

Town of River Bend  
Community Appearance Commission  
March 20, 2024 Minutes  
River Bend Municipal Building, 4:00 PM  
51 Shoreline Drive, New Bern, NC 28562

Attendees: Brenda Hall, Chair, Christine Soler, Co-Chair, Pat Lineback, Secretary, Donna Perry, Maryann Taylor, Meg Williams, Barbara Mauer, CAC Liaison

1. Prior to the start of the meeting Carina Wordham tendered her resignation from CAC.
2. Call to order at 4:02 PM.
3. Approval of January 17, 2024 minutes. Motion made to approve by Meg Williams and seconded by Christine Soler.
4. Plantation Median project removed from agenda going forward until more direction received from Town Manager.
5. Updates on 2024 projects:
  - a. Beautification Awards for April-June
    - i. Brenda will ask Kristie to hang the beautification banner 3/25/24.
    - ii. Brenda will email members with zone assignments.
    - iii. Email the CAC email photos of nominated houses. Use the house address in the subject line. Do not text.
    - iv. April beautification -
      1. social media advertising beautification on 3/25/24.
      2. Post in social media examples of yards that are nomination worthy often (all members). There are 3 Facebook accounts for River Bend and 1 Next Door
      3. Flyers placed at Dollar General, strip mall businesses, Shell station and Town Hall. Christine will place the flyers except for Town Hall (Kristie)
      4. Banner placement UP 3/25/2024, DOWN 4/10/2024
      5. Nominations 4/1 to 4/10/2024
      6. Judging 4/13/2024 at 4 PM
      7. Christine and Maryann will create a YouTube video with a link placed on the town website displaying the nominations. The addresses will be removed. Same process each month.
      8. Christine will write up an email announcement of the winners and send to everyone for feedback, send to Kristy for posting in the town newsletter and will post on Facebook. Links to the YouTube will be provided if available.
    - v. May beautification -
      1. Banner UP 4/25/2024, DOWN 5/10/2024

2. Nominations 5/1 to 5/10/2024

3. Judging 5/13/2024 at 1 PM

vi. June beautification

1. Banner UP 5/25/2024, DOWN 6/10/2024

2. Nominations 6/1/ to 6/10/2024

3. Judging 6/13/2024 at 1 PM

b. Arbor Day last minute details

i. Community Watch will provide parking/traffic control for attendees in the morning

ii. Meg will provide the tree info sheets for raffle, Eye Spy, Hot water carafe, and tablecloths

iii. Christine will provide a geocache game

iv. Donna will provide coffee, cake pops, and raffle tickets

v. Pat will provide cocoa and cups

vi. Brenda will provide the tree starts

vii. Maryann will coordinate drone footage and photographs of the event

viii. Red Caboose Library will provide a Tree ID book for the Girl Scouts

b. Crab Pot Christmas Globe Workshop for 2024

i. Deferred until a later meeting

c. Independence Day planning for 2024

i. Wreath workshops 6/20/2024 10AM-noon, 6/22/2024 10AM-noon

ii. \$10 per wreath

iii. Ideas discussed for Parade - golf carts, Pickup truck, Boat on trailer...more discussion in May.

5. CAC Facebook page

Discussion about the need for CAC to have Face Book page to advertise events and projects. Maryann will head this up.

Ideas discussed include Admins needing to be selected, no comments allowed, intent for information purposes only.

6. Volunteer hours -

Submit to Brenda

7. Update from Town Council Liaison

Budgets workshops start in April, letter of support for library

Adjournment at 6:27 PM

Submitted by Brenda Hall, May 16, 2024

*Brenda Hall 5/16/2024*