

**Roanoke Public Libraries
Virginia Room
Valley Beautiful Foundation Records, 1982-2013**

Collection Description: The Valley Beautiful Foundation was organized in 1981 in order to promote the beautification of the Roanoke Valley. It set about its goal by planting trees in the city, co-sponsoring conservation lectures, carrying out projects such as hanging flower baskets downtown, and distributing grants from the Virginia Department of Forestry to local towns and schools for Arbor Day celebrations. The records contain selections of internal records such as minutes, planning session notes, and financial information from the 1990s and 2000s. There are also many documents, articles, and photographs about Valley Beautiful's events and grant-funded projects. Valley Beautiful disbanded in 2013.

Repository: Roanoke Public Libraries, Virginia Room

Title: Valley Beautiful Foundation Records

Physical Characteristics: 2 record storage boxes

Donated By: [Ellen Brown of] Valley Beautiful Foundation, 2015

Arrangement: The records are arranged in three groups: Valley Beautiful organizational records, Arbor Day grants to Valley Beautiful from the Virginia Department of Forestry, and other associated files. Files are arranged by date in each group.

Creator: Valley Beautiful Foundation

Reproduction Restrictions: none

Processor: Amy Vilelle, February 2017

Biographical Note: The Valley Beautiful Foundation was organized in 1981 in order to promote the beautification of the Roanoke Valley. It set about its goal by planting and planning for more trees in the city, co-sponsoring and attending beautification and conservation lectures and festivals, executing urban projects such as hanging flower baskets on light poles downtown, and distributing grants from the Virginia Department of Forestry to local towns and schools for Arbor Day celebrations. Valley Beautiful disbanded in 2013.

Scope and Content: The Valley Beautiful Foundation Records contain documents, newspaper clippings, photographs and slides showing Valley Beautiful's events, initiatives, and grants as well as a limited amount of organizational records from the early 1990s to its dissolution in 2013. The foundation records are spotty, with financial information available only in the 1990s, and meeting notes and minutes available occasionally. Project files and grant application material make up the bulk of the collection. (There is also a VHS movie made by another group, a Valley Beautiful banner, and a wooden V.B. for deposit only stamp.)

Contents List

Series I. Valley Beautiful Records (Correspondence, Events, Tree Surveys, Photos, etc.) (1982-2013)

BOX 1

<u>FOLDER</u>	<u>TITLE</u>
1	IRS letter concerning 501(c)(3) application, 1982
2	By-laws, 1988
3	Roanoke Valley Big Tree Register and nomination forms, 1988 and 1996
4	Financial records, 1993-1994
5	Financial Statements report by accountants of McLeod & Co., 1993
6	Co-sponsored lecture and visit of Ed McMahon of American Greenways, 1993
7	Press releases, correspondence, articles, 1993-1996
8	Completed project list, 1993
9	Newsletter, 1994
10	Co-sponsored lecture and visit of Robert T. Dennis of Piedmont Environmental Council, 1995
11	Joint grant application with Urban Forestry Council for an America the Beautiful Grant, 1995
12	Articles about Valley Beautiful, 1995-2006
13-14	Contents of binder filled with blank forms, project lists, press releases, correspondence, articles, photos, and brochures, 1995-1999
15	Strategic planning meeting, 1996
16	Press conference, 1996
17	Grant application to Virginia Department of Forestry, 1996
18	Nomination for J. C. Penny Golden Rule Award for past president Lucy Ellett, 1996
19	Correspondence with [Roanoke] Clean Valley Council, 1996
20	Strategic plan, correspondence, memos, newsletters, article, 1996-1998
21	Press releases about downtown Roanoke hanging baskets, 1996-2002
22	Photos of a V.B. kiosk at an event in Elmwood Park, Roanoke, ca. 1997
23	Press releases and other information, 1997-1998
24	Publicity for Arbor Day and anti-tree topping measures, newsletters from other organizations, 1997-1999
25	Completed project lists, ca. 1998
26	Tree planting initiative articles and letter, grant application to Virginia Department of Forestry, 1999-2001
27	Arbor Day at Cundiff Elementary School in Vinton, 2001
28	Tree planting grant submitted to V.B. by Bonsack Elementary School, 2001
29	Tree planting grant submitted to V.B. by Fishburn Park Elementary School, 2001
30	Landscaping grant submitted to V.B. by Explore Park of Roanoke County, 2001
31	Minutes and photos, 2001
32	Application to hang V.B. flags on streetlight poles in downtown Roanoke, 2001-2003
33	Arbor Day programs, 2002
34	Photos from Arbor Day celebration at Fairview Elementary School, Roanoke, 2002
35	Board meeting minutes, correspondence, articles, by-laws, 2003
36	Correspondence, 2004
37	Letterhead and envelopes, 2004-2011 and no date
38	Arbor Day grant list, Big Tree register, articles, 2006-2008

(BOX 1 continued)

- 39 Big Tree Register, national and Roanoke, 2007
- 40 Virginia Big Tree Program – Roanoke Valley, 1996-2008 (mainly 2007)
- 41 Photos of a V.B. kiosk giving away pine trees at market square in Roanoke, 2007
- 42 V.B. Garden and Landscape Contest application form, 2009
- 43 Long range plans, correspondence, 2009-2013
- 44 Arbor Day grants, 2010
- 45 Arbor Day grants, 2013
- 46 Arbor Day celebrations and grants, 2013
- 47 Photos of Arbor Day in Buchanan, 2013
- 48 Letter about closing Valley Beautiful Foundation, 2013
- 49 Brochures, no date
- 50 Stickers, no date
- 51 Applications for V.B. project grants, no date
- 52 Lawn and Garden Contest applications, no date
- 53 Photos of Lake Spring Park in Salem and of V.B. banner, no date
- 54 Photos of Arbor Day at a school, no date
- 55 Photos of Butterfly Wonder Garden at Clearbrook Elementary School, no date
- 56 Photos of a press conference at Explore Park, no date
- 57 Photos of Patrick Henry High School with planting notes on reverse, no date
- 58 Slides and negatives of Roanoke, Vinton, the Community Arboretum, no date
- 59 Photos of trees planted on Campbell Ave. in Roanoke, no date
- 60 Photos of trees planted on a city street, no date
- 61 Photos of trees planted by a building, probably Explore Park, no date
- 62 Photos of trees planted at three schools, no date
- 63 Photos of projects and people, no date
- 64 Photos of hanging baskets in downtown Roanoke, no date
- 65 Laminated photos of projects, no date
- 66 Portrait photo of founder Barton Morris, no date
- 67 Assorted Valley Beautiful programs and articles
- (no folder) “Valley Beautiful Slide Program” slide tray in box, 1997

Series II. Valley Beautiful Arbor Day Grants from the Virginia Department of Forestry (2006-2013)

BOX 2

- 1-2 Grant application and documentation, 2006-2007
- 3-4 Grant application and documentation, 2007-2008
- 5 Grant application and documentation, 2008-2009
- 6-7 Grant application and documentation, 2009-2010
- 8 Grant application and documentation, 2010-2011
- 9 Grant application and documentation, 2011-2012
- 10 Grant application and documentation, 2013

Series III. Other Files

(Box 2 continued)

- 11 Roanoke City tree trimming rules, 1990-1994
- 12 Louisville, KY "Operation Brightside," 1993
- 13 Tree City USA – other towns with designation, 1993
- 14 National Tree Trust, c. 1994
- 15 Roanoke Valley Urban Forestry Council, 1994-1996
and 6th Annual Virginia Urban Forestry Conference, 1996
- 16 BREN – Blue Ridge Environmental Network and other local groups, 1995-1996
- 17 Gypsy Moth programs, 1995-1996
- 18 AEP Power line study in National Forests, notes and article, 1996
- 19 Earth Day at Mill Mountain Zoo, 1996
- 20 Proposal and plan for Roanoke River Center for Environmental Education, 1997
- 21 Urban Ecosystem Analysis for Roanoke area by American Forests, c. 1997
(tree canopy cover analysis)
- 22 Roanoke-related articles, reports, brochures, 1997-2000
- 23 Roanoke City Housing and Neighborhood Services, 2001-2005
- 24 Draft zoning ordinance for the City of Roanoke, 2004
and Vision 2001-2020, Urban Forestry Plan, 2003
- 25 Roanoke City Housing and Neighborhood Services map and presentation, 2004
- 26 Roanoke Valley Urban Forestry Council, 2005-2006
- 27 Roanoke Valley Greenway map and landscaping, c. 2007
- 28 Articles about Roanoke-area outdoors groups, 2007-2008
- 29 Articles about Roanoke development, 2011-2012
- 30 Landscape plan for post office in New Castle, VA, no date
- 31 Brochure for Gateway Streetscape Foundation in Martinsville, VA, no date
- 32 Brochures and articles about trees, no date
- 33 Assorted articles, reports, brochures, 1996-2007
- 34 Brochures about Roanoke and Virginia outdoor groups and activities, no date
- (no folder) "Trees Are Treasure: Sustaining the Community Forest"
distributed by Scenic America, 1993
- (no folder) For Deposit Only V.B. wooden stamp
- (no folder) Valley Beautiful Foundation banner

With boxes: 2 Valley Beautiful signs, metal