

**Clean & Beautiful
Approved Minutes
February 11, 2016**

Committee Members Present:

Gandarva Darling
Samadhi Ishaya
Mathew Lovato
David McEwen
Teri-Mae Pierce

Absent Members:

Lisa Rene Jones
Karen Lang

Excused Members:

Allen Pierce
Jody Rushton-Porter
Misty Smith

Staff Members Present:

Cathie Alberico
Craig Thomas

Quorum Present-with Staff

On February 10, 2016, at 5:37 p.m. Chairperson Mat Lovato brought the Clean and Beautiful Regular Committee meeting to order, in room 230, West Valley City Hall.

Samadhi Ishaya asked for clarification in minutes as to when the 2014 and 2015 Yard award winners would be contacted. The invitation will be sent out after the dates and plans are solidified for the Garden Fair. Cathie will contact committee when the invitation is sent.

Mat called for the **approval of minutes** from January 14, 2016. Teri-Mae Pierce moved for approval of minutes, David McEwen seconded the motion. The motion passed all in favor.

Committee: Three vacancies. David asked if Nextdoor could be used to promote City committees, should we promote all City committees, can we narrow it down to Clean & Beautiful? Craig responded positively. Committee agreed that Nextdoor would be a good promotional tool for Clean & Beautiful. Facebook was also suggested to promote C&B. We are welcome to promote C&B on our own Facebook pages. You are representing yourself as part of the Committee; don't make statements like "on behalf of West Valley City..." *Craig volunteered to send everyone a graphic that we could use for our post.*

Mat noted that we have a consistent number of members absent again this evening. To help promote better attendance, Teri-Mae volunteered to call each Committee member the night before as reminder of our meeting. Cathie will get the contact information of all members to Teri-Mae. Mat suggested finding out when members would prefer to be contacted, which seems complicated. Teri-Mae will call between 7-8:00pm, in hopes to actually speak to members. Phone calls will be done on a trial basis. Mat went on to say it wastes everyone's time

when the entire committee is not in attendance. A polite request may have to be made to nonparticipating members to resign from the committee. We need to start *allocating our budget*; full input from the Committee in these types of decisions is advantageous.

Projects

4100 S 4100 W

Mat has completed the letter to the homeowner. Cathie will send it out to members. David is ready to deliver the letter. It should only take a few hours to complete the project. If the homeowner agrees we will need proper documentation, and notarized signatures.

Flag Poles- Craig recommended tabling any discussion, to include Misty.

Spring Garden Fair

Craig contacted the owner of Western Gardens. He had a very nice conversation; owner wanted to make sure we know he greatly appreciates the C&B Committee and our support of his business. We like to support local businesses, that reasoning was why we chose the WVC Western Gardens and the expertise of the staff at the store. He did not approve us to use the parking lot for the Garden Fair. He doesn't want to limit the amount of parking for his customers, business picks up at that time of year, being a small business owner that has to be his first consideration. He was also uncomfortable with sending his experts away from the store to an off site location. He does like our ideas, and wants to support the project. He offered financial support, he has contacts with two radio shows: KLO radio show- Joy Bossi, gardening teacher, landscaping consultant and radio host, also the KSL Greenhouse Show. He may be able to pull money from his advertising budget and direct it to radio interviews on these two shows to promote our event. Also offered money to help sponsor a speaker to come in for a talk or workshop, or as an alternative to sponsor some canopies. He is in favor of our efforts and is processing the role Western Gardens would have, he is willing to be a partner of the event, but can't host the event. He made a lot of helpful suggestions as he brainstormed during the conversation. Committee appreciated that he does support us.

Earth Day, April 22, 2016 has been brought to Craig's attention. Would the committee be interested in turning our event into an Earth Day celebration? It pushes our event to later in the month. Temperatures are warmer, we have reviewed the historic data on rainfall and temperatures, percentages are better for good weather. April 22, is two weeks before Mother's Day, which is when most gardening is safe from a hard freeze. The Public Works Department approached us saying they might be interested in doing something for Earth Day this year, would we partner with them, Parks and Rec usually does a tree-planting project for Earth Day. April 22 is a Friday, which is problematic for most people.

Discussion: Samadhi had contacted several vendors; they were already booked for April 2. It is busy season for most vendors. Likes idea of coinciding with Earth Day. Craig would not be able to attend our event if it were to be held on April 23 or April 16th, Cathie stated that Craig is such an asset to our Committee we would be at a loss without his expertise. How hard would it be to draw attendance on Earth Day? Change format of event to an afternoon and evening event, include Food Trucks, music, and turn it into an evening in the park. Use Fairbourne Station, next to the library; an evening event might be doable. Time: 4:00pm to dusk, sunset is at 8:00 pm. Committee members could work different shifts-set up, represent our Committee and take down. Unfortunately Samadhi and Gandarva are out of town for most of the month of April. *A site and date needs to be determined.* Fairbourne Station would be ideal; no permits will need to be pulled. Would Western Gardens experts be available for the evening? David has invited Waffle Love Food Truck, they have not responded yet.

Next Committee planning dates: February 20th and March 19th.

Seriously consider April 22, 2016 at Fairbourne Station and move forward. The longer we wait the more conflicts will develop. Pitch it as Celebrate and Learn about Earth Day.

Arbor Day is celebrated the last Friday of April, April 29, 2016.

Summer Events

Committee members were reminded to refer to the calendar given to them in January for upcoming events.

Yard Awards: Regular meeting on May 12, 2016 - guest judges are invited to attend, areas to be judged are picked that day, Committee elections also held Budget items for Awards: Western Garden gift certificates and daylilies? Spend up to \$3,000.00 on gift certificates. Last year Daylilies were \$3,000. (included lilies purchased for WestFest.) Members like giving daylily to Yard winner.

Reception Date & Time: August 27, 2016, Morning event, don't refer to reception as a brunch, "light refreshments" better alternative. This is a budget item that comes out of next year's account. Committee should be there at 8:00am, guest invited at 8:30am, ceremony starting at 9:00am. Promote Committee with pictures of activities and projects. Last year we had raffle for door prizes, Mat wondered if everyone could go home with something? What?

WestFest: Thursday June 16, evening, Friday June 17, evening, and Saturday, June 18, 10:00am – 10:00pm. Does the committee want to participate? Committee generally in favor of attending WFest. Shift schedules will have to be drawn up. Will need info about Committee, our mission, pictures of projects and activities. Enjoyed interaction with the map of WVC.

Give thought to our role at WestFest: how will we impact the City in a positive way, if you want a give away- what will it be, how much money do you want to spend on it? A drawing or raffle was suggested-a tub full of yard tools for

example. A raffle is tricky, have to be careful with legalities, there is a fine line between gambling and the way a raffle is conducted.

Budget

March and April meetings- budget must be allocated. If not using budget to purchase Daylilies for WestFest, how are we going to use that money?

Realistically only four months left to spend our budget, have about \$12,000, left in our account. Accounts are closed early to reconcile, it is recommended to have spent budget by the middle of May to be safe.

Giving away daylilies at WestFest has proven to be wasteful, people are greedy, connection to our Committee isn't associated to gift of daylily. David suggested spending budget on door prizes at Awards Reception, and or a freebie to give away at WestFest. Most were in agreement of supplementing the Reception. David also reminded Committee of the possible Flag Pole project, and need of funds. Also need to consider supplementing our street banners with any money not spent.

Yard Award Winners: Western Garden Certificate, daylily (also judges)

Daylilies- how many? Yard Award Winners & judges, committee talked of "invading a neighborhood, talk about Committee give daylily away," possibility to partner with a neighborhood cleanup. Cathie will place a courtesy call to grower and request cost for 100 daylilies.

Earth Day Festival- giveaway: seed packets, set of pansies. *Would Karen grow any flowers for Committee at our expense, or sponsor any flowers?*

Flag Pole project will be expensive, maybe as high as \$6000, two poles, cost of flags, installation, lighting, landscape area where poles are installed. Misty is working on bids. *Cost of this project will highly influence budget.*

Craig: If we have an idea as to where we want to spend our budget, \$\$ on Earth Day; \$\$ on 4100 S 4100 W project; \$\$ on WestFest; \$\$ Yard Awards, we will know what kind of lump sum amount will be left for flag poles. We approach the City Manager with our proposal, this is how much money we have left in our accounts this year, this is the cost for the completion of the project, will the City pitch in the difference of dollar amounts?

Community Outreach Tools

Yard Clippings- publish on webpage, David due next month. Anyone welcome to write on a topic of interest at anytime.

West Valley Journal – Mat received one in the mail. City is experimenting, new product, limited delivery, City is purchasing some space- less than in the past, goal to see how current management and business plan work for new product, before City invests in WV Journal. Yard Clippings not likely to be published in WV Journal as in the past. Deadlines for publishing- the 15th of month.

Having no other business to discuss Mat adjourned the meeting at 6:45 p.m.