



**THE VILLAGE OF HAWTHORN WOODS  
HAWTHORN WOODS IN BLOOM COMMITTEE MEETING  
2 LAGOON DRIVE, HAWTHORN WOODS, ILLINOIS  
FEBRUARY 28, 2024  
6:00 P.M.**

**MINUTES**

**I. CALL TO ORDER AND ROLL CALL**

Ms. Vondrasek called the meeting to order at 6:02 p.m. Roll call indicated the following members were present: Bob Riddle, Beryl Ibbotson, Lauren Vondrasek, Appaji Valavala, Farah Laman, Sally Folkes, and DiAnn Meagher. Absent were Samina Imtiaz, Karen Johansen, and Pam Scaletta.

Trustee Liaison Present: James W. Kaiser

Also present were Chief Operating Officer Pamela Newton, Chief Administrative Officer/Village Clerk Donna Lobaito, and Parks and Recreation Director Brian Sullivan.

**II. OPPORTUNITY FOR THE PUBLIC TO ADDRESS THE COMMITTEE**

None this month.

**III. APPROVAL OF MINUTES DATED OCTOBER 25, 2023**

Motion by Laman, second by Riddle to approve the minutes of the October 25, 2023 Hawthorn Woods In Bloom Committee.

Roll call vote.

Ayes: Ibbotson, Vondrasek, Riddle, Laman, Folkes, Valavala, Meagher

Nays: None

Absent: Imtiaz, Johanson, Scaletta

Motion carried.

**IV. ANNOUNCEMENTS AND UPDATES**

**A. Chief Operating Officer – Pamela Newton**

Ms. Newton reported on her attendance at the America In Bloom Board of Directors meeting. The Village will be receiving a variety of plants, and Hawthorn Gardens will be our grower sponsor receiving the plants. This year was the first year we did not receive the Canadian National grant through America In Bloom.

Ms. Newton will email a link to the committee members for a free America In Bloom webinar. The next symposium will be in September in Columbus, Ohio. We will soon know the dates the judges will be in town.

B. Parks and Recreation Update—Brian Sullivan

Mr. Sullivan reported that the Hawthorn Woods In Bloom Committee will be joining the Sustainability Committee for the Arbor Day tree giveaway on May 4<sup>th</sup> at the Aquatic Center.

**V. COMMITTEE CHAIR UPDATES/IDEAS**

A. Flowers and Landscape—Beryl Ibbotson

Ms. Ibbotson reported she will need assistance in maintaining Stumpy this year.

B. Celebrate Heritage

No report this month.

C. Monarch Butterflies/Pollinators—Lauren Vondrasek

No report this month.

D. Urban Forestry—Lauren Vondrasek

No report this month.

E. Fundraising and Special Events—Bob Riddle

Mr. Riddle reported on popcorn sales during Party in the Park.

F. Garden of the Month—Karen Johanson

No report this month.

G. Public Relations

Ms. Vondrasek indicated she would like to revamp this committee and rename it to the Marketing Committee, which is more encompassing.

1. Brochure Status

Ms. Folkes will be checking with Amy Mason to see if any former brochures are available.

**VI. NEW BUSINESS**

A. Structure Change

Chairperson Vondrasek reported she would like to prioritize activities to avoid burnout. She is looking to develop a multiyear plan for the committee to follow. She wants to leverage Ms. Folkes skills more with the brochure and website.

Ms. Newton mentioned the budget was recently amended to bring in a new employee to assist with the restructuring of the Hawthorn In Woods committee goals. Jen Sprow will be in attendance at the next meeting. Ms. Vondrasek said she would like to create a volunteer vitality liaison position to increase the volunteer base. She would also like to eliminate Celebrating Heritage and Urban Forestry due to duplication with Village departments.

Ms. Vondrasek also indicated she would like more signage at events, planting at park entrances, and engage HOAs in competitions. She would also like to expand the Community Park museum.

Mr. Sullivan will be conducting a tour of all the parks on March 23<sup>rd</sup>. He asked that maps be included in our newsletter.

Working with businesses on funding was discussed.

**VII. ADJOURNMENT**

Motion by Riddle, second by Laman to adjourn the meeting.

Roll call vote.

Ayes: Ibbotson, Vondrasek, Riddle, Laman, Folkes, Valavala, Meagher

Nays: None

Absent: Imtiaz, Johanson, Scaletta

Motion carried.

The meeting adjourned at 7:08 p.m.

The next meeting will be held on April 24, 2024.

Respectfully submitted,



Donna Lobaito  
Chief Administrative Officer/Village Clerk

Ms. Vondrasek asked that the following notes be added to the minutes:

## **Start**

- Marketing HWIB more by leveraging Sally's skills, Invite Amy/Jen to upcoming meeting, Lauren/Sally connect with Jen on priorities/ways of working
- Create Volunteers/Community Vitality as we have need for volunteer base (as gardens/projects grow we need more helpers)
- Establish quarterly events/priorities (for example: Bark in Park, Tree Giveaway, Park Plantings, Weeding/Watering, Party in the Park, Pumpkin Trail).
- Calendar e-blast
- Call for committee vacancy
- Donors/Supporters Utility, Builder, Landscape, Realtor

## **Stop**

- Heritage Megan
- Urban Forestry Lauren(duplicative of Parks/Rec)

## **Continue**

- Flowers/Landscape Beryl
- Fundraising Bob
- Garden of Month Karen

## **Multi-year approach (for discussion and prioritization)**

- **YR 1**
- Review advisor dates and project list – prioritize and calendar deliverables/owners
- More signage at events – X courtesy of HWIB w/QR code w/Amy
- Park Entrance plantings 250 donated plants

- Volunteer base expansion, PTO, Wolfpack, previous Garden of Month winners, CSR – businesses, builders, landscapers
- Launch HOA competition this spring/summer to coincide with Garden of Month
- **YR 2**
- HOA competition expansion/robust Marketing and recognition
- Museum expansion of Community Park
- Expand Park Entrance plantings
- Lake county wide participation – introduce concept of county wide AIB program to get word out in effort to increase involvement/participation
- **YR 3**
- Museum completion and dedication
- Lake county program expansion/sponsorship
- Possible community garden