

**BEAUTIFICATION COMMITTEE**  
**Tuesday, October 15, 2013**  
**Village Hall, Room 101, 6:30 P.M.**



**PLEASE TAKE NOTICE** that a regular meeting of the Brown Deer Beautification Committee will be held at the Brown Deer Village Hall, 4800 West Green Brook Drive, Brown Deer, Wisconsin at the above noted time and date, at which the following items of business will be discussed and possibly acted upon:

- I. Roll Call
- II. Persons Desiring to be Heard
- III. Consideration of Minutes: September 10, 2013 - Regular Meeting
- IV. Review of Submitted Landscape Plans
- V. Report of Staff/Committee Members
- VI. Unfinished Business
  - A) Landscape Awards
- VII. New Business
  - A) Project Planning
- VIII. Adjournment

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Jill Kenda-Lubetski, Village Clerk  
October 9, 2013

**BROWN DEER BEAUTIFICATION COMMITTEE  
SEPTEMBER 10, 2013 MEETING MINUTES  
HELD AT THE BROWN DEER VILLAGE HALL  
4800 WEST GREEN BROOK DRIVE**

The meeting was called to order by Chairperson Quirk at 6:32 p.m.

**I. Roll Call**

Present: Julie Quirk, Beverly Lieven, Elizabeth Smith, Trustee Bob Oates, Kathleen Schilz

Also Present: Michael Hall, Village Manager, Matthew Maederer, Director of Public Works, Erika Petras,  
Department of Public Works

**II. Persons Desiring to be Heard**

None.

**III. Consideration of Minutes: August 13, 2013 - Regular Meeting**

*It was moved by Trustee Oates, and seconded by Ms. Lieven to approve the August 13, 2013 regular meeting minutes. The motion carried unanimously with Ms. Schilz abstaining.*

**IV. Review of Submitted Landscape Plans**

**A) Walmart , 6300 W. Brown Deer Road**

Deborah Tomczyk, Attorney with Reinhart Boerner Van Deuren and Glenn Christensen, Senior Planner with Manhard Consulting Ltd. appeared before the committee to present the landscape plans as agents for Walmart, 6300 W. Brown Deer Road (formerly Lowe's).

Mr. Christensen detailed the utilization of existing plants as well as the addition of parking islands, trees and plants to provide interest for all seasons. In addition, trees and plants that were approved in the Lowe's landscape plan will be maintained and replaced as needed.

Ms. Lieven inquired if the permeable pavement would be maintained in the parking lot. Ms. Tomczyk explained that the previous occupants had seal coated over the permeable pavement, so it would be replaced with a different permeable pavement.

Ms. Schilz asked if the Goldfinger Potentilla could be replaced with pink shrub roses, as they are the official Brown Deer flower. Mr. Christensen indicated that he would replace the potentilla with pink knockout shrub roses. Ms. Lieven inquired when the landscaping would begin, Mr. Christensen stated that planting would most likely be in the Spring of 2014. Trustee Oates inquired if a plan was in place to address dead or dying trees and plants. Mr. Christensen indicated that Walmart had a two year guarantee with their contractor; Ms. Tomczyk added that Walmart also had an agreement with the Village for site maintenance.

Mr. Maederer reminded the committee that an approved landscape plan was on file for this location, and that what was being presented was an addition to that plan.

*It was moved by Ms. Schilz, and seconded by Ms. Cook-Quirk to approve the Landscape Plans for Walmart at 6300 W. Brown Deer Road as amended. The motion carried unanimously.*

**V. Report of Staff/Committee Members**

Mr. Maederer provided an update on Department of Public Works operations, including progress in the Original Village, landscaping at the Brown Deer Library and cutting of the hardwood savannah.

**VI. Unfinished Business****A) Landscape Awards**

Ms. Cook-Quirk distributed a sign-up sheet for treats, drinks etc. for the September 17<sup>th</sup> recognition event. Discussion ensued and committee members chose commitments. Ms. Lieven has begun work on the slide show that will be shown during the event; Ms. Schilz recommended a font change to improve visibility. Ms. Cook-Quirk will prepare the certificates.

Ms. Cook-Quirk proposed a “vote for the best” component to the event where attendees would vote for one winner who would be awarded a best of show ribbon and the use of the Landscape Award sign until the end of Autumn. Ms. Lieven questioned how voting would work. Ms. Cook-Quirk also proposed that the committee try to secure additional signs so that Landscape Award recipients could keep them for the entire season instead of for four weeks, Ms. Lieven opined that it would be difficult to manage. Ms. Cook-Quirk stated that if award winners were allowed to keep the signs for the entire growing season it would motivate them to keep their yards up to the level that earned them the award.

Ms. Cook-Quirk will arrive at 6:00 p.m. to set up for the event, Ms. Petras will assist. Ms. Lieven asked that committee appointment forms be available. Ms. Cook-Quirk suggested that the event was a great opportunity for committee member recruitment.

**VII. New Business****A) Recognition for Structural Improvements to Properties**

Ms. Schilz informed the committee that she had sought direction and clarification from Village President, Carl Krueger, and shared his idea for recognizing property owners who had elevated the curb appeal of their home in ways other than landscaping, such as a new sidewalk, driveway, porch, roof or even exterior painting. This award would be separate from the Landscape Award. Ms. Schilz shared two ideas she had brainstormed: The HAPI (Home and Property Improvement) Award or the NICE (New Improvement for Community Enhancement) Award.

Ms. Lieven stated that she felt this task was better suited to the Building Board. Village Manager, Michael Hall, stated that the Building Inspector, Kirk Radtke, would be able to make recommendations and provide photos for committee review. A discussion ensued among committee members with Ms. Cook-Quirk requesting this be kept on the agenda for further discussion at the October meeting.

**VIII. Adjournment**

*It was moved by Ms. Cook-Quirk and seconded by Trustee Oates to adjourn. The motion carried unanimously at 7:40p.m.*