

BEAUTIFICATION COMMITTEE MEETING AGENDA

MEETING DATE: Monday, October 17, 2022

MEETING TIME: 6:00 p.m.

MEETING LOCATION: Village Hall



AGENDA

CALL TO ORDER

ROLL CALL

AUDIENCE COMMENTS

APPROVAL OF MINUTES

1. Approval of the Beautification Committee Minutes dated July 18, 2022
2. Approval of the Beautification Committee (Special Meeting) Minutes dated August 29, 2022

NEW BUSINESS

1. Property Recognition Program
2. Project Updates / General Discussion

COMMITTEE MEMBER UPDATES

ADJOURN

BEAUTIFICATION COMMITTEE MEETING MINUTES

Monday, July 18, 2022

Call to Order

Chairman Carroll called the meeting to order at 6:05 pm.

Attendance

Mark Carroll, Rose Harding, Al Broholm (arrived 6:09 pm), Ann Hosler, Village Administrator Steve Bosco, Director of Public Works John Laskowski and Administrative Analyst Christine Wagner.

Approval of Minutes

Al Broholm made a motion to approve the minutes dated January 17, and April 18, 2022 Rose Harding seconded with the correction to the spelling of her name.

Discussion/New Business

1. Property Recognition program

Administrator Bosco went over the guidelines for the program that staff created along with pertinent dates for the upcoming contest and process for submitting an address. He stated that the program was left open in several areas to allow for flexibility for the committee.

Al Broholm inquired how many winner would be selected, which Bosco reported that it would be up to the committee, but suggested a similar structure as the Village's scavenger hunt with first, second and third places for highest scores, with a drawing for all other participants. Discussion was had regarding how to award nominated addresses, especially to get the program off the ground. Al suggested having an announcement in the newspaper. Administrator Bosco added that the announcement will also go on the Village website and social media pages. Broholm suggested also using the community sign, adding that it would be nice to someday have a similar sign at other locations.

Administrator Bosco provided details on the prize options for the committee to consider on a point based system. The committee discussed the name options for the program and settled on 'Green Thumb'. Bosco went over the upcoming program timeline and suggested that the committee determine how they want to handle the judging and determine a schedule among members. Al Broholm suggested sending the list of nominations to committee members, allowing several days for them to go out and tabulate individual scores for each. Chairman Carroll suggested a curve-type system where the highest sets the top score to win, with other following. Administrator Bosco suggested the option of calling a special meeting to go over the contest results. Chairman Carroll added that all the scores could be averaged between each members scoring to determine winners.

2. Police Department Landscaping

Administrator Bosco pointed out the progress that had been made recently in the beautification of Village Hall with the completion of the front landscaping project initiated by the committee earlier in the year. Bosco reported that similar progress would be made at the Police Department in conjunction with the addition of "North Aurora" written in landscaping along Route 31. Bosco drew the attention of the committee to two different renderings, one using plants for the writing of 'North Aurora', and the other

using stone. The committee discussed the ease of maintenance for the stone option. Bosco offered the option to do the landscaping around the building first, and determine the lettering option later with more detail.

3. General Discussion / Project Updates

Staff distributed a short questionnaire regarding the committee itself, projects and direction to all present members. The questionnaire was requested to be distributed electronically as well. It was requested that the members return their answers ahead of the next meeting to go over results.

Discussion was had regarding the signage along Route 25 and the maintenance of the planters throughout the season.

With no further business, Al Broholm made a motion to adjourn the meeting at 6:41 pm, which was seconded by Rose Harding.

Motion to Adjourn: All in Favor

Respectfully submitted,

Chris Wagner

BEAUTIFICATION COMMITTEE SPECIAL MEETING MINUTES

Monday, August 29, 2022

Call to Order

Mark Carroll called the meeting to order at 6:11 pm.

Attendance

Chairman Mark Carroll, Al Broholm, Mary Ann Hosler, Rosa Harding, Executive Assistant Natalie Stevens

Discussion of Green Thumb Summer Property Recognition Program

Executive Assistant Natalie Stevens provided a tabulated spreadsheet of the three sets of submitted judges' scores for the 14 properties nominated for the Green Thumb Summer Recognition Program. Each residence had a maximum possible score of 15 and a minimum possible score of 3. The top four scorers were 2197 Bartram Road (15/15 points), 515 Doral Lane (14.66/15 points), 222 Briar Lane (13.66/15 points) and 207 Andrew Lane (13/15 points). Stevens noted that 10 of the 14 were self-nominated properties. She also showed the Committee that a number of the properties were fairly low scoring.

Following the presentation of the scores, Stevens shared the four options for the Green Thumb award structures that staff had put together following feedback from the Committee. The Committee had previously indicated they were interested in awarding all participating homes a participation gift card; however, following the bid tabulation of scores Committee member Al Broholm said that he was not in favor of giving monetary prizes to all participating properties. He said the hope of that was to increase future participation in the recognition programs; however, given that everyone can self-nominate it would be awarding a free gift card to anyone who participated even if their properties were not up to par with the program. Committee members Mary Ann Hosler and Rosa Harding both agreed and chose to eliminate the participation gift cards.

The Committee chose to go with Option 1 that awarded prizes for 1 – 3 place, but upon further discussion chose that the proposed 4th place prize, which was to be a random draw, should go to the actual 4th place score as they did not want to see a low-scoring home receive a prize in favor of a higher scored one.

The Committee discussed gift card options and ultimately decided to go with Woodman's gift cards for all prizes – in the amounts of \$100, \$75, \$50 and \$25 for first through fourth places respectively – as they felt that would be the most feasible for winners to use rather than restaurant and/or food gift cards.

The Committee instructed staff to send thank you letters to all participating properties and to alert the winners, who will be publicly recognized at the Village Board meeting on September 19, 2022.

For future property recognition programs the Committee indicated they wanted to get the program guidelines out sooner to encourage more participation, as all agreed there were many homes in the area they felt should have been submitted and were not. The committee briefly began to discuss upcoming property recognition programs and it was determined for timing purposes to not do a Halloween decoration program this year and instead focus on a holiday light program that they plan to discuss at their October 17, 2022 meeting.

With no further business, Al Broholm made a motion to adjourn the meeting at 6:44 pm, which was seconded by Rosa Harding

Motion to Adjourn: All in Favor

Respectfully submitted,

Natalie Stevens