

**Clean & Beautiful Committee**  
**April 3, 2013**  
**Approved Minutes**

**Committee Members Present:**

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

**Excused Committee Members:**

Avalon Sadler  
Brian Blank  
Misty Smith

**Absent Committee Members:**

Carolyn Workman

**Staff Members Present:**

Cathie Alberico  
Craig Thomas

Jeff Deelstra brought the regular Clean and Beautiful Committee meeting for April 3, 2013, to order at 5:40 p.m.

Lisa Rene Jones made a motion to approve the minutes from the meeting of March 6, 2013. Pat Deelstra seconded the motion. The motion passed all in a favor.

**Upcoming Events/Dates**

**April 20, 2013, Saturday, Service project. Adopt-A-Tree**, on 3500 South, 9:00 a.m. to Noon, meet at City Hall at 9:00 a.m., there has been a slight modification; we will only work from 2700 West to Bangerter Highway.

Lisa showed off the Adopt-A-Tree bucket that will be given to the participants who sign up for the program. The bucket includes: a certificate of recognition, WVC Clean & Beautiful Adopt-A-Tree brochure; a WVC Clean & Beautiful Adopt-A-Tree window cling; a package of Graffiti wipes and various other items. Craig designed a new C&B logo to include a tree. Staff is continuing to work on a contract with the legal department for the program. We are under budget on the expenses for this project. Craig reported that we have an aerial map of the UDOT project that we will be able to track the businesses and contacts that we make.

Parks & Recreation Arbor Day Service Project, April 26-26<sup>th</sup>. Please contact Darin Nerdin, leave a message on 801-965-7384. He is looking for adult supervisors, because of the location of the project; volunteers must be 12 years or older.

**2013 Awards** – Call sheets from 2012 winners are split up and ready for the committee to make follow up calls after our letter of invitation to judge for 2013 goes out in the mail. Please take an extra set of phone numbers to call if you have the time. Tim Chezem and Sandy Silletto have both volunteered to judge again, Pat has invited Jan and Jola Wojtanowicz to help judge again.

The committee was reminded of the **importance of the May 1, 2013 meeting**. All members should make every effort to attend this meeting. We will be hosting the 2013 Yard Award Judges, explaining the process and getting the different areas of the city assigned. **Committee Elections will be held after the guest judges are excused**. Cathie is more than welcome to accept nominations for Chairperson and Co-Chairperson. Please email her if you have any candidates you would like to submit.

### **Animal Shelter Parking Lot**

Lisa is the lead on this project. She is in the process of collecting data for the cost of materials to be used for the parking islands in the parking lot at the Animal Shelter.

### **This project is scheduled as the May, Service project (May 18, 2013.)**

Craig will need dollar amounts for budget consideration. He suggested that we try to keep the dollar amount to about \$1,000.00.

Matt commented that he has seen some work being done out at the Animal Shelter, he reports that it looks a lot better.

**June 15, 2013, Saturday Service Project; 9:00 a.m. through Noon.** Clean up Family Fitness Center in conjunction with the FFC Aquatics Club. Lisa Jones recruited the Aquatics Club. This prep will be great for WestFest.

**Note: New dates for WestFest:** Thursday, June 20, 2013 through Sunday, June 23, 2013.

### **Subcommittee Reports**

The Saturday Service Projects calendar for 2013 is full. Jeff reminded all of us to keep, our creative ideas flowing for project ideas for 2014.

### **Education**

Craig has started to use a new tool that is an Internet based social application called Meet Ups. He is using it on an experimental basis to organize Four Meet Ups, one per each City Council district. They will be held in city parks, for two hours, on a Saturday morning, with light refreshments. General city information will be provided. Meet ups can be found at <http://www.wvc-ut.gov/meetup> or at <http://www.meetup.com>. Look for West Valley City Neighborhood Meetup. The Clean & Beautiful Committee is welcome to attend these Meet Ups, if they would like, to show a presence and perhaps recruit new members, Craig notes that the committee has a pretty full schedule. He is hoping you all attend the Meet Up in your neighborhood. Jeff will study the Meetup web site for possible use with the committee to recruit more volunteers and possible committee members.

Pat reminded us that we need to canvass the surrounding neighborhoods of service projects, and pass out flyers letting everyone know we will be there and asking for their help, in advance of a project so plans to attend can be made. Lisa has several

recruits in mind for the Animal Shelter Project, for just this task. She will need flyers.

### **Banners Update**

Jody is willing to work on a presentation about banners for City Council. She has been talking to her brother Councilmember Corey Rushton, who will assist her. She is need of any pricing information and bids that have been made. Misty has spent a lot of time on banners, Jeff, Pat and Cathie will approach her for any information she has. In further discussion of banners general design was discussed. At one time the idea to involve the community in a design contest was on the table. That in itself would be a huge undertaking. It would be very complicated, and many factors such as legal ramifications would be have to be considered. Craig added the old banners depicted a daylily and had a West Valley City logo on it. The general consensus of the committee is in agreement with using a "true daylily." Jody added that the Mayor thinks we should have them for every season. Craig expressed concerns that council is not aware of the cost of the banners, and is wondering what the City would have to sacrifice to pay for the cost of the banners.

Jody mentioned that the Hunter High School, Student Body President's, mother contacted Corey; that information was passed on to Aaron Crim. This student is interested in working in conjunction with Granger High school to raise funds for banners at their respective schools. Craig understood that the student was going to contact us, Craig hasn't heard from him. Staff is unaware of street banner arms located at Hunter High School.

### **Future Agenda Items**

Please fill out request forms at the meetings, email staff, or Jeff with any ideas for future meetings.

Jody is working on entertainment for the C&B Award Ceremony. She understands that a lot of different entertainers work at the Cultural Center. This would be a great way to introduce the Cultural Center to our citizens who have not attended an event there. Craig cautioned not to get to elaborate on the entertainment. Craig has put in a request for a Barbershop Quartet, and is waiting to hear back from them. He asked the committee if the Quartet or light band music would be acceptable? There is a partners program at the Cultural Center, in exchange for rehearsal space; they provide a certain number of performances to the community. The committee was in agreement. The time frame of the ceremony was reviewed.

### **The timetable for the Awards Ceremony is as follows:**

**5:00-6:00 p.m. Set Up**

**6:00-6:30 p.m. Mingle, with light refreshments, entertainment**

**6:30-7:30 p.m. Ceremony**

**Clean up by Committee, after ceremony.**

### **Other Business**

We are still in need of members; please ask your friends and neighbors. Jody would like to have a letter of introduction to give to prospective members. Jeff and Pat thought a draft letter with our mission statement would be appropriate. We should have something ready for the Awards Ceremony and other activities to pass out.

**Elections** for the C&B Committee will be held at the May meeting. The Chair, and Vice Chair positions are open for election. Please use the provided nomination forms, or email Cathie with your nominations. Lisa inquired what term limits there were if any. The office of Chair or Vice Chair runs for one year. Pat and Jeff have acted as Chair and Co-Chair for the past three, years. They want to remain committee members. They are willing to serve as Chair, Co-Chair for at least one more year, and then they would like to return to active committee members. Jeff asked for nominations and explained that in the past the two nominees that received the highest number of votes won the Chair and Co-Chair position. Brenda has also served as Vice Chair at one time during the past three years.

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