

**Clean & Beautiful Committee  
November 7, 2012  
Approved Minutes**

**Committee Members Present:**

Jeff Deelstra  
Pat Deelstra  
Lisa Rene Jones  
Matt Lovato  
Brian Blank  
Brenda Clark

**Excused Committee Members:**

Darrick Porter  
Jody Rushton-Porter  
Avalon Sadler

**Absent Committee Members:**

Carolyn Workman  
Misty Smith

**Staff Members Present:**

Cathie Alberico  
Craig Thomas

Chairperson, Jeff Deelstra brought the November, Clean and Beautiful Committee meeting to order at 5:35 p.m. Jeff reminded the committee that this is our last meeting of the year; **our next meeting will be January 2, 2013.**

Jeff asked for a motion to approve the draft minutes of the October meeting. Lisa Rene Jones made a motion to approve the minutes of the October 3, 2012; Matt Lovato seconded the motion. The motion passed all in favor.

**Upcoming Events/Dates**

**Tree and Wreath Decoration:** Friday & Saturday, November 9 and 10, 2012, from 9:00 a.m. to 3:00 p.m.

The outside tree frame is up; the limbs and decorations will need to be completed. On the outside tree, we are not going to check every light bulb; the lights that don't work will not be fretted. The City facilities personnel promised to assemble the lobby tree, decorating the tree in the lobby is all that is required of the members. Any decorations or supplies needed for the lobby tree will be paid for by City facilities.

The theme for the Trees of Diversity at UCCC is family traditions; Jeff and Pat volunteered to submit a wreath on behalf of the Committee, decorated with their personal collection of nutcrackers. Clean & Beautiful ornaments will also be included.

Committee members available on Friday, are Lisa, probably Matt, and of course Craig. Brian, Darrick, Jody, and Misty will cover Saturday, along with Jeff, Pat, Cathie and Craig. Brenda is working both days. Any friends, relatives and other adults are also welcome. Please give what time you have, don't feel obligated to be there both days. If you wouldn't mind bring snacks to share. We will have coffee and hot chocolate available. Cathie will send out email reminders.

## **Budget Discussion**

The committee approved \$500.00 to be spent on holiday decorations, at a past meeting. The expenditure of \$3,000.00 was also approved to purchase daylilies from Sunshine Nursery, so they need to be ordered. The committee has not spent much of its budget. Keep in mind what kind of improvements you would like to add to some of the cleanup projects that we have done and what the cost might be. Funds should be allocated by April or May for expenditure.

## **Subcommittee Reports**

### **Small Beautification Projects~2013 Project Ideas**

In January we will do a tree inventory on 3500 South, and allocate funding at that point. The idea behind replacing trees on 3500 South was to recruit local businesses and others to adopt a tree and contribute funds to help maintain the trees. The committee should work in pairs on this project, and walk the area for safety reasons, better than driving.

The committee has worked at the Community Preservation Building at 3500 South 4522 West. That building houses the Animal Shelter, the Housing Department and the Code Enforcement Department; we plan to return to this site in April 2013. We also did a cleanup project at UCCC in anticipation of the opening of the Chinese Heritage Gate on September 8, 2012.

We did a cleanup project at Parkway Park on October 20, 2012, as well. Parkway Park has an attendant, because they have working restrooms, a seasonal, part-time position.

Misty suggest that we email our past yard winners to invite them to participate in a cleanup project. The committee in general thought this was a great idea.

### **Two lead organizers/project**

We are trying to do a monthly service project during warm weather, **on every third Saturday of the month.** We need members that will organize the project, contact appropriate neighbors for assistance and so on. The lead would take ownership of the project; pass out flyers, so that the background work is also shared among the committee. We are hopeful that each committee member will participate and pick projects that are spread throughout the community.

### **Education**

The ability to nominate a Clean & Beautiful Yard, on a year round basis, has been added to the C&B web site. Lisa will submit to Cathie any of her Yard Clippings to be preserved. It was suggested that Lisa submit something about the dumpster program for the January, West Valley Journal, because reservations can be made starting on February 1<sup>st</sup>, for a particular date. Please send any ideas or suggestions for Yard Clippings Cathie, and she will pass them along to Lisa.

### **Banners**

Taking on the project of light pole banners will be an expensive undertaking. The Banners subcommittee is in need of a chairperson; please let City staff know if you are interested in doing this. Misty is doing research into banners on her own time;

she will participate in the process, but cannot chair the subcommittee. Cathie had noticed how attractive banners are in Salt Lake City, there are banners for the U of U; The Leonardo Museum; and the Jazz at ESA. Craig added that the banners are not paid for by Salt Lake City, they are paid for by each individual venue, they contract with Salt Lake City. Salt Lake has a policy in place, regarding the way banners are installed, and the content that is acceptable. Possible venues in West Valley City include: the Maverik Center, Hale Center Theatre, the Cultural Center, the Family Fitness Center, Fairbourne Station development, the Valley Fair Mall, businesses on the 5600 West corridor, businesses on 3500 South, the possibilities are endless. Sponsorship will be a must. The committee will need to compile valuable information for a presentation to City management about the use of banners. The committee does not want the City to decrease personnel levels to have banners.

### **Future Agenda Items**

Jeff asked the committee to submit any suggestions on the request form that was provided. Always feel free to contact City staff with any ideas and suggestions. Now is also the time to start thinking about areas you would like to work on for Project Saturday. Lisa will try to incorporate the West Valley Swim team into a service project, possibly at the Fitness Center.

### **Other Business**

Jeff and Pat are considering writing a letter to the City Manager about getting financial help for the committee and the maintenance of City properties. They will treat the process with utmost professionalism and courtesy. Once completed Jeff and Pat will present this to the committee for their input. They hope that they will be able to recruit employees in the different buildings to donate time to maintain their work sites.

Committee members voiced their concern over the lack of any type of reaction to the employees that came and went from the Community Preservation Building as the committee attempted to cleanup the grounds surrounding the building. Only one employee thanked the volunteer committee members for their efforts.

Matt wants to strive for a positive reaction from anyone who visits our City venues, that they are clean, neat and well taken care of, it shows that the City really cares, this should help tear down the negative images that West Valley City can have. This philosophy fits with the Committee's mission statement.

### **2013 Meeting Schedule**

Craig passed out a handout with meeting dates and activities for the 2013 calendar year. The regular meeting schedule has been submitted to the City Recorder this will be published in the local newspapers in December as required by State code. We have scheduled the Awards Reception for Wednesday, August 14, 2013, at the Cultural Center. The Committee Retreat is also scheduled at the Cultural Center for Saturday, September 21, 2013. The education meeting for Yard Awards is scheduled for May 1, 2013 along with committee elections. The committee was very appreciative of Craig's calendar. Jeff suggested that Cathie send a reminder via the

City calendar to Committee, please contact Cathie if you would not like to be included in this reminder process.

**Committee Vacancies**

There are two openings on the committee. Please recruit your West Valley City neighbors, friends and relatives. Invite them to a meeting anytime.

Jeff, Pat, Craig and Cathie will meet on Tuesday, December 18, to discuss the January agenda. **The calendar reminder email will be discussed at that time.**

Coming to the end of the agenda, Jeff personally thanked City staff, Craig and Cathie for all of their work for the past year.

Having no other business the meeting was adjourned at 6:35 p.m.