

Clean & Beautiful Committee
October 5, 2011
Approved Minutes

Committee Members Present:

Jeff Deelstra
Pat Deelstra
Brian Blank
Brenda Clark
Lisa Rene Jones
Misty Smith

Excused Members:

Jody Rushton-Porter
Darrick Porter
Karin Alexander
Mathew Lovato

Absent Committee Members:

Kate Duff
Carolyn Workman

Staff Members Present:

Cathie Alberico
Craig Thomas

Brian Blank suggested that meeting reminders be sent out on the Monday before the meeting. Don't forget to watch your email.

Jeff Deelstra called the meeting to order at 5:10 p.m.

Lisa Rene Jones moved to have the **minutes** of August 3, 2011 approved. Pat Deelstra seconded the motion. The motion passed all in favor.

Budget

Holiday Tree

A discussion was held about committing money from our budget to the Christmas tree, to supplement it, once it has been pulled out of storage. Currently the only committee member that was serving, and might be aware of what it cost to decorate the tree when it was originally purchased is Pat Deelstra. If we were to pay someone to come redecorate the tree it could run between \$800.00 and \$2,000.00. As a committee we need to be willing to allocate some money for the tree if it is needed. Craig Thomas would prefer to have the committee's approval to spend money on the tree, if needed.

Lisa moved to set aside \$500.00 for use on the Christmas tree. Brenda Clark seconded the motion. The motion passed all in favor.

Upcoming Events/Dates

Jeff reminded the committee of preparation, or workdays on November 11, and 12, 2011 for the Christmas tree. The parts and boxes of tree will be delivered to City Hall at the close of business on Thursday, November 10th. There are no other events scheduled for the building, Craig will make arrangements for a proper work environment. We will start at 9:00 a.m. on Friday and Saturday. The tree was probably stored in the original boxes at the City Shops building. Pat suggested that each branch would have to be checked for working lights. It does have large ornaments that were in decent shape; they may need to be dusted. It also had bows.

Staff will send out email reminders.

Everyone should bring something to eat and share with the group.

Trees of Diversity, November 12

A serious discussion about how the Committee wanted to participate was never held. The Cultural Center will provide a tree or wreath to decorate. The decorating days are held on the same dates as our work dates for the City Hall tree. Craig offered to make arrangements to have a wreath here at City Hall to work on, if the committee would like. The trees and wreath's used the past year at the Center are taken apart at the end of the event. We would be given a wreath or tree to decorate. Lisa voiced Carolyn's interest in decorating a tree for the Trees of Diversity exhibit. Craig stated that the impression he got from the committee was to concentrate on the City Hall Christmas tree, and work on a wreath if the committee showed an interest in that. Ideas or suggestions for a C&B theme wreath were discussed, Craig suggested placing the C&B logo in a sticker form, on a bubble type ornament. The committee was in favor of that suggestion.

Craig and Jeff urged the committee to invite friends and family to work on the Christmas decorating projects, also realizing you can only do what you can do.

Strategic Plan Items

No significant changes have been made. Craig will provide some updated information next month. Craig handed out slips of papers to add suggestions to the revised Strategic Plan, **as he prepares the**

document for the committee. He also had a similar handout to be used for suggested agenda items that will be available at all meetings. Suggestions will be addressed when appropriate. Lisa asked if items we talked about, but didn't vote on, such as: certificates for the judges; or length of time between eligibility for yard winners were the type of ideas that Craig, Jeff and Pat were looking for. She is totally correct. The idea of writing down a suggestion and returning it to Craig was well accepted by the committee.

Subcommittee Reports

Small Yearly Beautification Projects

Roundabout at UCCC, we may be able to clean it up, but should not try to decorate it. In UDOT construction project, no definite info as to when project will go forth for 2012. Ross Olsen, UCCC, Executive Director, told Jeff and Pat that they were told by UDOT to keep their "hands off" the roundabout. Committee will place on back burner until given okay to work on roundabout. Matt is looking for project ideas.

Urban Gardens

The committee currently does not have a member to head this committee. Sandy Silletto has shown interest in Urban Gardens, she would be eligible to work on subcommittee.

Education

Jeff made a presentation to City Council, envisioned where we want to go as a Committee, told Committee's mission statement, showed some pictures of before and after projects (Decker Lake planter boxes, Kate Duff's community garden), talked about getting help from neighboring business to projects for helping maintain projects. Council was impressed with the progress shown in the community garden. Council suggested we contact Granger Hunter Improvement District, Jordan Valley Water Conservatory District for ideas, help and suggestions. Craig suggested that we tour the Jordan Valley facility and or invite them to attend one of our meetings. Consider joint projects with these entities. Jeff suggested contacting the individual Council members to see what contacts they might be able to provide, and what interests they might have for the Committee to work on. **Jeff and Craig will work on this together.**

Mayor commented that Committee might want to do something in wintertime with holiday displays in citizen yards. Misty Smith suggested a wintertime postcard to give to homes that committee

members could pass out. Perhaps make suggestions on website of nice displays to drive by, without giving specific addresses out.

Misty suggested that we contact Franklin Covey to sponsor or volunteer to buy shrubs for the empty planter box. Perhaps they would consider a flagpole in the planter box, the US Flag, WVC Flag, their company flag. Solar power may have to be considered to light a flagpole (not a law to light flags at night, considered a courtesy.) A representative from Franklin Covey came into staff office the week after we did the project.

Brenda stressed to use our postcards as much as possible; they become a “verbal paycheck,” and show our appreciation for a nicely kept home. Lisa used her postcards for the homes that were not chosen for a Clean and Beautiful award but were noteworthy. Everyone appreciates the acknowledgement from the Committee.

Brenda visited Kate’s community garden after our retreat. She shared the experience of her visit with the Committee. Our City motto is “Unity, Pride and Progress,” this little community in this mobile home park exemplifies that motto. Kate Duff and one of her neighbors donate blood, and the money they earn is contributed to the garden project. Another neighbor told Brenda that one neighbor drives a bus for school field trips, and donates money to the garden. A couple in the neighborhood donated \$100.00 to the garden. Another neighbor had lost her son in the past year; the garden had become her saving grace. They are in the process of building a greenhouse, and hope to have it done before winter. Brenda was very impressed with the commitment that this small community has shown to their garden. We need to spotlight them in our City. They are a very good example. Brenda said she was proud that the Committee had donated money to such a great cause. Craig added, they do have a “sub page” on the C&B web site; it is called SMORGAS. All of the pictures that have been submitted to staff from the garden have been posted there.

There are three mobile home parks owned by the same company. With Kate’s approach to the owners and the success her garden has had the owners would like to start a community garden in each of the communities. The owners are willing to donate a mobile home plot to a community garden effort. Kate is reluctant to take on two more gardens. It is a big project for one person. She is hoping to find volunteers in the other mobile home parks that she will mentor through

their garden efforts. The owners of the parks are willing to give up the lease on three plots; that is pretty impressive to earn that kind of recognition from the owners of the property.

Craig asked Brenda if she would be comfortable with sharing her experience at the garden, to nominate Kate for an essential piece award before the City Council, Brenda agreed. The other members of the committee were also in agreement with this idea. Pat urged all committee members to visit this garden site.

Other Business

Misty mentioned the banner idea for project sites. She saw a project in progress at a church, which used the small flags used by electric companies or landscapers to mark sprinkler heads, labeled with information about the project and a picture of the church doing the project. The flags remain on the project for a period of time. They don't distract from the project, and they may be less expensive than a banner for project sites. The Committee members present thought this was a great idea, especially to label the flags with the C&B logo.

Having being no other business to discuss, Jeff adjourned the meeting at 6:05 p.m.