

**Clean & Beautiful Committee
August 1, 2012
Approved Minutes**

Committee Members Present:

Jeff Deelstra
Pat Deelstra
Brenda Clark
Matt Lovato
Darrick Porter
Jody Rushton-Porter
Misty Smith
Carolyn Workman

Excused Committee Members:

Lisa Rene Jones
Avalon Sadler

Absent Committee Members:

Brian Blank

Staff Members Present:

Cathie Alberico
Craig Thomas

Chairperson Jeff Deelstra brought the meeting to order at 5:35 p.m. He welcomed everyone and asked the committee to review the minutes of June 6, 2012. A motion to approve the minutes was made by Misty Smith; Darrick Porter seconded the motion. The minutes were approved as written.

Upcoming Events/Dates

National Night Out Kickoff, Monday, August 6, 2012- Craig gave an update about the event and set up at the Cultural Center.

The committee will pass out flashlights, seed packets and taffy.

C&B Awards Ceremony, Tuesday, August 28, 2012. 5:30-6:30 (arrive at 4:30-4:45p.m.)

Menu- cookies, finger foods, cream puff, éclairs, fruit, cold water and sugar free lemonade. We have new table decorations and will set up plenty of extra chairs. Committee members should act as hosts and greet our guests as they enter. We will run the video of the pictures of the homes that have been submitted.

The procedure for passing out the award certificate and gift certificate was discussed. To keep the program moving, 4-5 committee members will give the certificates to the winners as their name is called, the winner will be asked to stand up and we will run the certificates out to them.

Pat will bring extra daylilies

Annual Committee Retreat, Saturday, September 8, 2012; 9:00 a.m. until Noon, to be held at the Cultural Center, boardroom.

The length of time for the retreat is shorter, please make every effort to be there at 9:00 a.m. so we can get down to business. We will not be staying for lunch; snacks will be available. There will be a brief orientation for the newer members. Staff will send out an agenda before the retreat. Have activities and projects in mind for committee consideration.

Tree and Wreath Decorations, Friday and Saturday, November 9th and 10th, 9:00a.m. - 3:00p.m. at the City Hall Lobby.

Jeff suggested that the committee put the outdoor tree together, plug it in and see what happens. It was suggested that if it works fine, if not, fine, the tree is well lit on the front porch. The committee will also decorate a wreath for the display at the Cultural Center; Pat volunteered to decorate the wreath with a nutcracker theme.

The committee has been asked to decorate an additional tree for the Lobby. Staff is inquiring about decorations and supplies needed for this tree. Craig added that staff would ask City Council for money for decorating the lobby tree if need be (approximately 15 feet tall.) The committee was in agreement with this idea.

Santa Parade, Friday, November 23, 2012

It was suggested in past meetings that the committee participate in the Santa Parade, held the day after Thanksgiving. Jeff opened this to discussion. We would probably sit in the back of a pickup truck and toss candy to the kids. A majority of the committee was **not in favor** of participating in the parade.

Budget Discussion

Holiday Decorations

The outdoor tree supplies are satisfactory. We need more information about the Lobby tree and what supplies may be needed. Staff will make arrangement to get the tree and all the parts delivered to City Hall.

Subcommittee Reports

Small beautification projects

Matt will do some investigation of Parkway Park, 3405 W Parkway Blvd (2700 S.) take some pictures and get ideas as to what the committee can accomplish. It was suggested that we concentrate on the marquee or entrance of the park. It was also suggested that we invite the neighbors to participate; this needs to be done in advance for proper planning. A date needs to set. (September 8, and 29th are not available.)

Urban Gardens

Carolyn asked if we would continue to support Kate Duff's community garden? Jeff responded that the direction the committee wants to go is with small beautification projects, because of our limited budget. It was suggested that the committee visit Kate's garden. There is potential for Kate to be self sufficient, with the help of United Way. Craig told of a community center in the works sponsored by United Way, called the Five Parks Community Center, focusing on the five mobile home communities in the area. Craig is hoping that this new push into that neighborhood will bring more support to efforts such as the community garden.

Education

The 2012 yard award pictures are loaded in a slide show for the website. Watch for a press release about the winners, coming soon.

Future Agenda Items

Forms to complete for suggestions will be available at our meetings.

Misty suggested that the committee offer the graffiti removal packets at NNO.

Other Business

Discussion about a possible subcommittee for Banners was held. The funding is the primary issue, they will cost more than our committee budget. Misty suggested the possibilities of recruiting another committee or other businesses because we could not take this on; it would be a huge improvement to the City as a whole. Craig added that the idea behind the subcommittee is to get somebody discussing the different possibilities, finding community partners, talking to the Chamber, talking to large corporations that might be interested in sponsoring banners, City staff would support these efforts, but can not take on a project of that size. Carolyn suggested that former member Jan Wojtanowicz would be great to work on a banner subcommittee. Pat added that his health is not well right now. Misty added obvious contributors would be Valley Fair Mall and their merchants. Craig included CR England, Trucking Companies, Kenworth, Waste Management and Frito-Lay, Wheeler Machinery, large companies that used to be involved with community projects and possibly Chamber West. (Costco does not sponsor anything; they will donate product or "in kind.") There are companies who want their name more visible, placing their name in a small corner of a banner with their logo would be a plus, and it may be in their budget as marketing. Jeff inquired if it would be beneficial to talk to the City Council. Craig suggested if banners were to be pitched to City Council a very precise, clear plan be in place. We need more information at this point to approach Council. Jody spoke with Corey Rushton; his information was very similar to Craig's. He thought it would be easy to find sponsors. It is just a matter of getting a group of people or a committee that would be willing to invest some time into this idea. Jody will ask Corey if he would be interested in helping. Banners would benefit the entire City. There is opportunity everywhere; we have poles with banner arms all through out the city. They are on 5600 West, on 3500 South, from Bangerter to the Jordan River; they are on 2700 West, all of the Lake Park area and Highbury subdivision. The lowest bid received was around \$10,000.00 for about 70 banners (bids ranged from \$49.00 to \$57.00 per banner, over \$10,000 for 210 banners and as high as \$15,000.00.) If there is a committee willing to help fundraising may be fairly easy. There are companies that may be willing to do something like this, even if it were three or four companies, divide donations up into \$2,500 segments. With the backing of Councilmen Rushton who is in support of the project, include a letter from him; explain that for this much money you would get this many banners etc. A brief discussion about a generic design with "Welcome to West Valley City" was reviewed; leaving a blank area on the banner where vinyl stickers with sponsor information could be placed. Misty is willing to

help but does not have the time to head up a committee. Jody will help especially if Councilmen Rushton is involved.

Giveaways for WestFest next year were briefly discussed. The committee is in agreement to return to giving away a daylily at WestFest.

Yard judging comments: unfortunately we had a judge go out of their area, leaving one area short an award and another area with an extra award. Some of the maps may not be marked well with past winners; some areas had entire blocks that were past winners, making one wonder if they gave each other the awards. Finding water wise yards was difficult again this year. Matt had a positive experience giving the award to a citizen of West Valley City for 47 years, and was moved to tears. He really urged having accurate maps and going back with at least the past five years winners, sometime entire blocks were awarded and it looked like they were all related. Overall everyone had a positive judging experience.

The committee has two vacancies. Please recruit your neighbors.

The meeting was adjourned at 6:35 p.m.