

**Clean & Beautiful Committee**  
**February 6, 2013**  
**Draft Minutes**

**Committee Members Present:**

Jeff Deelstra  
Pat Deelstra  
Brenda Clark  
Lisa Rene Jones  
Matt Lovato  
Darrick Porter  
Jody Rushton-Porter  
Misty Smith

**Excused Committee Members:**

Avalon Sadler  
Brian Blank

**Absent Committee Members:**

Carolyn Workman

**Staff Members Present:**

Cathie Alberico  
Craig Thomas

Chairperson Jeff Deelstra brought the February, Clean & Beautiful Committee meeting to order and welcomed all members present.

Lisa Rene Jones made a motion to approve the minutes from the meeting of November 7, 2012. Brenda Clark seconded the motion. The motion to approve the minutes from the November meeting passed all in favor.

**Budget update**

Craig gave a handout to committee members that broke down the budget in detail. Funds have been spent to cover the costs of: Public Notices and Advertising, a few member shirts, Christmas decorations, meeting refreshments, and tools for service projects. Moneys that have been approved to be spent include: \$2,700 for the awards program- it will go towards the gift certificates and yard signs; and \$3,000 for the Daylilies, that are on order. The remaining amount of money to be spent this fiscal year is roughly \$1,500.00. We need to be thinking of ways to obligate that dollar amount by April or early May.

**Subcommittee Reports**

**Small Beautification Projects**

**2013 Project Ideas**~ if you have any suggestions get them to Matt

Updated schedule of Saturday, Service project, venues and work that needs to be done. Craig gave a schedule to committee members.

Parks and Rec have given preliminary approval to the committee to install landscape rock in the planter beds at the Community Preservation Building. We will be working in the middle area of the two parking strips; it has a drain in one end. We will need to get an idea of how much rock is needed, and what it will cost. Lisa inquired as to who should get that information? This will be a committee responsibility. The installation of the rocks will be the project for **May**. **Lisa will take the lead on that project**, tasks required include: determining the amount of rock needed, the best price for the rock, researching the need for weed barrier,

inviting neighbors to join our efforts etc. City staff can also be of some assistance. Misty Smith suggested Sunset Rocks; she also suggested comparing notes with her husband, Trey, about costs. Trey is in the construction business. Craig recommended a medium sized rock. Observing the rocks along 3500 South, the small gravel sized rock is scattered all along the sidewalks. With the dogs and other activities that take place in the parking lot it would be more conducive to larger rocks, they will last longer. The type of damage that can be done with too large of rock must also be considered.

*(Just a reminder, please keep track of any time you might spend on research or tasks done for projects. The City is tracking volunteer time.)*

A general clean up the Family Fitness Center was suggested for the **June**, Service Project. Lisa will recruit the Aquatics club to join our efforts. This will be a good way to do some preparation work for WestFest.

We would revisit the Community Preservation Bldg. again in **August** in preparation for PetFest.

The **September** project is the Cultural Celebration Center to be done in conjunction with the Committee Retreat to be held there.

**October** and **November** have been set-aside for Holiday Decorating. November 16<sup>th</sup> has been set as the City Hall tree decorating. Craig thinks a request will be made to assist in decorating the Promenade, west of City Hall with holiday lights in the trees. Parks and Recreation need the manpower to complete this undertaking. This is only a suggestion; the committee doesn't have to participate if they don't want to. The supplies will be provided. City staff will have to work through some issues regarding the large, outdoor Christmas tree, before decorating season arrives.

### **Adopt-a-Tree (I-215 west to Bangerter Hwy Corridor)**

Lisa, Misty, Craig and Cathie met in January for our Service Project, to discuss the Adopt-a-Tree program. We developed a logo. We are also creating a trifold brochure to explain why people should participate, what is expected of them, the return on their investment, we describe what the tree corridor is.

Misty spoke with her husband about what the cost of a brass plaque to recognize participants. The price range was \$300 to \$500.00 per brass plaque. We felt like that was very expensive, and the plaque would probably go unnoticed.

We also established a fee structure for membership. We would like to initiate a one-year donation tier and a three-year donation tier. For one-year: one tree would be \$40.00; two trees would be \$60.00 and three trees would be \$75.00. For the three-year program: one tree would be \$100.00; two trees would be \$150.00 and three trees would be \$200.00. The fees would help pay for the program, and would provide funds to start an account to help replace lost trees. The funds would go into

a donation type fund, it wouldn't expire, we would not have to spend it every year, and it would grow for the purposes of the program. We want to keep the price down to encourage participation. The fact that the participant has paid a fee should give them a feeling of ownership in the project; and establish value.

We purpose to offer a kit if they choose to participate, it would include one, 2-gallon bucket with the Adopt-a-Tree logo on it, to be use for weeding or trash collection; a certificate of participation; a window sticker to display in a front window of their business; the brochure and some filler. Each kit would cost us approximately \$7.00; we need a budget of \$763.00 to get started with this program.

We will also develop a script to be used with helpful talking points as we visit the businesses along 3500 South. We will include a teaser about street banners to see what kind of feedback or interest we get from the community. Lisa added that after offering adoption to businesses along 3500 South, we should ask larger businesses in the City to see if they would like to participate, i.e. Wal-Mart, Costco, and Valley Fair Mall etc. and we would like to invite West Valley City citizens.

It was suggested that some kind of letter of introduction about the Adopt-a-Tree program, be sent in the mail to the businesses that we will call on before we make our visits. We also need to consider the "No Solicitation," signs; we can leave information, and offer to set up an appointment for a future meeting.

The committee showed positive reactions to the plans that have been made. Matt was in agreement with the lower fees, and that the plaque was too expensive. He also agreed with the different membership tiers. Lisa added that as time goes by and the trees continue to grow, we would want to help replace a tree with a similar sized tree.

Jeff asked the committee, if this were a project they would like to pursue? The committee offered no objections so Jeff asked for a motion to allocate funds for the Adopt-a-Tree, program. Lisa Jones made a motion to go forward with the Adopt-a-Tree program; Misty Smith seconded the motion. The motion passed all in favor.

Jeff and Pat complimented the committee members for the time they have spent on Adopt-a-Tree, and the progress that has been made.

### **Education-Website**

Jeff has nothing new to report from the Education Subcommittee. Staff has been working on posting all of the "Yard Clipping" articles to the C & B web page. Misty inquired if it would be worthwhile to do a Facebook page for the committee? Craig's response is that the City has several Facebook pages, as an official City sponsored page it would have to go through Craig or Cathie, and the committee would have to have access to editing it. Content for the page, brings up questions as to who will be submitting content on a regular basis. If we can get regular content it would be a viable tool. Again a committee member would have to take the lead on a

Facebook page. Craig asked the committee if they would submit content for the page, if so he will create a Facebook page.

### **Banners**

A question will be included in our canvass of 3500 South businesses. This will help us to get a feel for what the community feels about banners, and their possible donation to a banner recognizing their business. Misty has some samples she has received in her research and will bring them to the March meeting. We as a committee cannot offer our opinion on tax-deductible contributions; this is one topic that will need to be researched.

### **Other Business**

The Committee received a Certificate of participation award from UCCC for the Nutcracker Wreath that was submitted to the 2012 Trees of Diversity Exhibit.

Pat also told committee members about the recognition that she and Jeff received from the Honorary Colonels service organization, they were awarded Outstanding Citizens of West Valley City. The Honorary Colonels do everything they can for fallen police officer's families and for wounded police officers, here in West Valley City. They have an annual golf tournament to help raise funds, so Jeff will keep the committee informed in case they would like to participate.

### **Future Agenda Items**

Jeff asked for input from the committee, use the prepared forms for any suggestions. Cathie will send out calendar reminders for Saturday, Service Project days.

As a committee we need to consider when to invite past yard award winners if they would like to volunteer on a service project.

The idea of including a window cling as gift for our Clean & Beautiful Yard award winners was also discussed. Cost would have to be considered. Craig mentioned that we would have to discuss the awards ceremony soon. At the award ceremony, will it be possible to show the winners home as they are receiving their award? Lisa brought up the idea of having some kind of entertainment for the ceremony too, a choir group etc. If the committee would like to have entertainment, a member would have to take the lead to find a group to do this. High school or junior high choirs were suggested; keep in mind that school will not be in session in August.

Please try to encourage your neighbors and West Valley City friends to join our committee.

Having no other business to discuss, the meeting was adjourned.