

**Clean & Beautiful Committee
January 4, 2012
Approved Minutes**

Committee Members Present:

Jeff Deelstra
Pat Deelstra
Brian Blank
Brenda Clark
Lisa Rene Jones
Misty Smith
Mathew Lovato
Darrick Porter

Excused Members:

Karin Alexander-verbally
resigned 01.04.12

Absent Committee Members:

Kate Duff
Carolyn Workman
Jody Rushton-Porter

Staff Members Present:

Cathie Alberico
Craig Thomas

Co-chairperson, Jeff Deelstra called the meeting to order at 5:35 p.m.

Brenda Clark made a motion to approve the minutes from the October 5, 2011 meeting. Misty Smith seconded the motion. The motion, passed all in favor.

Awards Schedule

We started the planning process in March last year.

Discussion on dates to judge yards for awards:

Last years extended winter, delayed the gardening season.

Move judging date to June. Suggested to have judging done by WestFest, (end of June); July becomes busy with two holidays. August too late to give the yard signs, may only have one month to exhibit.

The members present agreed that the length of time to view yards should be extended to two months; this would be easier for the volunteer judges.

It was decided to invite the volunteer judges to the May 2, 2012 meeting, the judging dates recommended were: mid May, to mid July. Craig will set up a time line based on that meeting. We will start advertising in the Journal in March; we will also be able to accept nominations starting in March.

Craig suggested scheduling a special night at the Cultural Center to hold the awards ceremony, and to invite the Council to attend. The lobby at City Hall is too small. Everyone was in favor of this. **Craig will schedule something in August.**

Supplies

Craig ordered postcard type cards for recognition of Holiday decorations in our neighborhood. They arrived before Christmas; no committee members picked them up until this meeting. Please recognize the homes you saw during the holidays. They will be great for next holiday season. We also have inventory of the summer cards available in PR office.

Signs for Projects in progress, are ordered and done. Need to check into the small flags to be left in place after completion of project.

Subcommittee Reports

Small Yearly Beautification Projects-

Need to drop "Yearly" from title. Small Beautification Projects.

Update on roundabout at UCCC, from Craig. Can proceed with some kind of cleanup. Need to consult with Parks and Recreation, they will be maintaining it. Craig suggested setting up an appointment with Kevin Astill and Greg Cudworth for help and suggestions. Colored rocks, draught tolerant grasses, etc. Is irrigation available? Sign to be updated.

3500 South and Bangerter- Clean up, simple would take one day. Need to wait until weather warms up. The corner with Zion's Bank and Sound Wall, Matt will take some pictures. Approach Zion's to see if they would like to join us, Matt will invite them closer to the actual date. Give them a low-key plug for helping.

Charter School at 3100 S and Bangerter- It appears that they have landscaping plans. Still a lot of construction under way. Jeff and Pat will visit the school to see if they have any plans and will report to the committee.

Property on east side of 5600 West and Hunter High School, area between the street east to a vinyl fence. Needs attention. Probably UDOT right of way. Jeff and Pat to pursue and possibly write UDOT on behalf of the committee. Jeff said it is always icky.

Urban Gardens

Jeff and Pat invited Kate Duff to come to the meeting. Did not hear back from her. Will try to contact her again.

Education

Took pictures at the Trees of Diversity exhibit at UCCC. The wreath that Carolyn Workman submitted to the exhibit, won honorable mention.

City website being updated. Craig working on scrolling pictures for Clean & Beautiful sub site.

The committee was reminded to invite friends, neighbors or coworkers to join the committee. Staff will be glad to send invitations to guests for a meeting.

Craig showed a presentation from YouTube and WVCTV about the C&B committee. He also showed pictures of the wreath, and trees decorated in the PR office lobby.

Future Agenda Items- Craig provides a suggestion slip of paper for anything that you would like discussed at future meetings. They will be included on the agenda at the appropriate time. Questions about the yard judges and awards were a perfect example of this brought up this evening by Misty.

Pat volunteered today at City Hall to help take down the outdoor tree; over half of the lights are bad!

Other Business

Grizzlies Hockey Game, Saturday, January 14, 2012 at 7:00 p.m. Craig distributed tickets to those that wanted to go. Please pay for your own food and drinks, if ordered through the suite we will be billed, very expensive.

Budget

Craig reviewed our current status with budget. Roughly \$7,000.00 in account, he provided a handout of the remaining balance and expenses from last year.

We have 10 yard signs left that we could modify with stickers for 2012.

Discussion on Important phone number magnets:

Lisa Jones inquired if C&B would sponsor these magnets again.

The committee in general did not want to sponsor the magnets. Have sponsored them for two years, there may be enough out in the community. Craig felt our money could be put to better use in Beautification Projects, the roundabout, community garden or other projects.

Need to consider the prospect of street banners. Past banners included: Summer-Daylily, Welcome to WVC, Winter- two to three different designs, and Seasons greetings. Would need someone with a bucket truck to hang banners. City owns bucket truck, may be able to schedule that with Public Works. With new streetlight poles installed on 3500 South and 27th West, will need all new banners. Double armed pole at top, grommets at bottom for banner. They can be extremely expensive. Craig has a contact with a local vendor that may be able to give us a discounted rate. Considerations: double sided banner, both sides of light pole, shape of banner, every other pole, every pole, over 100 streetlight poles.

Jeff's opinion: because of expense, he would not consider banners in this budget year. Could do three to five beautification projects with this year's budget.

Lisa added that the Banners were beautiful. She likes banners; they add a sophistication to the City. She has noticed them in Murray; in SLC- the U of U banners, they are noticeable. They have visual impact. They are fun and should consider for a long-term investment. Consider not giving flowers out at WestFest. Perhaps giving flowers to current year yard winners only. Consider investing

\$500.00 a year towards banners; buy a few at a time. Want to buy good quality. Themed banner i.e. Summer- hang for June, July and August then take them down.

Craig will schedule some appointments with vendors, and start researching. Misty offered to get a bid from the University of Utah, once a design is determined. Shape- consider triangle, cuts costs. Craig will approach RDA for some funding, with all of the new things going on in the City Center, maybe they could share some cost. The members present were in agreement to consider and research streetlight pole banners.

Budget needs to be obligated by the May meeting with a Purchase Order, or an actual purchase.

Need to discuss what will be the Committee's presence at WestFest. What will our gimmick be- seeds, knee pads, garden tools, etc. Consider Western Garden to sponsor something. Craig will research. Matt suggested one seed be given at a time, it will probably cut down the wait time in a line.

Having no other business to discuss the meeting was adjourned at 6:40 p.m.

