

Beautification Commission Minutes
Wednesday, January 8, 2025
6:00 pm
Novi Civic Center
45175 10 Mile Rd.
Mayor's Conference Room

Call to Order: 6:01 pm

Roll Call: Gareth Crawford, Yogesh Kumar, Jan Lach, Christen Pietraz, Laura Williams, Mary Angela Winter, Torry Yu

Present: Gareth Crawford, Yogesh Kumar, Jan Lach, Mary Angela Winter, Torry Yu

Absent Excused: Laura Williams

Absent: Christen Pietraz

Approval of Agenda: Motion: Winter; Seconded: Kumar; Approved: 5:0

Approval of Minutes – November 13, 2024: Motion: Yu; Seconded: Winter; Approved: 5:0

New Business:

1. 2025 Social Media Engagement Planning

The Commission reviewed suggestions from Staff Liaison Oppermann for the 1st quarter of 2025. The main focuses suggested were Neighborhood Entryway Enhancement Matching Grant Program throughout January and the preparation for Honeybees in Spring the remaining months. Additional suggestions for later in the year were made including the importance of water sources to bees, the water use ordinance, Christmas tree disposal options, and recommendations for plants to attract specific pollinators (IE plants for hummingbirds, plants for bees, plants for butterflies, etc.). Commissioner Kumar noted the goal of creating a strong social media engagement identity in 2025 is creating greater awareness of the Beautification Commission and its efforts among general public, having “people talking about the Commission by the end of 2025”.

Roundtable Discussion:

Commissioner Crawford suggested that a grant for pollinator/bee gardens be considered. The Commission also suggested that in years ahead (starting with 2026 cycle) that there should be additional encouragement/incentive for applicants to the Novi Neighborhood Entryway Enhancement Matching Grant Program to include native pollinator friendly plants in their landscape plans. Councilmember Kumar made a suggestion that we consider adding Whatsapp to our social media efforts.

Public Comment: none

Adjournment: 7:11 pm

Motion: Lach; Seconded: Yu; Approved: 4:0

Upcoming Meetings: 2/12, 3/12, 4/9, 5/14, 6/11, 7/9, 8/13, 9/10, 10/8, 11/12, 12/10