

**Clean & Beautiful Committee
February 2, 2012
Approved Minutes**

Committee Members Present:

Jeff Deelstra
Pat Deelstra
Brian Blank
Brenda Clark
Lisa Rene Jones
Misty Smith
Mathew Lovato
Jody Rushton-Porter
Carolyn Workman

Absent Committee Members:

Kate Duff
Darrick Porter

Staff Members Present:

Craig Thomas

Excused Members:

Cathie Alberico

GUESTS

Avalon Sadler

Note: Karin Alexander- Resigned
February 8, 2012

Chairperson, Jeff Deelstra brought the February meeting to order.

Guests were welcomed and introduced. Avalon Sadler was in attendance as a guest of Jody Rushton-Porter.

Lisa Rene Jones made a motion to approve the minutes of January 4, 2012. Brenda Clark seconded the motion. The motion passed all in favor.

Upcoming Events/Dates

Awards Schedule

February 29, 2012 we will submit promotion to West Valley Journal

May 2, 2012-Volunteer Judge meeting and regular Committee meeting

July 23, 2012- Judging needs to be completed

August 21, 2012-Recognition/Awards Ceremony,

City Council requested the Awards Ceremony remain in the City Hall Lobby
Committee will have to consider logistics to handle the number of
guests that attend

Council would like to be involved with the ceremony, on a Tuesday evening when they are already in the building

Council is extremely proud of the awards; the Committee expressed positive feedback that they are interested in participating in the ceremony

Council meets at 4:30 for a regular study meeting and at 6:30 p.m. for regular council meetings. Council will make arrangements to end their study meeting early, to attend the reception, prior to the regular council meeting.

Craig will schedule the reception for one and a half hours, with the council arriving at 5:30 p.m. one hour before their council meeting.

It was suggested that as guests arrive in the Lobby, they be greeted by the Committee and given their award at that time. We need to form a greeting committee to arrive early that evening.

Staff will need an invitation letters to be sent to potential judges, winners from last year and volunteers. The mayor will also send out a letter.

This schedule mirrors last year's schedule, the judging time period was extended.

Lisa inquired about a three-year limit on receiving concurrent awards. Currently the Committee only has three years data on winning yards. We are hoping to extend out to five years once the data is compiled. That will give an increased opportunity for more residents to win and be recognized.

Brenda stressed to be sure to include both homeowners involved with their yard on the certificate of recognition. This will require specific judge training and accurate information to be submitted.

Budget

Remaining budget \$6,944. 46. Only bill Committee incurred since the last meeting was for advertising meeting dates that is required by law, it was about \$76.00.

Craig recommended that the budget be obligated by April 1, 2012, that would require a Purchase Order, or an order in progress to obligate that money.

Awards: Last year spent \$1,900 for the gift certificates from Western Garden @ \$20.00 apiece.

\$615.00 on yard signs/\$7.50 apiece

\$150.00 for daylilies/ 72 flowers/ \$2.00 apiece

What should Committee do this year? What should our presence at WestFest be?

Daylilies have been discussed at past meetings.

Last year flowers for WestFest cost \$2,797.00/ 1,500 flowers/ \$1.86 apiece

We gave every single flower away last year.

Picks and instruction cards were inexpensive, about .05/apiece

Need to order flowers ASAP

Event Giveaways

Craig researched different ideas from various suppliers for giveaways. Everything would be printed with the C&B logo.

Rake type floral pick, \$1.00 each

Whistle, .59; Whistle Key Chain Combo, .70

Small flash light, \$1.20

Seed packets- range on contents from Sunflowers to Forget Me Not's,

Recycle bags- everyone wants a bag at WestFest and other events.

Reusable bags, \$1.25,

Lip balm .87, bee's wax, SPF 15

Flowerpot coffee mug, \$1.24

Sunflower in a pot-stress ball,

Biodegradable coasters, when done with coaster, place in a flower bed, flower seeds embedded in coaster
Biodegradable garden stake, includes seeds
Jar opener
PVC flexible flower vase will stand up with water in it
Pencils
Pocket calendar

Committee discussion: These items would take the place of giving daylilies away. We have spent \$2,800 on flowers in the past. The flower budget does not have to be completely spent on promo items, it could be split and supplement projects. Craig tried to find items that were cheaper, given the number of people who attend WestFest and National Night Out, to maximize the Committee's exposure with the logo and website.

The Committee decided to spend the budget on the following items:

Daylilies for the yard award winners,

\$20.00 gift certificates from Western Garden, for yard award winners, and judges

Pat is willing as a committee member, to give up the judge award certificate, as a personal choice to leave more funds in the overall C&B budget,

Craig suggested purchasing the gift certificates and it will be up to the individual as to whether they keep the certificate or not.

Yard Signs,

Events-WestFest and National Night Out Kickoff party giveaways:

\$2,000.00 for a variety for promotional items, which will include the Committee and website address. (Plant stakes, seed packets, reusable bags, flashlights, etc.)

Lisa suggested that the entire Committee research and have ideas for beautification projects, and be prepared for the March Committee meeting to obligate the remaining dollars in the budget

On City property

Flowers of school entrances

Elderly resident assistance

City facilities

Equipment and supplies for entire community clean up projects

Refurbishing the City Hall Christmas tree would come out of next year's budget, along with food for the awards ceremony and Committee retreat.

Carolyn suggested tabling any further discussion on the budget until the next meeting, to allow the committee time to research possible beautification projects.

Banners

There has been discussion about bringing banners back again. We have 250 light poles between I-215 and Bangerter Highway, 105 poles have double arms equal to 210 banners. The banner arms are only at the top, with a grommet at the bottom. The banner size being researched is 24" by 48", cut on an angle, to use a triangle instead of a full rectangle shape. With a rectangle it would leave the bottom of a banner flopping quite a bit in the wind. The price quotes Craig has been getting range from \$51.00 per banner, for a light weight material, up to \$78.00 for a heavy duty banner that will last for a number of years. The investment would be between \$10,710.00 and \$16,280.00 to do 105 poles. Jeff and Pat have asked Craig if this is a discounted price for the quantity we would order, or if we can work out the pricing for a smaller quantity, so we could order 50 this year and 50 next year. **It is something Craig will have to follow up on.**

Brian Blank is aware of a contact that does banners. He did the banners for Salt Lake County, he is supposed to be very reasonable, and all of the other cities use him. He passed this information on to Craig.

Craig has received a lower bid, but the quality of the banner would probably not last more than one year.

Projects

The roundabout at UCCC will be taken over by the Parks and Recreation Department.

Carolyn mentioned that we had talked about beautifying some of the intersections on Bangerter. Her son-in-law, with Bedrock, Boulder and Wall, he could get the Committee three large boulders, for \$500.00, plus he would contribute three more boulders. Has any research been done on the intersections that are in WVC?

The Committee discussed setting aside money in the budget for large boulders. If the Committee committed to the rocks, and purchased them, where would they be stored? Carolyn, said her son-in-law, has all of the equipment, and would contribute the labor to place them; they could remain on his site until needed. It would cost the Committee \$500.00 for six large boulders, he would donate the labor.

Matt had pictures of the northwest corner of Bangerter and 3500 South, by Zions Bank. The lot is enormous. The size of the lot is not in the scope of the ability of C&B to beautify. It is the former site of the Shag Rug La building. It is a giant parcel. It may take a couple of days for a group to clean up the project, and it will still be a muddy mess that it is.

More research needs to be done on the ownership of different parcels of land, most of which is probably UDOT right of way. Jeff and Pat have a letter prepared on behalf of the Committee, to be sent to UDOT in an attempt to open dialog, as to what we can or cannot do. The letter is an attempt to partner with UDOT if possible. Jeff and Pat would like to see the east side of 5600 West across the street from Hunter High School cleaned up.

Carolyn suggested 2200 West 3500 South; the committee has considered this in the past. Parks and Recreation have told Craig that they have plans for it.

Craig is running into roadblocks with Parks and Recreation, they have told us hands off on the roundabout. He has asked for suggestions from them for other projects and is yet to hear back from them.

Lisa reminded the Committee about the small triangle flags to be used when we are working on a project. **Craig will get prices on these flags.** The large signs have been purchased.

Carolyn urged the Committee to find a suitable site for an urban garden.

Craig informed the Committee of the WVC Community trailer. Craig has taken ownership of the trailer. It has been rebranded with all of the City logos. Clean & Beautiful Committee does have access to that trailer. It is equipped with tables, chairs, water, coolers, a variety of items; the Committee could take it to project sites.

Carolyn wanted to express condolences to Brenda Clark; she recently lost her father.

The meeting was adjourned.