# 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)

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<ul> <li>Strategic plan, correspondence, memos, newsletters, article, 1996-1998</li> <li>Press releases about downtown Roanoke hanging baskets, 1996-2002</li> <li>Photos of a V.B. kiosk at an event in Elmwood Park, Roanoke, ca. 1997</li> <li>Press releases and other information, 1997-1998</li> <li>Publicity for Arbor Day and anti-tree topping measures, newsletters from other organizations, 1997-1999</li> <li>Completed project lists, ca. 1998</li> <li>Tree planting initiative articles and letter, grant application to Virginia Department of Forestry, 1999-2001</li> <li>Arbor Day at Cundiff Elementary School in Vinton, 2001</li> <li>Tree planting grant submitted to V.B. by Bonsack Elementary School, 2001</li> <li>Tree planting grant submitted to V.B. by Fishburn Park Elementary School, 2001</li> <li>Landscaping grant submitted to V.B. by Explore Park of Roanoke County, 2001</li> <li>Minutes and photos, 2001</li> <li>Application to hang V.B. flags on streetlight poles in downtown Roanoke, 2001-2003</li> <li>Arbor Day programs, 2002</li> <li>Photos from Arbor Day celebration at Fairview Elementary School, Roanoke, 2002</li> <li>Board meeting minutes, correspondence, articles, by-laws, 2003</li> <li>Correspondence, 2004</li> </ul>	<ul> <li>Strategic plan, correspondence, memos, newsletters, article, 1996-1998</li> <li>Press releases about downtown Roanoke hanging baskets, 1996-2002</li> <li>Photos of a V.B. kiosk at an event in Elmwood Park, Roanoke, ca. 1997</li> <li>Press releases and other information, 1997-1998</li> <li>Publicity for Arbor Day and anti-tree topping measures, newsletters from other organizations, 1997-1999</li> <li>Completed project lists, ca. 1998</li> <li>Tree planting initiative articles and letter, grant application to Virginia Department of Forestry, 1999-2001</li> <li>Arbor Day at Cundiff Elementary School in Vinton, 2001</li> <li>Tree planting grant submitted to V.B. by Bonsack Elementary School, 2001</li> <li>Tree planting grant submitted to V.B. by Fishburn Park Elementary School, 2001</li> <li>Landscaping grant submitted to V.B. by Explore Park of Roanoke County, 2001</li> <li>Minutes and photos, 2001</li> <li>Application to hang V.B. flags on streetlight poles in downtown Roanoke, 2001-2003</li> <li>Arbor Day programs, 2002</li> <li>Photos from Arbor Day celebration at Fairview Elementary School, Roanoke, 2002</li> <li>Board meeting minutes, correspondence, articles, by-laws, 2003</li> <li>Correspondence, 2004</li> <li>Letterhead and envelopes, 2004-2011 and no date</li> </ul>	18	Nomination for J. C. Penny Golden Rule Award for past president Lucy Ellett, 1996
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<ul> <li>Photos of a V.B. kiosk at an event in Elmwood Park, Roanoke, ca. 1997</li> <li>Press releases and other information, 1997-1998</li> <li>Publicity for Arbor Day and anti-tree topping measures, newsletters from other organizations, 1997-1999</li> <li>Completed project lists, ca. 1998</li> <li>Tree planting initiative articles and letter, grant application to Virginia Department of Forestry, 1999-2001</li> <li>Arbor Day at Cundiff Elementary School in Vinton, 2001</li> <li>Tree planting grant submitted to V.B. by Bonsack Elementary School, 2001</li> <li>Tree planting grant submitted to V.B. by Fishburn Park Elementary School, 2001</li> <li>Landscaping grant submitted to V.B. by Explore Park of Roanoke County, 2001</li> <li>Minutes and photos, 2001</li> <li>Application to hang V.B. flags on streetlight poles in downtown Roanoke, 2001-2003</li> <li>Arbor Day programs, 2002</li> <li>Photos from Arbor Day celebration at Fairview Elementary School, Roanoke, 2002</li> <li>Board meeting minutes, correspondence, articles, by-laws, 2003</li> <li>Correspondence, 2004</li> </ul>	Photos of a V.B. kiosk at an event in Elmwood Park, Roanoke, ca. 1997 Press releases and other information, 1997-1998 Publicity for Arbor Day and anti-tree topping measures, newsletters from other organizations, 1997-1999 Completed project lists, ca. 1998 Tree planting initiative articles and letter, grant application to Virginia Department of Forestry, 1999-2001 Arbor Day at Cundiff Elementary School in Vinton, 2001 Tree planting grant submitted to V.B. by Bonsack Elementary School, 2001 Tree planting grant submitted to V.B. by Fishburn Park Elementary School, 2001 Landscaping grant submitted to V.B. by Explore Park of Roanoke County, 2001 Minutes and photos, 2001 Application to hang V.B. flags on streetlight poles in downtown Roanoke, 2001-2003 Arbor Day programs, 2002 Photos from Arbor Day celebration at Fairview Elementary School, Roanoke, 2002 Board meeting minutes, correspondence, articles, by-laws, 2003 Correspondence, 2004 Letterhead and envelopes, 2004-2011 and no date	20	Strategic plan, correspondence, memos, newsletters, article, 1996-1998
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Landscaping grant submitted to V.B. by Explore Park of Roanoke County, 2001 Minutes and photos, 2001 Application to hang V.B. flags on streetlight poles in downtown Roanoke, 2001-2003 Arbor Day programs, 2002 Photos from Arbor Day celebration at Fairview Elementary School, Roanoke, 2002 Board meeting minutes, correspondence, articles, by-laws, 2003 Correspondence, 2004	Landscaping grant submitted to V.B. by Explore Park of Roanoke County, 2001 Minutes and photos, 2001 Application to hang V.B. flags on streetlight poles in downtown Roanoke, 2001-2003 Arbor Day programs, 2002 Photos from Arbor Day celebration at Fairview Elementary School, Roanoke, 2002 Board meeting minutes, correspondence, articles, by-laws, 2003 Correspondence, 2004 Letterhead and envelopes, 2004-2011 and no date	28	Tree planting grant submitted to V.B. by Bonsack Elementary School, 2001
Minutes and photos, 2001 Application to hang V.B. flags on streetlight poles in downtown Roanoke, 2001-2003 Arbor Day programs, 2002 Photos from Arbor Day celebration at Fairview Elementary School, Roanoke, 2002 Board meeting minutes, correspondence, articles, by-laws, 2003 Correspondence, 2004	Minutes and photos, 2001 Application to hang V.B. flags on streetlight poles in downtown Roanoke, 2001-2003 Arbor Day programs, 2002 Photos from Arbor Day celebration at Fairview Elementary School, Roanoke, 2002 Board meeting minutes, correspondence, articles, by-laws, 2003 Correspondence, 2004 Letterhead and envelopes, 2004-2011 and no date	29	Tree planting grant submitted to V.B. by Fishburn Park Elementary School, 2001
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Arbor Day programs, 2002 Photos from Arbor Day celebration at Fairview Elementary School, Roanoke, 2002 Board meeting minutes, correspondence, articles, by-laws, 2003 Correspondence, 2004	Arbor Day programs, 2002  Photos from Arbor Day celebration at Fairview Elementary School, Roanoke, 2002  Board meeting minutes, correspondence, articles, by-laws, 2003  Correspondence, 2004  Letterhead and envelopes, 2004-2011 and no date	31	Minutes and photos, 2001
Photos from Arbor Day celebration at Fairview Elementary School, Roanoke, 2002 Board meeting minutes, correspondence, articles, by-laws, 2003 Correspondence, 2004	Photos from Arbor Day celebration at Fairview Elementary School, Roanoke, 2002 Board meeting minutes, correspondence, articles, by-laws, 2003 Correspondence, 2004 Letterhead and envelopes, 2004-2011 and no date	32	Application to hang V.B. flags on streetlight poles in downtown Roanoke, 2001-2003
Board meeting minutes, correspondence, articles, by-laws, 2003 Correspondence, 2004	Board meeting minutes, correspondence, articles, by-laws, 2003 Correspondence, 2004 Letterhead and envelopes, 2004-2011 and no date	33	Arbor Day programs, 2002
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± ′	Letterhead and envelopes, 2004-2011 and no date		
Letterhead and envelopes, 2004-2011 and no date	1 '		± '
<u>-</u>	Arbor Day grant list. Big Tree register, articles, 2006-2008		•
Arbor Day grant list, Big Tree register, articles, 2006-2008	20 200 200 200 200 200 200 200 200 200	38	Arbor Day grant list, Big Tree register, articles, 2006-2008

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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 6 <sup>th</sup> 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
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With boxes: 2 Valley Beautiful signs, metal