



August 20, 2025

Tree Advisory Board  
10:00 AM

City Hall - Massie Chambers

Agenda:

Call to Order

Establish a quorum

1.
  - Eddie Allen
  - Paula Krebs
  - Tammie Reddy
  - Toby Swager
  - Chris Taylor

Approval of Minutes from Previous Meeting

2. May 21, 2025 Minutes

Comment from Citizens

Reports from Staff

3. Eddie Allen, Horticulturist
4. Jack Presley, Assistant Director of Public Services

Unfinished Business

5. Rachel's Garden Landscaping
6. Native Wildflower Meadow

New Business

7. Updated Organizational Structure and Employee Introductions
8. 2025 LPRF Grant

9. Adopt a Landscape - Project 072
10. Beautification Update

Comments from Board Members & Staff

Adjournment

For more information regarding this agenda, please contact the city recorder by email at:

[sjennings@goodlettsville.gov](mailto:sjennings@goodlettsville.gov)

A government committed to operating with efficiency and integrity in all we do as we strive to enhance the quality of life for the community we serve.

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May 21, 2025

Beautification & Tree  
Advisory Board  
11:00 AM

City Hall - Massie Chambers

Minutes:

Chris Taylor called the meeting to order at 11:00am.

Present: Eddie Allen, Tammie Reddy, Toby Swager, Chris Taylor, Paula Krebs

Absent:

Also Present: Sarah Jennings, Jack Presley, Denise Skaggs, Allison Baker

A quorum was established.

### **Approval of Minutes**

After a review of the March 5, 2025 meeting minutes, a motion was made to approve the minutes by Tammie Reddy. The motion was seconded and carried unanimously.

### **Comments from Citizens**

Cynthia Hernandez, a resident of Dixon and employee of the Tennessee Environmental Council, attended to observe.

### **Reports from Staff**

A report was provided by the City Horticulturist, Eddie Allen, and by the Superintendent of Parks, Jack Presley.

### **Unfinished Business**

Arboretum Health Check- The next inspection will occur during the summer. Chris Taylor will send an invitation.

Revive & Root Review- Chris Taylor expressed appreciation for the event and commended event coordinator Vanessa Hale for her efforts. Toby Swager and Sarah Jennings agreed the event was well-attended and timed perfectly. Suggestions were made to invite middle school classes to future events. It was noted that this year featured the highest vendor participation to date.

### **New Business**

Tree Species to be Planted at Rachel's Garden with Locations- Progress continues on Rachel's Garden. Landscaping is scheduled to begin next month, with fall planting planned. Chris Taylor presented a list of tree species from the city's guidance document. A landscaping company has offered to donate services, and board input is needed on tree selection and placement. A field visit will be scheduled to assess sun exposure and site conditions. Denise Skaggs will coordinate potential dates.

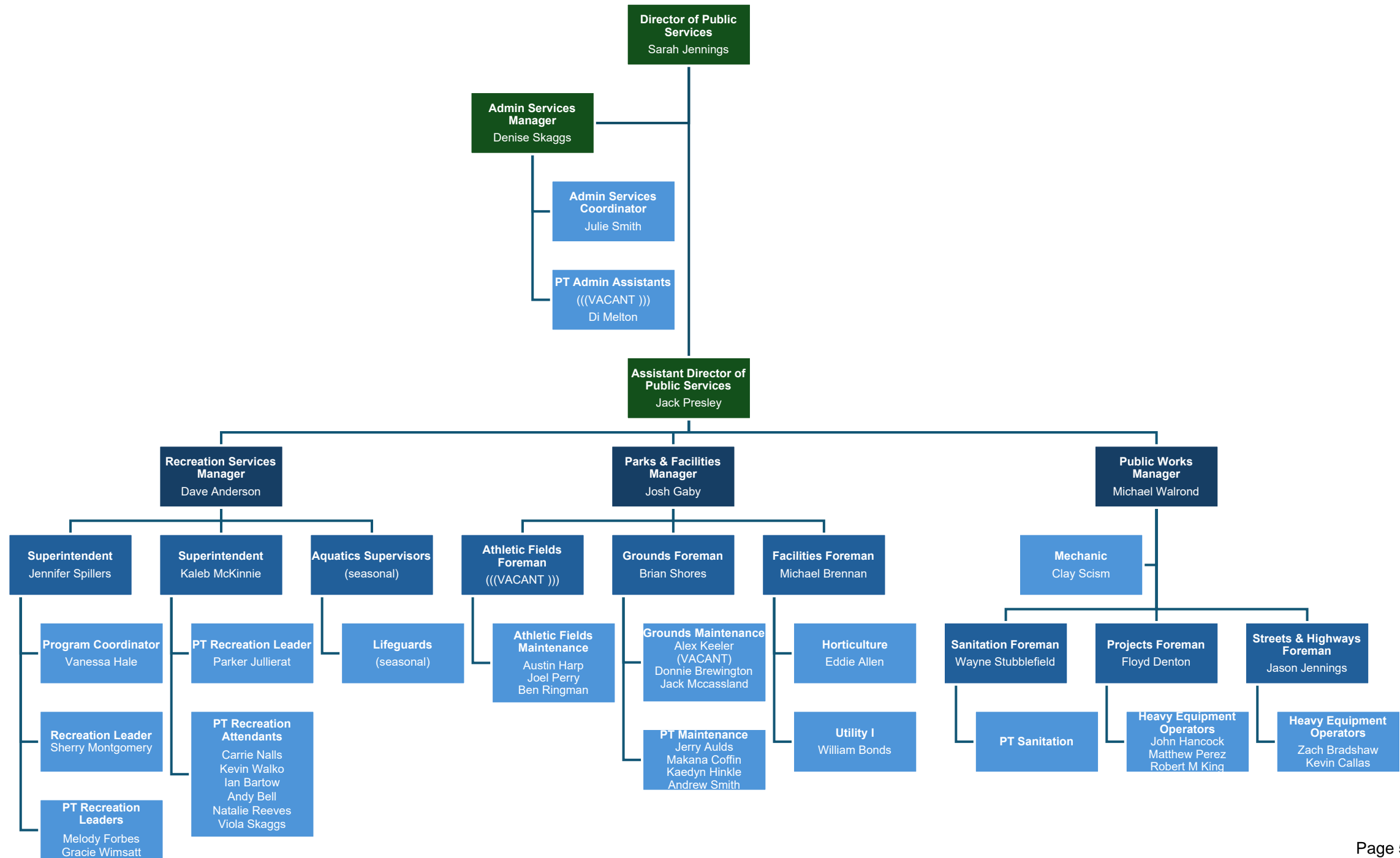
Native Wildflower Meadow proposal- An email from April Griffin proposed a low-maintenance native wildflower meadow project, supported by a grant. Chris Taylor recommended inviting April to present more details to the board. Site selection will depend on light requirements and available space, with up to one acre under consideration. Chris will propose a preliminary meeting to discuss the project further.

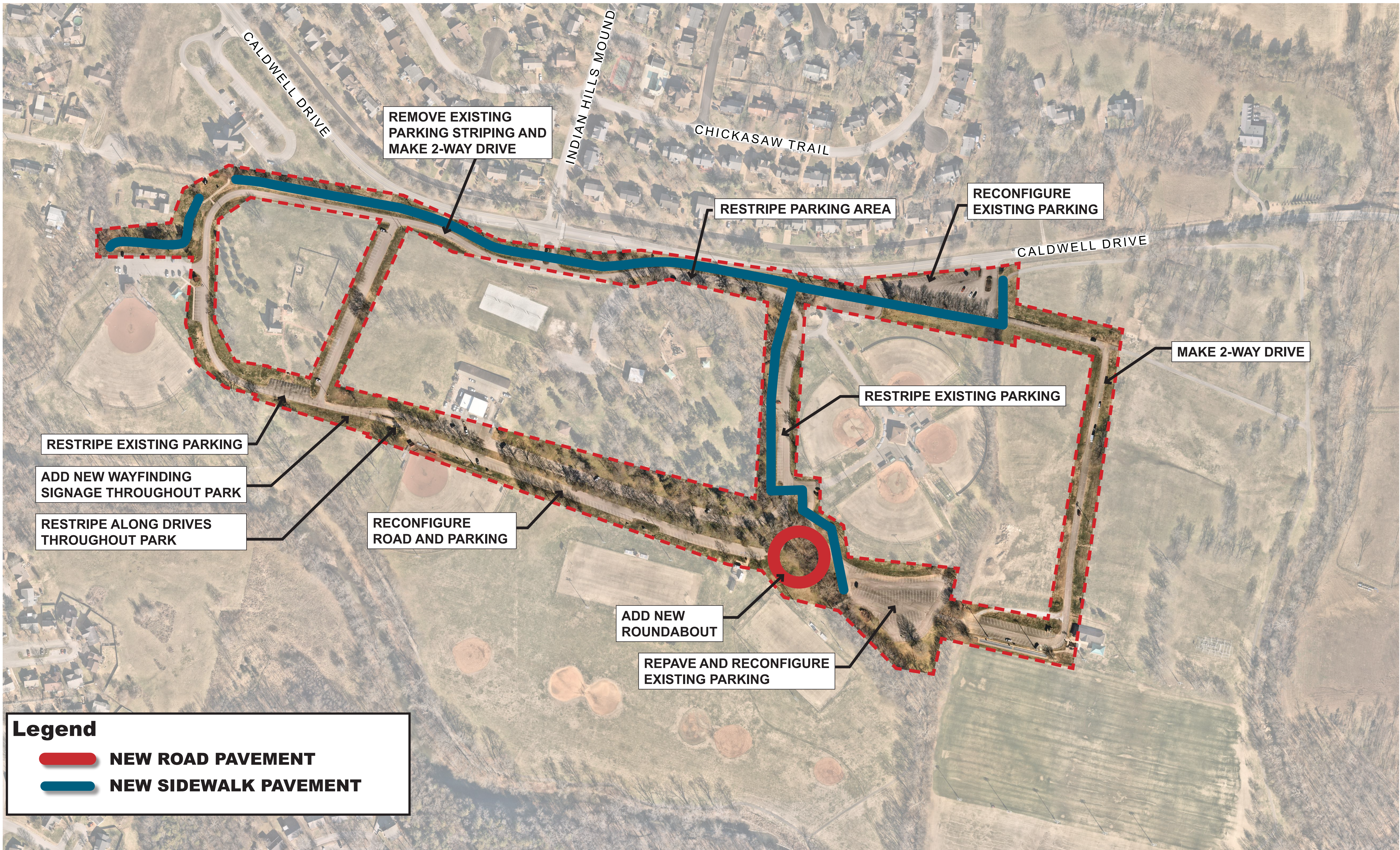
Beautification Update - Allison Baker reported on recent beautification efforts, including a citywide cleanup and a focused effort at Brooks Park. Forty additional veterans banners will be installed citywide, including at Moss-Wright Park, with all applications approved. Both new and returning banners will be displayed.

**Comments from Board Members & Staff-** Toby Swager and others noted recent cleanup efforts by Des Case and Dollar General employees. Their work uncovered a historic rock wall and a mature oak tree in North Creek Park. The wall, part of an old flood-control system from the 1800s, once supported a campground and wagon trail. There was enthusiasm about incorporating this site into tourism efforts. Jack Presley also noted that Moss-Wright Park is part of the historic wagon trail route.

**Adjournment-** The meeting was adjourned at 11:19am.

**Next Meeting-** August 20, 2025







# PROJECT '072

**"Project '072" is a transformational effort, ensuring that the City of Goodlettsville moves from good to truly exceptional. By evaluating and enhancing services, programs, and community engagement, this project will make a lasting impact on the Goodlettsville community.**

## Community Impact:

### **Education**

- Create monthly community education programs including classes on personal health, personal finance, and extracurricular activities
- Certify 300 residents in CPR per Year at our community center, fire hall, and city hall
- Promote financial resources available to residents through the state of Tennessee for pursuing their college degree

### **Communications**

- Enhance the use of the mobile app
- Assure that residents are subscribed to Notify Me or mobile app notifications
- Enhance meeting video streaming services and audio-visual quality for our public meetings
- Collaborate with and support all neighborhood groups via social media
- Send out a quarterly electronic newsletter with upcoming events and city news

### **Parks, Recreation & Public Facilities**

- Improve Moss-Wright vehicular and pedestrian traffic flow
- Develop plans for the identified park sites (1. the corner of Crencor and Madison Creek Road and 2. the corner of River Gate Parkway and Main Street)
- Extend the hours of Delmas Long Community Center to include weekends

### **Arts**

- Complete one mural per fiscal year
- Complete Artistic wraps on remaining traffic control boxes
- Provide routine art exhibits within the lobby of City Hall in collaboration with local art groups and schools

### **Public Safety**

- Improve Fire ISO Rating to a 2 by continuing firefighter training and community fire prevention outreach
- Work diligently to achieve 90% working smoke alarms in residential areas
- Implement Fire Citizens Academy
- Achieve Storm Ready Community Certification
- Reduce UCR Crimes by 5%
- Increase frequency of PD community outreach programs including neighborhood watch groups, apartment management groups, and hotel/motel management groups by 12.5%

### **Customer Service**

- Expand methods in which customers may make payments to the City
- Create welcome packets for new businesses and residents
- Expand the use of CRM Program (City Fix)
- Create work request update procedures

### **Public Engagement**

- Complete three sessions of Goodlettsville 101 over a 12-month period
- Conduct an annual meet and greet for citizens, board members, and city staff
- Create a system for residents to volunteer to serve in various roles (Noted below)

### **Economic Development / Tourism**

- Achieve a 5% increase in L/O Sales Tax Collection
- Achieve a 5% increase in H/M Tax Collections
- Expand market brochures that promotes Goodlettsville
- Recruit new businesses that will enhance sales tax and job creation

### **Efficiency**

- Complete long-range strategic plan with intention of ensuring fiscal stability and public safety; continuing organizational effectiveness; investing in infrastructure, public facilities, and sustainability; and building our community
- Evaluate cost savings in the managed competition of certain services
- Apply Lean Government and Six Sigma principles to promote efficiency in operational tasks
- Attain Level I Accreditation from Tennessee Center for Performance Excellence
- Create an operational structure that permits the most efficiencies in operations

### **Identity**

- Expand citywide wayfinding
- Create a branding plan to implement throughout the City including a new logo and identity materials such as car stickers and license plate borders
- Create a Goodlettsville Tennessee vanity license plate
- Enhance street signs at all primary intersections

### **Community Development**

- Be more proactive rather than reactive in enhancing property maintenance enforcement
- Evaluate processes to expedite plan reviews and inspection requests
- Create an organizational structure that allows cross-training of employees
- Complete Comprehensive Land Use Plan Amendment Process per the City Commission Moratorium Adopted Moratorium
- Complete Zoning Ordinance and Design Guidelines Amendment Process per the City Commission Adopted Moratorium

### **Get involved:**

#### **Community Engagement**

- Goodlettsville Ambassador Program
- Adopt-A-Street Litter Program
- Adopt-A-Landscape Program – Allows the adoption of a median, island, or park area to provide additional maintenance to Goodlettsville green spaces
- Youth Council - A program with the intention of getting youth involved in local government through acting as an advisory body to the Board of Commissioners, City Manager, and other city staff