

**CITY OF BERKLEY**  
**BEAUTIFICATION ADVISORY COMMITTEE**

MINUTES OF MEETING  
Wednesday, July 27, 2022  
6:30 P.M. PInspiration 2733 Coolidge Highway

**PRESENT:** Dan Mihaescu (Chair)  
Stephen Bard (Secretary)  
Nick Armstrong  
Jeremy Coan  
Jennifer Hance  
Lynn Khadra  
Jennifer Smitterberg

**NOT IN ATTENDANCE:** Natalie Price (City Council Liaison)

**EXCUSED** Jim Fritsch  
**ABSENCES** Anela Mihaescu

**ABSENCES:**

**AGENDA**

1. Approval of Agenda
2. Approval of Minutes
3. Edge Your Sidewalk Campaign
4. Woodward Median Projects
5. Other Project Ideas

**Meeting was called to order at 6:34 P.M.**

- 1. Agenda for the Meeting was Approved**
- 2. Minutes of the June 22, 2022 Meeting were Approved**

**3. Edge Your Sidewalk Campaign**

The flier Dan designed and posted on Facebook promoting the Campaign created minimal interest. The Committee will consider other communication methods to create interest within the community.

**4. Woodward Median Projects**

Potential projects and the related obstacles of beautification efforts in the Woodward median were discussed. Dan volunteered to contact the Royal Oak Department of Public Works to obtain information and generate and express interest in collaborative beautification projects.

**5. Other Projects**

The Committee brainstormed and discussed potential project ideas that would have a lasting impact on beautification of the City. Some of the ideas discussed were pursuing grants, reaching out to local artists, and partnering with other Berkley groups in beautification of Berkley's common open spaces.

Dan also volunteered to create a tree care pamphlet and contact Shaun Young, City of Berkley Director of Public Works to discuss communication methods. These will be discussed in the next Beautification Committee meeting.

At the end of the meeting, the Committed reviewed and discussed the 10 design concepts of the branding marketing campaign. The Committee's feedback was passed along to Torri Mathes, City of Berkley Communication Officer.

**Next Meeting scheduled for August 24th at Pinspiration, 2733 Coolidge at 6:30 pm.**

**MEETING ADJOURNED AT 7:23 P.M.**

Minutes prepared by: Stephen Bard (Secretary), August 24th, 2022.