

Clean & Beautiful Committee
April 4, 2012
Approved Minutes

Committee Members Present:

Jeff Deelstra
Pat Deelstra
Brenda Clark
Brian Blank
Lisa Rene Jones
Mathew Lovato
Misty Smith
Carolyn Workman
Darrick Porter
Jody Rushton-Porter

GUESTS

Avalon Sadler

Staff Members Present:

Craig Thomas
Cathie Alberico

Co-chair Jeff Deelstra called the meeting to order at 5:35 p.m. and welcomed everyone.

Lisa Rene Jones made a motion to approve the minutes from the March 7th, meeting. Misty Smith seconded the motion. The motion passed all in favor.

Upcoming Events/Dates

Awards

Present committee members to call last year's Yard winners to invite them to judge for the summer of 2012, and to come to the information meeting at 5:30 p.m. on May 2, 2012. Judging should be completed by July 23, 2012, the time period should be about six weeks in length prior to the 23rd, and will be dependent on weather conditions. The daylilies to be given to the winners will be available after the first week of June.

Lisa requested to judge area 11, at 4714 Thayne Drive, again. She left notes on worthy yards that could be possible 2012 winners and would like to follow up on them.

Normally we would encourage judges to take a new area each year to see different parts of WVC.

Budget

We have \$1,990.40 remaining in the budget.

We have discussed buying work T-shirts for projects. Craig came up with a logo to be printed on the back of the T-shirts. It will be roughly \$200.00 for shirts. The committee was in favor of this purchase and gave their shirt sizes to Craig. He will try to find a shirt that will not shrink. Also discussed purchasing garden tools and

supplies to have on hand at a project. Craig spent \$186.00 on various tools and supplies. **We need to purchase garbage bags.** Items will be stored in the City trailer. **Pat and Jeff volunteered to visit with Kate Duff** to see how the committee can contribute to her community garden.

Jody Rushton-Porter has a call into Senator Karen Mayne about the clean up project on 5600 West. The Senator is on vacation so she has left a message. She would like to invite her to a committee meeting, or a separate meeting at her convenience. She may already have some plans or ideas in mind. Staff does have a contact name and number for **UDOT, right of way clean up projects; we will make contact with them.**

How to spend the remaining money in the budget?

Banners

Misty's bid from the U of U came back in the mid price range, at about \$53.00 per banner. (As compared to \$49.00 and another at \$57.00.) It would be more efficient to print all 210 banners to eliminate waste; it was \$10,098 for 210 banners. The other bids are as high as \$15,000.00.

Craig felt like this year may be too premature to jump on banners. He suggests committee start working now and possibly seek additional sponsors for the banners. Perhaps have a sponsorship corner, colored white; a logo with a vinyl sticker for the sponsor could be added later. Sponsor examples could include Burger King; two banners for say \$200.00 to help raise additional funds. He also suggested **visiting Chamber West** (chamber of commerce) to see if they would approach their members as well.

Craig added that the City might want to **have in place an ordinance** on the control of banners and their use in the City right of way. Rules and guidelines for use of the poles, banners and damages etc., he has pulled a few sample ordinances and will get the process started for suggesting an ordinance.

Carolyn asked if the \$10,000 includes more than one design. That price would cover one design.

What would go on a banner?

You are in West Valley City
A true daylily
Unity, Pride, Progress

We are recommending a triangular cut of the banners, to reduce the wear and tear on the unattached corner. The banners life expectancy is dependent on weather conditions; a high wind season or extremes. The original banners lasted about three years. Craig suggested setting aside a dollar amount in the budget on a yearly basis to replace banners every year. Craig would **like to get the approval of the legal department** for the whole banner concept.

Jeff suggested that design ideas could be hammered out at the retreat. We need to get the process for funding started as soon as possible. Sponsorship is an option, grant opportunities need to be pursued, and Craig suggested America First Credit Union. Pat volunteered to approach America First. The mall or some of the businesses in the mall might be interested. Cathie asked the committee if they would be willing to approach the businesses on 3500 South about banners, the committee was in favor of this. It would have to be done in an organized fashion so as not to duplicate our efforts.

Jody suggested holding a contest for banner designs. The committee was in favor of this idea. We could offer winners prizes from Maverik Center, Hockey games, Hale Theatre and other venues in the City.

Other ideas for the budget:

Weed or grass barrier, comes on a roll

Purchasing a weed trimmer would require gasoline. Jody Porter volunteered the use of their trimmer. The committee did not think this was a necessary expense at this time.

Candy for parades, WestFest, Christmas parade

Buy mulch in bulk (where to store it)

Approach Western Garden to purchase bulk items and store for committee on an as needed basis

Purchase a small shed for storage

Craig will approach the Cultural Center for storage space

Contribution to Kate's community garden

Kate is very frugal, hard working, she and a friend donate plasma and the money earned goes to the garden,

Needs more mulch, topsoil and cinder block, completion of greenhouse,

Small flags, inspection flags used to mark sprinklers; the committee was not in favor of this. Might become trash.

Carolyn Workman made a motion to give \$500.00 to Kate's community garden.

Brenda Clark seconded the motion. The motion passed all in favor.

Craig suggested that we allocate \$1,000.00 for the clean up project on 5600 West with Senator Mayne, leaving about \$200 to purchase mulch and weed barrier.

Small Beautification Projects

Matt had pictures of Peachwood Park that he shared with the committee. It needs some TLC, clean up etc.; a planter box needs some attention.

Matt suggested that there are several City owned properties that need attention.

Our image can be tarnished by the appearance of our parks. Matt suggested mulching the planter boxes, perhaps concrete tree rings. This would be an excellent opportunity to invite the surrounding neighbors to join our efforts, and take some ownership in their neighborhood. We could be in and out in two hours.

At a City park we could request extra garbage cans in advance, for the debris.

Lisa would like to get out and do some projects. She suggested picking a park to clean once a month on Saturdays. Making plans, inviting neighbors to participate, use our project signs, low cost fixes. Brenda suggested a follow up visit to projects later in the year, adopt a park and add new parks each year.

Committee members need to have parks and other City properties in mind for cleanup projects for future meetings.

Craig will need a shopping list for the park cleanups and he will purchase the basics.

Craig showed the committee items purchased for WestFest and National Night Out: whistle, flashlight, keychain combination; sunflower seeds, bags and lip balm.

Inviting next year's judges, please start making invitation calls about April 15, 2012. They will need to come to the May 2, 2012 meeting for instructions.

The meeting was adjourned; Jeff expressed his appreciation for the committee.