



MINUTES
CITIZENS' BEAUTIFICATION COMMITTEE - REGULAR SESSION
THURSDAY, APRIL 18, 2024, 6:00 PM

The Citizens' Beautification Committee convened in regular session at 6:00 PM, April 18, 2024. Committee Chairperson Painter called the meeting to order.

Roll Call

Attendee Name	Title	Status
Izola Tyus	Committee Member	Present
Eldon Haab	Committee Member	Present
Daniel Freburg	Committee Member	Present
Sara Kemp	Committee Member	Present
Gina Lavazza	Committee Member	Present
Fredrick Marling	Committee Member	Present
Deborah Johnson	Committee Member	Present
Jennifer Aurora	Committee Member	Present
Joni Painter	Committee Chair	Present
Michaela Kent	Committee Member	Absent
Margaret Kraft	Committee Member	Absent

Staff Present: Jeff Hindman, Staff Liaison

Public Comment

Neither in-person or emailed: No public comment was received.

Consent Agenda

Items listed on the Consent Agenda are approved with one motion; Items pulled from the Consent Agenda for discussion are listed and voted on separately.

Item 4.A. Consideration and Action to Approve the Minutes of the March 21, 2024
Regular Citizens' Beautification Committee Meeting

Committee Member Lavazza made a motion, seconded by Committee Member Freburg, to approve the consent agenda as presented.

Chairperson Painter directed the Secretary to call roll:

AYES: Painter; Kemp; Marling; Freburg; Haab; Lavazza; Aurora; Johnson;
Tyus

Motion carried.

Regular Agenda

The following item was presented:

Item 5.A. Continued Discussion and Action on Arbor Day Celebration Details including invitations, presenter and notification of event to the Pantagraph.

Corpus Christi Catholic School coordinated with Parks & Recreation on the placement of the tree which will be planted on the Southwest corner of the property. Chairperson Painter reported she invited the Mayor but, due to scheduling conflicts, he may not be able to attend. Chairperson Painter will ask the Alderman for that Ward of another representative from the City of Bloomington to read the Proclamation during the event.

Committee Member Lavazza will prepare and speak on behalf of the Citizens' Beautification Committee during the ceremony. She stated she would also notify The Pantagraph of the event and all pertinent information. All Committee Members were encouraged to attend if possible.

Committee Member Marling made a motion, seconded by Committee Member Lavazza, to approve Arbor Day plans for Corpus Christi.

Chairperson Painter directed the Secretary to call roll:

AYES: Painter; Kemp; Marling; Freburg; Haab; Lavazza; Aurora; Johnson;

Tyus

Motion carried.

The following item was presented:

Item 5.B. Continued Discussion and Action on details about the press release and flyers for the 2024 Beautification Awards.

Committee Member Lavazza completed the final proof of the 2024 Beautification Awards Flyer and was waiting for the 2024 Beautification Nomination Form to be uploaded onto the Citizens' Beautification Committee's Website. Staff Liaison Hindman had a copy and informed the Committee that the 2024 Beautification Nomination Form was loaded onto the website. Committee Member Lavazza stated she would imbed the QR code link to the nomination form onto the flyer and work with Parks & Recreation to get prints made and distributed. Committee Member Marling agreed to distribute flyers at the Indoor Farmer's Market, April 20, 2024.

Committee Member Lavazza will also work on the press release announcing the 2024 Beautification Award information.

Committee Member Johnson made a motion, seconded by Committee Member Marling, to accept the updates to the Beautification Flyer.

Chairperson Painter directed the Secretary to call roll:

AYES: Painter; Kemp; Marling; Freburg; Haab; Lavazza; Aurora; Johnson;

Tyus

Motion carried.

The following item was presented:

Item 5.C. Continued Discussion and Action on the Marketing Materials for the Citizens' Beautification Committee and Its' Programs for the Farmer's Markets as well as Determine a Schedule of Committee Members to Attend Each Farmer's Market Event.

Chairperson Painter suggested Committee Members start with one Farmer's Market in May and then ensure attendance to every Farmer's Market during the month of June. Committee member Johnson volunteered to attend the third weekend in May Farmer's Market: the Committee's first event. Committee Member Johnson volunteered to be present at all events in June, along with many other Committee Members. Committee Member Lavazza would send the 2024 Beautification Award flyer to the printer for handouts and a poster to display at the farmer's Markets. Staff Liaison Hindman would inform the city to ensure an extra table is included, starting the third week in May. Staff Liaison Hindman would also work with the City to procure an easel to display a foam board poster for the committee. Chairperson Painter shared an example of a tri-fold marketing piece for Citizens' Beautification Committee and its Programs. More discussion to follow at the next meeting.

Committee Member Kemp made a motion, seconded by Committee Member Johnson, to accept the Action and Marketing Materials for the Farmer's Markets as well as Determine a Schedule of Committee Members to Attend Each Farmer's Market Event.

Chairperson Painter directed the secretary to call roll:

AYES: Painter; Kemp; Marling; Freburg; Haab; Lavazza; Aurora; Johnson; Tyus

Motion carried.

The following item was presented:

Item 5.D. Presentation and Discussion by the Bloomington Parks and Recreation Department on General Department Updates.

Staff Liaison Jeff Hindman reported the Park Maintenance Staff was busy mowing. The Department also had 180 of the 225 trees they will plant this spring. All Park bathrooms were open and the Department was in the process of getting the 35 drinking fountains working. The Department was also working on a concrete trail for Sweeney Park and replacing the feature fountain at McGraw Park. Staff Liaison Hindman reminded the Committee Members of the upcoming Tree Talk happening on April 27, 2024, from 9:30 AM to 2:30 PM, at several locations.

Committee Member Comments

Committee Member Deborah Johnson inquired about the planting of the pots in Bloomington. Staff Liaison Hindman said after May 1st they will start with soil and the contractor will plant the pots.

Committee Member Sara Kemp announced April 18, 2024, that her term on the committee was up and this was her last Committee Meeting.

Adjournment

Committee Member Kemp made a motion, seconded by Committee Member Freburg, to adjourn the meeting.

Chairperson Painter directed the secretary to call roll:

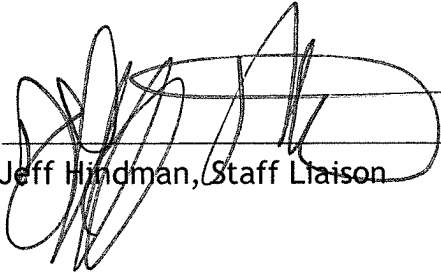
AYES: Painter; Kemp; Marling; Freburg; Haab; Lavazza; Aurora; Johnson;
Tyus

Motion carried (viva voce).

The Meeting was adjourned at 6:25 PM.

CITY OF BLOOMINGTON


Joni Painter, Chairperson


Jeff Hindman, Staff Liaison