

Adding a little 'color'



Seneca City Councilwoman Denise Rozman is spearheading a project to bring more flowers and plants downtown to aid the city's revitalization efforts.

JERRY BEARD | THE JOURNAL

Seneca councilwoman starts effort to beautify downtown

BY NORM CANNADA
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SENECA — Seneca city officials hope a new project to bring more flowers and plants downtown will add to the area's revitalization efforts.

Seneca City Councilwoman Denise Rozman introduced the project from the stage of Jazz on the Alley on Thursday night and talked with people at a table she set up on Townville Street during the event.



WANT TO HELP?

Donations and sponsorships for the downtown planters can be sent to the Seneca Improvements Corporation, 221 E. North 1st St., Seneca, 29679. For more information, call (864) 885-2700.

She is working with the Seneca Improvements Corporation — a nonprofit entity of the city — as well as Redmond Boys Produce and Plant on Cherry Street, Foothills Church and Modern Woodmen of America. The project was approved for a \$5,500 matching grant from Modern Woodmen, according to Rozman, the organization's local chapter leader.

Rozman's goal is to place 36 large,

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"waist-high" planters filled with flowers or plants throughout downtown this fall, including Main Street, Ram Cat Alley, some of 1st Street and Norton Thompson Park.

She is asking locals to "sponsor" a planter for \$250 in memory or in honor of a loved one, with a plaque designating the sponsorship. Rozman said she has already received commitments from seven sponsors.

"We're starting this year with 36. You can sponsor the planter for one year," she said. "We're hoping that next year we'll be able to offer more planters. Our goal is to have a big planter by every streetlamp in downtown Seneca. The city is going to place them in different areas and permanently position them. If someone wanted to designate where they wanted to sponsor it, we could try to accommodate that."

Rozman said she hopes the project will help make downtown more of a "destination place."

"I think most people need a 'pick me up' these days," she said. "There's so much negative going on in the world. We need something positive, and flowers just tend to lighten people's moods, give them something pretty to look at. As people come to see the planters, they will eat at our restaurants and shop in our stores."

Redmond Boys is providing the planters and

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Denise Rozman
Seneca city councilwoman

funds received through sponsorships and donations up to \$5,500.



SPECIAL TO THE JOURNAL

Seneca City Councilwoman Denise Rozman, right, and Misty Taylor, part owner of Redmond Boys Produce and Plant, are shown with one of the 36 planters they plan to place in downtown Seneca this fall.

a "variety of flowers and plants," Rozman said. Foothills Church is providing volunteers next month to plant the flowers and plants in the planters.

The Seneca Improvements Corporation will handle finances, accepting the money for sponsorships, donations and the Modern Woodmen of America grant that would match

Seneca city administrator and Seneca Improvements Corporation board chair Scott Moulder said the project is part of the "mission" of the corporation, which has been heavily involved in downtown revitalization, including

overseeing the rehabilitation of the former Harper's and Kimbrell's properties.

"When you look at downtown, it's come a long way with regard to its buildings and the improvements there," he said. "That's as a result of the private investment with all the new businesses and the redevelopment. We recognize that we have a role to play, too, not only with the Harper's building and the Kimbrell's building, but with the public space."

Moulder said he is looking forward to seeing the results of the effort.

"It's just a hope that we can provide some color and some flowers and softness and some beauty that helps to freshen up and give a great look to downtown," he said.

Seneca Mayor Dan Alexander agreed.

"I really do appreciate Denise and all the hard work she's putting into this project," he said. "We're seeing a lot of people coming and walking our downtown, going in all the new businesses. So this is something they will enjoy seeing. It will bring some color and flowers to downtown and really help in our downtown revitalization."

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