

Summary Notes: Beautification Committee Meeting

Date	Monday, July 13, 2026
Location	Martini House, 430 Elizabeth Street
Attendance	B. Dean, N. Gardner, B. Glazier, K. Nadherny
Guest	L. Bouchard-Bain
Committee Chair	N. Gardner

Purpose: Discuss alignment between Board expectations, staff capacity, municipal requirements, and the BIA's longer-term beautification and placemaking objectives.

Committee Alignment

- Members acknowledged that the Committee's original expectations needed to be reconciled with operational timelines, staff capacity, municipal approvals, and existing strategic priorities.
- Members discussed whether a meaningful summer initiative remained feasible. Timing and regulatory requirements were identified as significant constraints for major new summer projects.
- The Executive Director expressed the view that the Committee's original mandate could not reasonably be achieved within the anticipated timeframe and recommended that the Committee's future role be reconsidered.
- Committee members expressed interest in preserving the Committee's ability to contribute, with discussion shifting toward achievable initiatives for Q4 2026 and Q1 2027. **No determination was made regarding the Committee's continuance.**

Operational Constraints

- Staff outlined the following operational considerations:
 - Many beautification initiatives require approximately 6 to 12 months of planning.
 - Municipal approvals and regulatory processes can significantly affect implementation timelines.
 - The seasonal window for summer planting initiatives had already passed.
 - Banner and flag installations require production lead time as well as City approval.
 - Budget was not identified as the primary obstacle. Timing, approvals, staff capacity, and City of Burlington requirements were identified as the principal constraints.

Community Feedback

- Committee members reported receiving feedback from businesses seeking increased attention to downtown beautification, with particular interest in the Brant Street corridor for fall, winter, and spring.

Existing Beautification Work

- Staff highlighted several initiatives already underway:
- Summer Music Series at Lot Five.
- Adirondack chair installations.
- Gather & Glow enhancements.
- Ongoing implementation of the approved 10-Year Beautification & Placemaking Strategy, Transform 2035.
- Review of potential refurbishment opportunities for the Singing Tree.

Governance and Strategic Alignment

- The Executive Director noted the importance of ensuring Committee activity remains aligned with established governance processes, approved priorities, and available staff capacity.
- Members discussed opportunities within the Transform 2035 framework to increase seasonal emphasis on the Brant Street corridor during the fall and holiday season.
- The Committee discussed the potential for visible improvements along the main Brant Street corridor to support the overall downtown experience and create broader value for businesses throughout the BIA.
- Members acknowledged the importance of considering benefits across the full BIA when assessing any concentrated investment in the Brant Street corridor and of clearly communicating the rationale for such investment to the membership.

Future Direction

- Members generally agreed that attention should shift away from short-term summer projects and toward initiatives that can be planned appropriately for fall and winter 2026 and spring 2027.

Priority Areas Identified

Subject to staff capacity, municipal requirements, and feasibility, the following areas were identified for further review for the Brant Street corridor between Caroline Street and Lakeshore Road:

1. Seasonal Winter Lighting

- Potential downtown lighting concepts.
- Visual examples and design options.
- Preliminary cost considerations.

2. Holiday Banner Program

- Feasibility of banner installations along Brant Street.
- Municipal approval and installation requirements.
- Budget and operational implications.

3. Winter Hanging Basket / Seasonal Planter Program

- Potential winter planters or conifer displays.
- Opportunities to work with existing suppliers.
- Feasibility, timing, and cost considerations.

- Members agreed that any additional high-impact seasonal enhancements along the Brant Street corridor should present a cohesive appearance and consistent downtown branding.

Committee Future

- The continuance of the Beautification Committee remained undetermined at the conclusion of the meeting.
- Members discussed that, should the Committee continue, an evolved role could focus on supporting staff, providing ideas and feedback, and acting as an advisor and advocate rather than directing operational work.
- Members recognized that the Committee's ability to advance initiatives is affected by a number of factors outside its direct control, including municipal approvals, regulatory requirements, timing, staff capacity, and broader governance considerations.
- The Committee's future status and potential role will be revisited before the Board reconvenes in September, with consideration given to these external constraints and to how the Committee can most effectively support the BIA's broader objectives.