

Clean & Beautiful Committee
Approved Minutes
June 20, 2018

Committee Members Present:

Lisa Rene Jones
Darrell Kirby
Mathew Lovato
Teri-Mae Pierce
Allen Pierce
Scott Stephens

Guest:
Rith Dok

Excused Members:

Misty Smith
Absent:
Karen Lang
David McEwen

Staff Members Present:

Cathie Alberico
Craig Thomas

The regular Clean & Beautiful Committee meeting of June 20, 2018 was brought to order at 5:33 pm, by Chairperson Lisa Rene Jones. Lisa welcomed Rith Dok to the meeting, he is visiting to learn more about the Committee.

Minutes from the May 16, 2018 meeting need to be approved. Teri-Mae Pierce made a motion to approve said minutes. Craig Thomas seconded the motion. The motion passed all in favor. Annual elections were held during the May meeting. Matt Lovato was elected Chairperson, for July 1, 2018 to June 30, 2019. Darrell Kirby was elected as Vice Chairperson for the same time period.

Sadly, we will have six vacancies on the Committee. Teri-Mae and Allen Pierce are moving on to bigger and better things. They will be missed. We will need to increase our efforts to recruit new members to accomplish our goals in the community.

Projects

We reviewed our activities for Rith's benefit. Lisa would like to do a service project this month. Our goal is to do several projects a year, we usually do them on Saturday mornings from 9:00am to noonish. We returned to 4100 South and 4100 West in May for general cleanup and upkeep.

Yearly projects for Committee: holiday decorations at City Hall in November; SpringFest, in conjunct with Earth Day in April; C&B Yard judging in the summer; we support WestFest in June; Award winners' ceremony in August; and we attend the National Night Out against crime kickoff party to be held on August 1, 2018.

We had a flagpole installed in Fairbourne Station. It was used at the Officer Brotherson's memorial last year in a flag raising ceremony.

Working in conjunction with the Parks Department we changed a large landscaping project at the Community Preservation Building.

Our Committee is the driving force behind the street banners seen on 3500 S, 5600 W and 7200 W.

We cleanup parks, plant flowers; look for suggestions from the community. Rith works at a school and is always in search of projects for the students. We participated with the swim team from the Fitness Center, the kids have fun, they become vested in their community.

We would like to create a memorial to Officer Brotherson on 4100 South and 2200 West, to make it visibly pleasing. We haven't been able to move forward, there are a lot of elements that will need to be pulled together. These include City planning, coordinate participation with other City departments including Public Works and Parks and Recreation. We would also like to pursue donations of supplies, manpower and money.

Service project for June 30th; Community Preservation Building/Animal Shelter, 4522 W 3500 S- weeding, parking lot islands, planting beds. Craig will bring the C&B trailer. Start at 9:00am for three hours if needed. Lisa will spray weeds before the 30th.

Plan to return to **Maple Meadows Park**, 2520 W 3380 S, we planted a tree last year- Lisa volunteered to drive by to access the needs. Weeding, landscaping barrier, bark, cleanup.

Summer BBQ, July 18, 2018, at 6:30 pm. at Cathie Alberico's house. Pot Luck menu, Craig suggested the committee buy the meat. Craig will also bring lawn games.

National Night Out Events

Wednesday, August 1, Kick-Off Party, Fairbourne Station. Committee will provide free popcorn. Setup will begin as early as 3:00pm, if you can come between 4:30 and 5:00 that would be great. The event starts at 5:30pm and closes at 8:30pm, we will also need help taking down. The Committee will have an information table. Cathie will send out a Committee invitation. Craig suggested we purchase popcorn. Matt moved to buy popcorn for the NNO event. Teri-Mae seconded the motion. The motion passed all in favor.

Darrell inquired about the Committee budget. Craig explained that the 2017-2018 budget was closed a few weeks ago by the Finance Director. Craig will ask for a carry-over of any remaining funds to the 2018-2019 budget.

Monday, August 13, Safety Fairs, Family Fitness Center (inside.) Focus on Seniors from 9-11:00am. *Family Focus* from 4:30-6:30pm. Tabling event with information about committee, focus on recruitment.

Saturday, August 25, Yard Awards Reception, UCCC. Setup 8:00am. for event at 9:30am. will also need takedown assistance. Budget: last year about \$500 for food and decorations; the menu included small yogurts, donuts, bagels etc. Craig recommends approving a budget for refreshments and also for door prizes.

Matt made a motion to set aside budget monies for food and door prizes for the Awards Reception at \$500. Darrell seconded the motion. The motion passed all in favor.

To ease shopping; last year assignments were made to purchase food. Members were reimbursed for their purchases. David picked up Einstein Bagels; Matt got the coffee and Duncan doughnuts; Cathie and Craig shopped at Costco.

Scott suggested that in the future we give the daylilies out at the reception. The committee was in favor of this idea. Award winners in attendance will receive their Western Garden gift certificate, their recognition certificate and a chance to win door prizes. Consideration as to whether daylilies are available in August will need to be researched. When judging explain the other items, they will receive at the reception.

Community Outreach Tools

Yard Clippings- ideas and small articles about yard care are welcome at anytime

Monthly Facebook Postings: an emphasis on recruitment of new members should be our focus this year. Craig: being down six members will impact your ability to do any bigger projects, he is hesitant to engage with the Brotherson project; with committee membership down. Matt asked if we could use Nextdoor, would it increase our outreach? There are about 4,000 homes on Nextdoor, used to get the word out, it is something we can work on. Education about Nextdoor may be needed. The entire City participates in some form.

Facebook Advertisement? Be thinking of a promotion for the committee as a post to Facebook. For a small amount of money, it can be converted to an advertisement. Rith suggested Instagram; he would like to see positive posts on Instagram similar to: what is your favorite park, interesting sights, good food, #West Valley City. Instagram is growing.

Discussion on WestFest. Smaller, fewer booths, attendance slow, people just wanted to collect free stuff. SpringFest was fun, activity oriented.

Rith teaches at a private school, other school duties have him covering five different states Hawaii, California, Arizona, Nevada and Utah, the school believes in community involvement and service projects.

Our next meeting is Wednesday, August 15, 2018 at 5:30 p.m.

The meeting was adjourned at 6:36 p.m.