

**Clean & Beautiful Committee
September 8, 2012, Retreat
Approved Minutes**

Committee Members Present:

Jeff Deelstra
Pat Deelstra
Lisa Rene Jones
Matt Lovato
Darrick Porter
Jody Rushton-Porter
Avalon Sadler
Misty Smith
Carolyn Workman

Excused Committee Members:

Brenda Clark

Absent Committee Members:

Brian Blank

Staff Members Present:

Cathie Alberico
Craig Thomas

Chairman Jeff Deelstra welcomed everyone to our annual retreat, at about 9:15 a.m.

Jeff went on to read the mission statement of the C&B committee. It is stated in our bylaws as: The purpose of the Clean and Beautiful Committee shall be to promote public interest in the general improvement of the appearance of West Valley City; to initiate, plan, direct and coordinate programs for the promotion of community pride and general beautification and improvement of the physical quality of life in West Valley City. The City created this committee on February 18, 1993. The mission statement is the basic expectations of the City Council. We are all volunteers, except for two city staff members. We are all voting members. The committee shall consist of up to thirteen (13) resident members and two (2) staff members. As appointed staff, Cathie functions as secretary and Craig is the treasurer. The mission statement is our steering mechanism. We currently have two vacancies and encourage all members to recruit new members.

Bylaw Review

If the committee would want to make any changes to the bylaws or the mission statement, keep in mind City Code created the committee, and any changes would have to be sent to City Council for approval. Usually it is not a problem to make changes to the bylaws. Occasionally, there are activities or projects that we would like to undertake that would have to be presented to City Council, for approval. We have a small budget that we cannot exceed, which comes from the City Manager. It is not a complex procedure to go to the City Manager or City Council. Presenting a well thought out idea and plan would be necessary.

Would donations to the Committee be tax deductible? We would be able to provide donors with a copy of the City's W-9, and tax identification number, and then it would be up to the donors tax accountant's practices.

Jeff took the time to discuss and review the bylaws with the committee. Our bylaws are pretty generic and as long as we don't go off on a tangent we are able to accomplish what is needed.

Budget Discussion

We have \$8,000.00 in our budget, which is the same amount we had last year. The dollar amount remains the same from year to year. The committee needs to discuss some boilerplate activities that we do every year. We do have a bit of flexibility as far as staff goes, in using the committee's accounts to purchase the materials that are needed to run the organization. Any large purchases are made only with the committee's approval. Staff makes small purchases for supplies, etc., they don't warrant action by the committee. One item that is unavoidable every year is a Public Notice. A formal Public Notice is published in the newspaper every January, to advertise the committee schedule for the year. This is required by the State. Every month the agenda is also published with the state at no cost. Craig recommended that we have our budget committed by the last of April or the first of May.

Awards

The committee spends close to \$2,000.00 for gift certificates at \$20.00 a piece, for 100 certificates. The yard award signs are \$700.00; we buy about 90 signs a year. Four years ago when our office took over the duties of the Committee, close to \$3,000.00 was being spent on the same signs, so we have been able to make some cost saving changes. We are to the point that we can probably start recycling some of the signs with stickers to make any changes. We spent a bit of money on the holiday decorations last year. At WestFest we do spend some of the budget, usually with the purchase of daylilies, this past summer we chose not to get flowers. There is flexibility with what the committee wants to do with the \$8,000.00, depending on how it is used.

We have **subcommittees**, and we have committed to support the committees, which requires a bit of money for each one. An example would be small beautification projects. Jeff asked Matt if he knew what the committee would need to buy? Matt added that most of our recent projects have been to clean up. We haven't discussed putting money into the projects. We would need basic supplies like trash bags, landscaping fabric, maybe mulch and small tools. Lisa added that if we take on a project that may require a purchase of gravel etc., planting live plants is hard in our desert like climate, especially after a summer like this one, so many things died, even with proper attention and care. Matt estimated that \$300.00 a year would be sufficient. Some purchases might need to be made in the planning process of a beautification project, i.e. paint.

Does the committee need an Urban Garden Subcommittee?

Lisa commented that an urban garden is a huge project. Financially the committee cannot support a garden. She agrees with trying to help groups that might request

assistance, like we did for Kate Duff's garden. We do not have a chairperson for the subcommittee. Sandy Silletto, and Karin Alexander, (no longer members of C&B) showed interest in urban gardens, upon further research, each realized a garden would be beyond the scope of C&B. A garden has to be self-sustaining, and would require a huge time commitment. Lisa would rather support local farmers and farmer markets, then grow vegetables. Cathie has information that Karin complied on urban gardens if anyone is interested.

Farmers Market

Craig said research on a farmers market was compiled about four years ago. The new Promenade west of City Hall would be a good location. Four years ago the promenade was not ready and City Council was not ready. Jeff asked if a market would still be on the Council's radar? **Jeff suggested that we discuss a market at our January, 2013 meeting.** They are a good addition to the community. Most markets are not economically stable for the first four or five years. Vendors rent space to sell their produce. Craig thought this might be exciting for the Committee to pursue. The research is done; the Promenade is an excellent location. The concept needs someone to push it forward.

Craig made a motion that the Committee remove Urban Gardens as an official subcommittee. Misty seconded the motion; the motion passed, all in favor. Jeff added the committee would not forget Urban Gardens, but at this time we won't spend energy on a garden. Maybe something along the line of a farmers market will replace urban gardens.

Misty inquired about the care and upkeep of the new trees that have been planted on **3500 South. Who is responsible for care and replacement of the trees?** Staff will research this. Trees and light poles lost in a car accident should be replaced by the driver's insurance. Misty suggested the purchase of replacement trees could be a potential project for the Committee, if need be replace two to three trees at a time. This idea was well accepted by the Committee. Craig added that the Parks and Rec department does a good job in finding donors and sponsors, or grants to pay for trees throughout the City, but there is never enough money. We need to approach Darin Nerdin, City Horticulturist for his input. Misty went on to suggest that we could add general clean up of these trees to our service project list, and that her husband will lend a hand. Misty suggested adding a place on the City web site to ask for citizen input for potential project ideas, a place to report a dead tree on City property, etc. Staff will implement this. Misty complemented the Public Works web site, and the easy of reporting problems like burnt out street lights, garbage etc.

WestFest

The choices the committee made to give away this past WestFest did not attract the public to the City booth like the daylilies of the past. The flowers are expensive but they are a good draw to the booth. They are expensive but our grower gives us a good price, when buying a large quantity. **Misty made a motion to purchase and**

give daylilies away at WestFest 2013. Pat and Lisa seconded the motion. The motion passed all in favor. This will require approximately \$3,000.00.

Holiday Decorating

Lisa suggested we discuss the committee's plans about holiday decorations. We have scheduled workdays for November 9, and 10, in the City Hall Lobby. We will not devote the time to check the individual lights on the outdoor tree. We have been asked to set up and decorate the lobby tree this year, and we will decorate a wreath for the UCCC. Pat would like to decorate the wreath in a nutcracker theme, and is open to any suggests to add to that theme. Lisa may have some decorations to donate to the committee. We have been told that decorations are available for the lobby tree. Last year Craig did make a few purchases to supplement the existing decorations. Craig brought the new Promenade to the attention of the committee. He thought that each tree has an electrical outlet. There is a potential to light the trees during the holidays. Jeff suggested that we research this idea and bring it back to the committee. **Darrick made a motion to set aside \$500.00 to use for holiday decorations; Avalon seconded the motion. The motion passed all in favor.**

Banners

Misty would like to keep the banners idea alive, as a Committee project. It is not something that C&B will be able to undertake by ourselves, but it would be a positive addition to the City. Research into ways to fund banners needs to be done: recruiting donations through the City web site, or partner with businesses as has been suggested. Jody spoke with Corey Rushton, who also talked to the mayor and other council members; they also had a positive reaction to the idea of banners. The mayor would like to have a banner for each season. Corey's suggestion was to prepare a proposal for City Council, he would try to get funding or work on donations. The Council wants to know what banners would look like, possible designs, costs and general information. If the Council likes the proposal, they will try to find the money, or join in fundraising. **Pat suggested the committee bring any and all ideas about banners to the next meeting.** She would like to see a daylily on a summer banner. Darrick added that a contest be held for the design of the banner, let the community submit ideas, and offer prizes to the winners. Darrick suggested that perhaps the Committee could provide the funds for prizes, especially if we have help with the overall cost of the banners. Corey also suggested incorporating City owned venues such as the Maverik Center, Hale Theater, FFC, and UCCC. Craig would welcome help in preparing a presentation to Council. Ultimately the Council would ask the City Manager for funding. The proposal needs to be very thorough and well presented. All aspects need to be considered. Such as: different phases to cover different road ways; the number of banners; placement in City parking lots; the design; contest for design; using the West Valley City logo; the costs; how long a banner will last; who would hang them; business sponsorships, etc.

The committee has committed \$2,700.00 for Clean & Beautiful awards, \$3,000.00 for daylilies, \$300.00 for supplies and miscellaneous items on projects, \$500.00 for

holiday decorations, equally \$6,500.00 leaving \$1,500.00. Jeff suggested holding on to the remaining balance for such things as prizes for banner design or purchase of replacement trees, ideas discussed today.

Subcommittee Discussion

Many subcommittee activities were discussed during the discussion of the budget.

Matt has a few pocket parks in mind for clean up projects.

Lisa suggested taking on an activity as a committee once a month. She suggested setting the third Saturday of the month as a workday. She realizes not everyone can attend every month, but she felt like we would be making a real difference for the City. Sometimes life gets in the way and too much time passes before we accomplish another project, we aren't following our mission statement. She suggested a planned date for service projects, weather permitting during the months of April through October. This would enable the committee to recruit help from neighbors, scouts groups, religious organizations and charter schools, etc. If the date is set, plans can be made. Missy suggested making a point to post something on the web site on a monthly basis. Craig suggested we use rotating imagery on the web site, which would direct viewers to the C&B page, and use the email notification system. People are able to subscribe if they are interested in information about service projects, and committee activities, email blasts are then sent out to subscribers. We can create, as many pages as wanted under the C&B header, information and updates will only be limited by the amount of time staff can devote to this. Craig really liked the idea of doing six projects a year. If only three people show up, that means three trees get cleaned up. Hopefully this will continue to grow. Jody suggested rotating ideas for projects among the committee; she suggested the Hunter Library and the Animal Shelter. This will help delegate the variety of steps that need to be done. Matt, as committee chair is the conduit for information on projects to the committee. He would like to see the high visibility venues in the City get some attention, and he reminded us to consider the size and scope of a project. These ideas were well accepted by the committee.

Craig mentioned the upcoming events in the City on September 29, Pet Fest at the Animal Shelter and the opening on the Chinese Gate at the Cultural Center. The committee was in agreement with the third Saturday of the month as project day, at 9:00 a.m. for a couple of hours.

After discuss the committee chose to work at the Animal Shelter on September 22, and Parkway Park on October 20, 2012, (3405 W Parkway Blvd, 2700 South.)

Education Subcommittee

Lisa needs ideas or topics to write on for the web site and or WV Journal. These were suggested: Bulky Waste days, remember the three b's, bagged, bundled or boxed, link to find the schedule on web site; what to do with bagged leaves; Recycling; where to dispose live Christmas trees; littering; graffiti

October Meeting

Topics for discussion at the October meeting:

Moving 2013 awards ceremony to the Cultural Center,

Parkway Park Clean Up,

Craig was wondering how to incorporate the FFC youth and our committee,

Leave the ability to nominate a nice yard year round on the web site.

Jeff felt we had covered all items on the agenda in a bit more informal manner, than a normal meeting. The meeting was adjourned at 11:45 a.m., to proceed with a cleanup project on the Cultural Center grounds.