity	Available Funds	Requested Funds
PRIP Grant	Funds matched – funding delayed by Region	TBA
Community Garden Bed Competition	0	0
Community Beautification “Thank You” Initiative	0	~ \$250



# **PRIP (Public Realm Investment Program) Grant through Niagara Region**

The community beautification committee has endorsed a plan for a community gateway feature located at Rice Road and Hwy 20.

This feature is currently in the planning stages with the Region. The Committee looks forward to further involvement in the design plans.

A decorative vertical image on the left side of the slide showing a thin, dark brown branch with several elongated, reddish-brown leaves. The leaves have a mottled texture, suggesting autumn foliage. The branch extends from the bottom left towards the top left.

# Request for annual Committee Budget

- The Beautification Committee formally requests annual budget of \$250 for the printing of cards for the Committee's "Thank You for Beautifying Pelham" Initiative

Upon annual review of this initiative, the Committee discussed and concluded this initiative fits well within our Terms of Reference. The majority of emails received at [Beautification@Pelham.ca](mailto:Beautification@Pelham.ca) are to nominate properties and businesses for recognition leading to community engagement and efforts to beautify.



Thank you to the Pelham Garden Club  
for your many community contributions  
including the Fonthill Library gardens



July 2020 Thank You Card Recipient

Thank you to The Fonthill Inn for  
contributions to beautify downtown Fonthill



January 2020 Thank You Card Recipient

Thank you to Fire Station no. 3 for  
your contributions to North Pelham  
and the community



February 2020 Thank You Card Recipient





# Opportunities identified by Council for 2021-2022

- ◆ Motion passed by Council December 7, 2020 requests the Beautification Committee engage with the public to advise on legacy projects for funding within the Town.

## Opportunities identified by the Beautification Committee for 2021-2022

- ◆ Working with the Region to Beautify Hwy. 20 and Pelham Street
- ◆ Examination of Beautification best practices in other Ontario communities to better advise council

The background is a light beige, textured surface, possibly paper or fabric, with subtle variations in tone and some faint, darker spots. Two dried, pressed leaves are visible. One leaf is on the left side, partially cut off by the edge, showing a dark brown, almost black, stem and a leaf that is mostly brown with some lighter, yellowish-green areas. The other leaf is on the right side, also partially cut off, showing a similar dark stem and a brown leaf. The overall composition is simple and minimalist.

**THANK YOU**