

Clean & Beautiful Committee
March 7, 2012
Approved Minutes

Committee Members Present:

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

Absent Committee Members:

Carolyn Workman

Excused Members:

Jody Rushton-Porter
Darrick Porter

Staff Members Present:

Craig Thomas
Cathie Alberico

GUESTS

Avalon Sadler
Robby Sokol

Chairperson Jeff Deelstra called the meeting to order at 5:35 p.m. Jeff welcomed guests, Robbie Sokol attending with Brian Blank, and Avalon Sadler who is interested in joining the committee.

Misty Smith made a motion to approve the minutes of November 2, 2011. Pat Deelstra seconded the motion. The motion passed all in favor.

Lisa Rene Jones made a motion to approve the minutes of February 2, 2012. Misty seconded the motion. The motion passed all in favor.

Councilmember Corey Rushton stopped in to say hi to the committee.

Upcoming Events/Dates

New Roots Farm Project, 3060 South, East of the Salt Lake County Recreation Center
Jeff, Pat and Craig met with Supreet, director of the New Roots Farm. The Farm needs volunteers; they have a large budget (compared to ours) for multiple locations in the county. It is a refugee community garden. There are approximately 150 individuals and families involved. It provides new immigrants in our community the opportunity to learn how to operate farms, to work within established infrastructures, to start businesses in the agriculture industry. This is a possible project opportunity. The director invited the committee to tour the farm on Saturday, March 17, 2012 at 10:00 a.m. The purpose of the tour is to introduce the farm to us, show the site of the farm off, and review the purpose of the garden. Some of the things she expressed interest in were: a wash station to clean vegetables, a refrigeration truck to store crops in and a general need for volunteers.

Budget

Approximately \$2,570.00 remaining in the budget. Gift certificates from Western Garden for yard awards have been purchased, at \$20.00 a piece for a total of \$1,900.00. Yard signs have been purchased for \$564.00.

Daylilies to be given to yard award winners need to be ordered. Jeff and Pat priced an order of 100 daylilies from our supplier at \$2.98 per flower, a bit larger flower than in the past, because of the size of the order the price will go up from \$1.86.

Event Giveaways

Craig ordered: For WestFest: Lip balm, 500 pieces at .49 each, \$290.00. Ordered 1,000 seed stakes, at .78 apiece, \$830.00. Ordered 1000 bags for \$430.00. National Night Out: Keychain, flashlight, whistle, at .62 apiece, ordered 360. Craig spent roughly \$1,900.00, which does not include the shipping and handling, and will probably come in right around \$2,000.00 that he was given permission to spend.

Banners

There was a question from the committee about splitting up the number of banners ordered into thirds. The price would fluctuate a bit, but only by a few dollars. Craig did some research. Brian's contact on banners was a bit lower at \$49.00 per banner; it sounds like it is the same material and grommets. An order for 210 banners would be \$10,290.00. One third of the order, 70 banners would be \$3,430.00, which is still outside of the remaining budget for this year.

Craig volunteered to approach the WestFest group or the Fairbourne Station, PR firm to see if they would be interested in helping pay for banners.

Misty will also try to get a bid from the U of U. Craig will send the specifications to Misty.

Misty suggested telling potential sponsors that we would put a thank you in the West Valley Journal for your contribution. Not an advertisement but an acknowledgment of their contribution and gives a bit of publicity.

Brenda Clark asked if we were going to solicit donations for banners, but acknowledge donations? Yes show appreciation for donation.

Lisa asked about Carolyn's suggestion to purchase the large landscaping boulders for \$500.00. The committee discussion went as follows:

Concerns about placing large boulders, may be a safety concern in high traffic areas, would need permission to install them.

Craig felt that we would have a problem buying something like the boulders on speculation for a future project. This would not be acceptable with the finance office. Could we invest in landscape rock instead? Taking immediate possession of landscape and rock would be a possibility. We need to have a project in mind, and planned.

Craig added that with about \$2,200.00 remaining we would be comfortable considering different projects. There is a potential for two community gardens, and

another small project in the City. It was suggested that we get the bid on banners from the U, and consider other projects.

Projects-Ideas

Right of Way (ROW) clean up on 5600 West, across the street from Hunter High School. Pat and Jeff have written a letter to UDOT for permission to work in ROW in different areas of the City. Staff is researching for the best contact to approach. The committee could engage with the neighbors for help.

Zions Bank property (former Shag-Rug-la property) is also owned by UDOT. Corner, north of the Maverik Center, development plans may be in the works; they were waiting for completion of the Trax line projects.

Craig suggested inviting a UDOT representative to one of our meetings.

Misty suggested creating a form letter used to inform localized businesses and homes in the area of an upcoming project to encourage participation. This information could also be posted on the website for volunteer opportunities. Sending a note of thank you, to volunteers after the completion of a project would also be a way to increase our awareness in the community.

Subcommittee Reports

Small Beautification Projects

Matt said they are hard to find. We need to be sensitivity about soliciting businesses.

Clean up City Properties, city parks, spruce up Family Fitness Center-baseball diamonds, tree rings,

Craig helped organize PetFest at the new animal shelter this past fall. Many of the volunteers for the event, took time to weed the surrounding area.

Matt is always looking and invites the other committee members to do the same.

Craig said that we will contact the Parks and Rec department a few days ahead, to make them aware that we will be doing some basic maintenance, trash pick up, etc. They should not have an issue with it. Their concerns as employees are liability issues. We do have liability forms, and waivers that we may have to start using. Craig added that Parks and Rec's staffing and budget are low. They are running from site to site as quickly as they can to try to take care of City owned properties.

Craig suggested setting aside \$200.00, in the budget to purchase supplies to aid in clean up projects, such things as garbage bags, tarps, brooms, small tools, etc. They could be stored in the trailer or storage unit. The committee approved of this idea.

Lisa suggested setting aside a date once a month to work, use our project in progress signs, invite neighbors, school groups, scouts, this would increase the committee's visibility and raise community awareness.

Education

Nothing new to report. Lisa is still writing "Yard Clippings."

Urban Gardens

Visit New Roots Farm Project

Kate Duff's garden is still viable, she is very well organized, and it is a great garden.

Future Agenda Items

Be sure to use the forms for any ideas you may have.

Other Business

Brenda had spoke with Carolyn; she was wondering about the wreath that she decorated for the Cultural Center. The actual wreath belongs to the Cultural Center. It has been de-constructed; we have two boxes of decorations for Carolyn. Carolyn also said that she looked forward to the Western Garden gift cards and she would like to keep hers, Brenda also likes the gift card. The gift cards are used as an incentive and thank you for the judges who spend the time to determine winning yards in their assigned areas.

Brenda added that she might have saved the winners information from as far back as 2007. She will pass her records on to Craig.

Lisa told about a judging experience she had last year, she determined the winner by the flip of a coin, and left a C&B postcard at the other home, thanking them and encouraging them for next year.

Misty passed on a positive story she had with the winter themed postcards, for holiday decorations. One of her neighbors was thrilled that they were recognized for their efforts. Keep the postcards handy, in your car to pass out. We have a supply of them here at City Hall.

Misty said she has had a few inquires as to who is the supplier of the daylilies. We did have signs at WestFest with the information; we can pass that info along. Pat thought they supplied Western Garden. The flowers come from Sunshine Greenhouses, Inc., 384 S 3110 West, Provo, UT, 801-377-2477.

Brenda had a brainstorm she wanted to share. She suggested that the Committee have a presence in West Valley parades, WestFest and the Christmas parade, throwing out candy. Chamber West sponsors both parades. This was a very well accepted idea; the members present thought we should try to participate. Perhaps the committee could ride in the pack of an open pickup truck.

The awards ceremony date had to be moved to August 28, 2012, because of a schedule conflict with City Council.

It was also suggested that the awards schedule in the judging packet.

Avalon Sadler said she would like to join the committee.

The meeting was adjourned at 6:40 p.m.