Members in attendance: Lisa Gerardi, Kent Lange, Mary Ann Pawlicke, Mary Rooney, Christine Vanderborg

1. Chairperson Mary Rooney opened the meeting with news that only 11 out of 49 nominees have picked up their yard signs so far this new season, and many people who have signs from last year, aren’t posting them. Yard signs are necessary for promoting our mission. The more people see these signs, the more they may want to participate. Discussion followed regarding three possible reasons for the lack of sign posting: inclement spring weather makes residents feel their yards are just not ready, which is something over which we, as a committee, have no control, people don’t want a sign in their yard, or people who work cannot (or just DO not) get to the Senior Center during their hours of operation to pick up the sign. Sign recipients consistently have told Senior Center director Tara Miller how excited they are to have the signs and to be recognized for their hard work, so we doubt most people don’t want to be recognized. The third reason discussed seemed to be more feasible. Chris Vanderborg, since she’s frequently making the rounds for her job with the city, offered to deliver signs, but recipients will need to let her know that this is what they want to happen. It was decided to place a sticker on the postcard that is sent to nominated residents that if they want to have their sign delivered, to contact Chris at her email address. Mary Ann will take care of having the stickers made at the Port Authority. We’ll see if that encourages people to promote our agenda by displaying their well-deserved signs. Kent has offered to help with deliveries when necessary.

2. **Discussion regarding costs of signs and miscellaneous items:** American Sign Solutions can make our signs for much less than Reprographic Arts, so we will have them take over the sign-making duties. We may also need further items from them such as decals, banners, and return address labels. Chris will also handle those orders.
3. **Discussion regarding better, more efficient promoting of our mission:** Our Facebook page, “Michigan City in Bloom” can post our meeting dates and invite followers to attend. More pictures of local gardens can be posted. In the future, we may be able to host gardening events, especially for children, and we may want to have decals, garden flags, and stickers created with our logo to distribute. Lisa gave us an excellent idea in order to inspire residents to participate would be to set aside parts of the city for evaluation. We would announce certain sections of the city to be “under inspection” for a certain time period, and we would award property owners with yard signs or banners, decals, flags, etc. Chris suggested we do this by wards, and she will write an Event announcement on Facebook: “Michigan City in Bloom Ward Beautification: a 2-week Event”

Ward 1 would be inspected from June 24 – July 7; Ward 2 from July 8-22; Ward 3 from July 23 – Aug 6, and since we’re running out of summer, Wards 4 and 5 would be combined from Aug 7 – 21 (Next year, we can start earlier). Chris and Mary have maps of the wards, so there’s less confusion about where to go. This gives the committee a smaller area every couple of weeks in which to find nominees. The way we do it now can be overwhelming.

Our next meeting is scheduled for 1:00, Thursday, July 11, 2019.

Respectfully submitted,

Mary Rooney, Chairperson, Michigan City in Bloom