

**Clean & Beautiful Committee
Approved Minutes
September 22, 2018**

Committee Members Present:

Darrell Kirby
Mathew Lovato
David McEwen
Misty Smith
Scott Stephens

Guest:

LeAnna Griffen

Excused Members:

Lisa Rene Jones
Karen Lang

Staff Members Present:

Cathie Alberico
Craig Thomas

Chairperson Matt Lovato brought the annual retreat for the Clean & Beautiful Committee to order at 9:14 a.m. on September 22, 2018. The meeting was held in the Utah Cultural Celebration Center boardroom.

The first order of business was to approve the minutes of the August 15, 2018, meeting. Misty Smith moved to approve said minutes, David McEwen seconded the motion. The motion passed all in favor.

Clean & Beautiful Committee Purpose, Mission, Goals

Review of Committee Bylaws

The mission of the Committee as stated in the bylaws, Article 1, B: the purpose shall be to promote public interest in the general improvement of West Valley City; to initiate, plan, direct and coordinate programs for the general beautification and improvement of life in West Valley City.

Article 3. Appointment and powers of the Clean & Beautiful Committee

Section A. The Committee shall consist of up to thirteen (13) resident members and two (2) staff members. Members are appointed by the City Manager and approved by the City Council.

Discussion:

Does residency in West Valley City need to be a requirement?

This question has come up before. Should business partners be considered? For example, companies with headquarters located here and 200 employees could be valuable committee members. Business executives and their employees spend a lot of time in the city, and they have resources. Any new members have to complete the same process with an application and interviews. Misty also recommended reviewing applicants social media accounts.

Cathie Alberico told of coordination of community service projects this past summer with businesses; USANA, Maverik Real Estate, Discover, Wells Fargo, a medical records company, and also church groups.

Craig Thomas: This would be a positive addition to the bylaws. Any changes need to be approved by the Committee, Wayne and City Council. The language needs to be specific;

wording that would include employees of an entity conducting business in the City and of course residents. Darrell Kirby suggested language similar to “if you live, work, worship, or go to school in the city,” often used by credit unions.

Do we need to limit the number of our members to 13?

Matt inquired if Craig ever made recommendations to the City Manager, as mentioned in Article 4 in the bylaws? He went on to say, over the years the Committee has voiced concerns and complaints, they have been conveniently taken care of. How was this accomplished? Examples being: the small park called Back Nine, it has been cleaned up. The flagpole monument in City Park that was in terrible disrepair; has been torn down and definitely improved that corner of the park. Should we make suggestions or voice concerns more often, on a formal basis? How do we make progress without complaining?

Craig: Parks and Rec decided to remove the flagpole monument rather than fix it. It is appropriate for the Committee to make recommendations with solutions; and work with staff to make changes happen. We suggested the street banners, the flagpole on Fairbourne Station and a few other projects. City staff likes our comments and suggestions, when possible we follow up with different City staff members or Executive Staff members to seek solutions. Better results will be achieved if we work with Staff, rather than trying a more formal approach. The most recent project that we are bogged down with is the Brotherson Memorial. If the Committee decides to go forward with this project; we need to continue development of this project with approval and City staff buy in.

Article 4. Operations

There was a brief discussion about adding education or educational programs to Article 4. Operations, Section 2. Promote community pride through the development of activities, events *and educational programs.*

The Committee recommended that staff work on an amendment to the bylaws in regard to residency in West Valley City and education programs.

Article 5. Meetings

Section E. All members of the Committee shall have equal voting rights. A designated alternate may vote in the absence of a voting member. To pass and adopt an item on the agenda, a simple majority of members in attendance, once a quorum is established, is required, unless otherwise specified.

Matt proposed that we review our proxy votes and update them. Members of the Committee may designate a proxy vote in their absence. Notice of the proxy vote must be submitted before the start of a regular meeting. A perfect example of this is Lisa Rene Jones email about today’s meeting giving her proxy to Matt and Misty. Email notice must be sent before the meeting. Proxy voting should be reviewed at a future meeting. Misty suggests making note in the minutes of proxy votes.

Membership Vacancies

Some interest in joining the Committee was shown after the awards reception. Six letters of invitations to our October meeting were sent out. Rith Dok has attended several meetings but has not followed through with his required paperwork.

Cathie suggested maintaining an email list of those interested in working on service projects and to send out notice in anticipation of Committee projects.

Expectations: There is a need to have members at meetings to conduct business, progress and move forward with plans and projects, to be an active member. The success of SpringFest correlates well with all of the planning sessions and organization of the event. Attendance at service projects also provides a social environment to get to know one another. Yard judging is a unique experience to learn about our community. Holiday decorating is fun. This year we will hold our business meeting while decorating City Hall.

Craig: Our membership is in a spiral. The Clean & Beautiful Committee is one of the last remaining boards and committees in the City that is functioning well. We don't want to see it spiral out of control. The Committee does amazing things and does a great job. The loss of this Committee would be huge to the City. It would be very sad to see it go.

The members in attendance expressed their commitment to the Committee.

2017-2018 Review

Discussion: How do we make the City aware of our accomplishments and activities?

Who needs to be aware of what we are doing, an overview of the past year? Craig does a good job tracking the Committee.

Suggestions: Submit an article to the W V Journal. The City has limited access to the Journal; they have inconsistent delivery issues. Although many members have not received a Journal, Darrell receives his in the mail.

Members miss the newsletter that was published on the City website.

Craig: Each department makes a presentation to City Council on a yearly basis. Some topics presented have been requested by Council, for their information. It is a responsible thing to do; let the powers to be know what our goals are, our accomplishments and how we went about doing them. David added: It is good for the City Council to hear from community members that are volunteering in the City.

The more they see and hear what the Committee is doing; will make it easier for them to respond a request for \$4,000 for the Brotherson memorial or \$5,000 for street banners. Our budget comes from Public Works. The \$5,000 allotment for street banners this year came from the General Fund.

Matt suggested compiling information in a brief summary of our yearly activities to present to Council.

Darrell will approach the W V Journal on behalf of the Committee to publish an article about the Committee, what we do, who we are. He will try for the January issue. **Craig:** Travis Barton, our Journal reporter is very responsive to West Valley City, he would be good to work with.

Another addition to the website could be a picture gallery of projects and activities, to showcase the Committee; Including a brief story to go along with the pictures. We must be more diligent about taking pictures before, during and after an activity. Currently there is a photo gallery that includes all of the past yard award winners. Craig can create new galleries or pages the way we want.

We currently have 431 volunteer hours served by the Committee since January, this number will increase. The total for last year was 386 hours. The volunteer hours are reported to Council in the annual report. Tracking of volunteer hours has improved.

Scott Stephens pointed out that it is not the Committee's job to do general landscaping maintenance at City buildings. More money is needed in the budget for maintenance and upkeep. Our parks are subpar. The downside of doing maintenance, is two to three weeks pass and it needs to be done again.

Is there anything you would like to stop, start or continue for the coming year?

Continue with annual cleanup at the Community Preservation building, is within the scope of the Committee.

Consider the Cultural Center. A project to improve the visual impact of the entrance to the building is within our scope. To try to take on the entire site is beyond the abilities of the Committee. Craig: there are three locations at this building that need attention: the entrance down to the lower plaza, the narrow planting strips next to the gates looked rugged and the row in front of the building. This is something that could be managed on an annual basis as a planting project. The main entrance into the building; no landscaping plans have been used. Trees; landscaping; grass and general maintenance is beyond our scope.

Discussion: Why isn't money allotted in the budget for landscaping and continued maintenance of the grounds of a building included on a regular basis? It is a problem everywhere. It is more fun and exciting to build something new, which increases the work load of maintenance.

If the Committee regularly worked on certain planting beds, could a sign or plaque be placed in the bed? It points out that there is someone who cares about it.

Darrell and David left at about 10:00 am.

Brotherson Memorial: Matt feels that the Committee does not have the manpower to complete the memorial. The project may need to be scaled back.

Scott prefers projects vs. meetings. Could a meeting be held on site for a short time, then proceed on to a service project? Sometimes the meetings are just a review of what happened at the last meeting. Could we meet/work on project on Wednesdays? There are times when we do have to meet to plan events, like the SpringFest.

Craig: Government law requires us to post meetings and locations on an annual basis. Projects and locations must be planned in advance to conform to the posting requirement.

The Committee could meet on the site of a potential project. It is a good idea, we will have to speak to Nichole Camac, City Recorder to see if we could do this.(Annual Posting)

Misty suggested Committee members go to different sites, take pictures, then at a meeting assess the needs and whether to take on the project. The pictures are a great visual aid. Spend a meeting selecting projects.

Street Banners

Banners on **3500 S** look tired, faded, nine are missing. New replacement banners were installed this past spring. A few poles have been replaced.

Possible Locations:

2700 West- there are no street banner arms. The west side of 2700 W does not have street lights or poles. Banner arms can be purchased for a few hundred dollars apiece.

Valley Fair Mall- corridor does not have banners, east side has decorative poles, no arms

Fairbourne Station- does not have banners, should have new, uniform street poles including Lehman and Market Street, pedestrian scale light, may not be tall enough to hang banners.

5600 West 5000 South – 12 poles, two have trees grown up around them, they sit on the east side of a meandering sidewalk, start just south of the Ridge Golf Course and go to 5400 South. There is a gap between the Ivory homes and McDonald's where poles are missing.

6200 South- there are a few poles with banners hung going east on the south side of 6200 from Mountain View Corridor to Walmart, the condition of the banners is unknown.

Scott asked what can we afford, do we have to purchase banner arms? This year we got \$5,000 to be used on banners by the end of the budget year, June 30, 2019. The funds can be spent on banner arms, new banners or replacement banners. Scott suggested starting with the items that have to be replaced first and then go forward.

Craig: It would be helpful to have an inventory and map of exact locations for the banners that need to be replaced. Hoping to get Fairbourne Station to pay for a new set of banners for the south side of 3500 S between 2700 W and 3200 W, with a different design, to draw attention to Fairbourne Station. If we succeed, we should pull the banners off 3500 S and repurpose them in another area. This would give Fairbourne some attention along that corridor.

There is no WVC signage from Starbucks, south on 2700 W, at the Trax station, the Bus Hub or the plaza, there is nothing that's says Welcome or Thank You.

Walking field trip: sites should include *Fairbourne Station & Plaza*, the bus hub, etc.

It would be wonderful to have something in place at the bus hub, and the plaza; to create a welcoming environment. Misty suggested something similar is needed over at the Maverik Center area. Craig suggests that these areas be our focus points. They are points of entry and mass transportation into West Valley City. The Maverik Center attracts guests from lots of different areas. *It was also suggested that we take Trax to the Maverik Center. Everything along the Trax line paints a portrait of West Valley City.* It is an interesting ride.

Research areas that advertisements can be placed, the costs, locate possible banner poles, UTA's role. Public art is nice to see on the Trax line to downtown.

Date: October meeting, Wednesday October 17th.

Utility Box Wraps have been suggested at past meetings. They can be seen in several cities, South Salt Lake being one of them. The boxes are covered with a mixture of prepackaged wraps and local artist works. The local art work is more meaningful and have lasted longer. Administration department interns were involved with the mosaic art on 2700 W.

Holiday Decorations- Decorate on Saturday, November 17, 2018 @9:00 a.m.

Do we need to replace the old ornaments for the outside tree? Members present were in agreement that the assortment of outdoor ornaments is in poor condition. Matt suggest painting them again. The last selection painted were red, green and silver. The paint job was okay, red and green worked best. Craig will research price of the ornaments.

A color scheme or theme would be helpful. The large ornaments are sold singly, other sizes are sold in assortments of two and three. They are purchased with wholesale pricing.

How many ornaments are needed?

To reduce collection of water inside, would it be helpful to drill holes in them?

How do the lights on the tree look? Looks okay, the maintenance crew does what they can.

The committee could probably do a better job, it would be very difficult.

Evaluation/Prep Date: Saturday, October 6, 2017, at UCCC, Craig will have the ornaments moved here.

Fall Projects

Nothing scheduled. Take advantage of nice weather. Return to Maple Meadows?

3100 S & Bangertter, northeast corner, American Prep. Academy. UDOT safety concerns.

Partner with the school? Access? Before and after pictures.

Need a plan. Is water available? There is a program at the school for parents and students, service projects, volunteer hours. Parents may have equipment that could be used.

Concrete edging: slip form, residential grade about \$4.00/foot; Cast in place- w/forms \$15.00/foot. Steel edging? Hard to form shapes.

Scott suggested Brown's Canyon quarry, nice looking boulders.

2019 Brainstorming

Brotherson Memorial

Is it within the scope of the Committee? Scale back plans. Triangle shape: Brotherson fire hydrant, bus stop and corner.

Use a social media campaign to inform, recruit and solicit funds.

GHID was open to idea of doing something; they don't own the property. Who owns the property? Sprinkler system?

Scott: partner with other groups and entities for goods and services. Need a plan of some sorts; use as presentation for soliciting help.

Suggests: low to no maintenance; drip line watering system; shrubs vs. lawn is a drastic water reduction; low maintenance shrubs; xeriscape? Use materials that give us more bang for our buck. Use water lines for a drip system. Team up with Parks and Rec and Public Works for work equipment. Park strip would need new soil. Planning and Zoning wants stamped concrete, that would be outside of our budget.

Will draw up a landscaping plan, committee can review.

Can businesses win Clean & Beautiful Awards? Yes

Create a business; outreach, recognition, involvement in community. Don't wait for award, recognize year-round. Social media campaign for recognition. Showcase at awards ceremony.

Create a program with theoretical concept and guidelines; could easily post acknowledgments about going the extra mile. Businesses, holiday, home and Yard Award winners; four categories.

Scott left at this time.

Return to: Community Preservation Building clean up
Maple Meadows Park (2520 W 3380 S) roundabout: weeding, weed barrier, mulch, health of tree; partner with Parks and Rec

Partner with a community art group; bring an artistic eye to projects, beautification

Be flexible when working with volunteer groups. Often times they need a service project ASAP. Assemble a small list of doable projects; offer them to volunteers. Base a project on the number of volunteers. Someone from the City should be on site as staff support, there within lies the problem; staffing on a Saturday or an evening; scheduling; coverage.

How do we recruit new members to the committee? What kind of campaign might be helpful?

Committee members have not provided information to use as social media posts on Facebook or Nexdoor.com. It was suggested to post pictures of WVC with a positive message.

Start in Instagram account? Who will provide content?

Misty: #Be the Change. A large group that is service oriented, posts pictures of volunteer work with #bethechange. It is from the quote: "be the change you want to see in the world."

Budget Review

Because of the lack of remaining time; Matt requested that the Budget Review be tabled to our next meeting.

Matt requested for a motion to adjourn. Misty made a motion to adjourn the meeting; Craig seconded the motion. The motion passed all in favor. The meeting was adjourned at Noon.