

**Clean and Beautiful Committee  
Retreat  
September 21, 2014  
Approved Minutes**

**Committee Members Present:**

Jeff Deelstra  
Pat Deelstra  
Matt Lovato  
Misty Smith  
Darrick Porter  
Jody Rushton-Porter

**Excused Committee Members:**

Brenda Clark  
Lisa Rene Jones  
Matt Lovato

**Absent Committee Members:**

Carolyn Workman  
Brian Blank

**Guests:**

Councilmember Karen Lang  
Rachel White, Risk  
Amber Lowder

**Staff Members Present:**

Cathie Alberico  
Craig Thomas

Jeff Deelstra, Chairman of the Clean and Beautiful Committee brought the meeting to order at 9:15 a.m. **Jeff welcomed City Councilmember Karen Lang and Rachel White, Risk Analyst from the City Legal department.** Amber Lowder was also in attendance.

Jeff explained the purpose of the Retreat is to discuss and plan activities for the committee in the future and especially next year. A service project is planned for the Cultural Center after the meeting if it is needed. The committee, in general, complemented the appearance of the Center's grounds.

**Jeff reviewed the Committee's mission statement.** Our mission is to promote public interest in the general improvement of the appearance of West Valley City. We are to initiate, plan, direct and coordinate programs for the promotion of community pride and general beautification and improvement of the physical quality of life in West Valley City. The committee has done a lot of good things in the past year. **Jeff urged the committee to concentrate on the plan, direct and coordinate programs to encourage more community involvement, as stated in the bylaws.** This can be difficult because sometimes it is hard to gauge the public.

At this time Rachel White was introduced. She thanked the committee for the service they give to the city. **Rachel gave a presentation about municipal employees, officers' and ethics.** She had a hand out on the "Municipal Officers' and Employees Ethics Act." She reviewed the Ethics Act and reminders to keep us all out of trouble.

In summary keep the follow points in mind.

- You are prohibited from using your position for personal benefit
- You must disclose your business interests that are regulated by the city

Five ways to avoid problems:

1. Use common sense, don't look for loopholes
2. Would you feel comfortable if everyone knew?
3. Create an ethical atmosphere. Think about ethics, don't wait for a conflict
4. Do not invite temptation. Run the other way!
5. Ask for help! Ask staff members, contact the legal department

When soliciting donations for the Clean and Beautiful Committee:

- Develop an on-going relationship with interested businesses and individuals, and when requesting donations, deliver a written request on letterhead in person, then follow up later with a telephone call.
- Checks should be made payable to "West Valley City"
- The Clean and Beautiful Committee is not a 501(c)3 or separate non-profit organization from West Valley City
- West Valley City is a non-profit municipal corporation, and donations are tax deductible. Organizations and individuals who donate should get tax advice from their accountant as to the extent their donation can be deducted from their tax liability.

Misty Smith felt that the information Rachel presented was very valuable, especially with regards to tax-deductible donations.

At this time the committee visited with **Karen Lang**. Her husband was a member of the committee in the past, 10 to 15 years ago. She told us that the "Welcome" to West Valley City, marquees and flagpoles, located on Bangerter Highway and 3900 South were Eagle Scout projects, her son did the one on Bangerter and another scout completed the 3900 South marquee.

Karen was asked what activities' she would like our committee to participate in. Karen would like to see our parks adopted by a neighborhood group to maintain the general appearance of their park and flowerbeds. She suggests that we look for the neighbor that takes ownership of their park, and recruit them to maintain plantings. Karen has offered the Parks Department, time and time again, to donate all of the flowers that would be needed to plant every flowerbed, in early to mid June. The Parks Department response has been that they don't have the manpower. She donates all of the flowers for the two city marquees. *If someone would plant and weed the beds, she would donate flowers, she would like to see this turn into an annual event.* Craig Thomas added that we have 25 parks in the city. If we can find volunteers with passion, she added that the general public thinks that if it is city property, it's off limits and they can't do anything. We need to communicate that our city parks need your help. Committee members added that a good-looking park is an indication of a good neighborhood; it helps to create community pride. Karen suggested that we tap into Craig's Neighbor Watch groups to look for volunteers. Craig told of the "adopt a tree," activity that Cindy Hobbs did at the Fassio Farm Park, National Night Out Party. The Parks department contributed bark, neighbors

weeded and tended to the trees and added the new bark. Jody Rushton-Porter thought that planting the flowerbeds would be a great addition to our parks. Amber suggested a scout troop might take care of a local park.

**Our discussion turned to Banners.** The banners will be hung next year, as the weather turns warm. It is too late in the season to hang them now. The banners will be hung on 3500 South going west from I-215. We have about 80 banners; they have a daylily on them and say, "Welcome to West Valley City." Jody would like Christmas banners and added that the Mayor would like to see a banner for every season. Karen said that a banner for every major event would be nice to have, and to include Maverik Center and Hale Theatre events too. Again Craig reminded the committee about the expense of banners. Each banner costs \$62.00. The banners are made locally. Craig and Misty explained that the bidding process was expanded nationally, and locally, we obtained a good price, the cost of materials has gone up over the years. Jody asked about a possible partnership with the Maverik Center. Craig said the Maverik Center approached Council, and said they were going to do banners. Jody added that Corey (Councilmember Rushton) thought that we could tag along with them, especially when they have big name concerts, or with the Grizzlies. Karen suggested the Grizzlies play in the winter, maybe they could do winter banners. She would like to encourage the Maverik Center to hang winter banners. The Storm Water committee might be a good partner for banners. Their logo could be used, perhaps their education fund could be used to offset the cost to hang and take down banners.

**Currently a City Code needs to be written to oversee the rules and regulations of street banners, the role of private companies, the purchase of banners, use of logos, etc.; all needs to be addressed.** To hang banners between I-215 to Bangerter Highway would cost close to \$13,00.00, well above the annual budget of the C & B Committee. Jody asked if there was a possibility that local companies like Frito-Lay, UPS, Franklin Covey and Target, could donate to a banner fund, in exchange for their logo on a banner. Of course that is always a possibility, but the committee does not have the manpower needed to recruit potential partners in this type of endeavor. Jody suggested a letter from the Mayor and Council on city letterhead be used. Jeff added that the committee must be educated in all aspect of street banners, tax write off information and understanding the code, so that we all are on the same page. Craig reminded the committee that as was discussed at the August 7, 2013 meeting, the City Manager would not be funding additional banners.

Pat Deelstra asked Karen about the committee's annual purchase of daylilies, we purchase them from a vendor outside of our city. Would we be able to purchase daylilies through your greenhouse? The committee would seek bids, and include her business. It has been Karen's experience that in the past; their suppliers are not cheaper than the committee has been able to purchase them. Karen's cost would be higher.

**The committee reviewed the bylaws.** Everyone present had a copy of the bylaws. **Craig learned that there are new requirements for new members to the committee.** The interest letter that is posted on the city web site must be completed, and a copy of their resume must be submitted to the City Recorder. We may have to do interviews of potential new members, the process will be a bit more formal than in the past. Amber Lowder told the committee that there might be a chance that her family would be relocating to north Idaho. She should know in the next couple of weeks, and if she is staying she will submit the required documents.

**It has been suggested that the committee change it's monthly meeting date to the second Wednesday of the month, the time would remain at 5:30 p.m.** Craig has a meeting with his personal neighborhood organization which conflicts with the committee meeting on the first Wednesday of the month. Pat suggested changing to the second Wednesday of the month. The general consensus of those committee members present was that a change of the meeting day was doable. Jeff asked for a motion to change the meeting day.

Jody Rushton-Porter moved to change the monthly meeting date of the committee, starting in January 2014 to the second Wednesday of each month. Darrick Porter seconded the motion. The motion passed all in favor.

**We currently have three committee vacancies.** One of the C&B yard award winners from this summer who has showed some interest. The City Recorder is sending out emails to several people that have expressed interest in volunteering for the city. Jeff reminded the committee to recruit friends and neighbors for new members.

**We have the same dollar amount in our budget that we have had for the past five years.** Our expenses include: legal posting of our meeting dates; office supplies, which include, shirts, name tags, etc.; special supplies and special projects ends up paying for any activities the committee takes on. The total dollar amount is \$8,150.00. Craig showed some examples of what we have spent money on in the past. It includes: yard awards, which cost roughly \$2,700.00, daylilies \$2,500.00, holiday decorations range between \$300.00 and \$500.00, the items that we give away at WestFest, we have supported the SMORGAS community garden, this year the committee purchased the rocks used in the Animal Shelter parking lot for \$1,200.00. The City Manager made \$5,000.00 available, as a one-time allotment for the street banners. The committee needs to start thinking about what they would like to spend the budget on for 2014.

**We have a request for new shirts.** Cathie reminded the committee that we do have work t-shirts. We would like a new shirt to be worn during public events. Craig and Cathie showed the committee the shirts they wear at events. They are comfortable to wear, and easy to take care of. Matt Lovato had suggested in a past meeting to move our logo from the sleeve to the front of the shirt. The colors of our logo need to be considered when selecting a new color. Several shirts and pricing

information were shared with the committee; the average price was about \$23.00 a piece. After a group discussion a new shirt was selected in Kelly Green.

Misty Smith moved that the committee select the “Sport-wick” shirt in Kelly Green with white insets as our new shirt, to place our logo on the right chest with white replacing the green colors. Pat Deelstra seconded the motion. The motion passed all in favor.

## **Upcoming Events**

### **Trees of Diversity**

In the past the committee has decorated a wreath for the exhibit. Jeff asked if the committee would like to participate again. Pat added the decoration of a wreath should be a group effort. It was suggested that our service project for November would be decorating a wreath. The Cultural Center decorating day and our service project day coincide on November 16. The theme this year is Celebrating Ten Years at UCCC. The exhibit will celebrate all of the Center’s contribution to the city; the building, the varied groups who share their culture with us, the Chinese gate, the Sister Cities, the art exhibits and so on. The theme for a ten-year wedding anniversary was also suggested. Tin and aluminum and diamond jewelry would be in that category. Perhaps we could use crystals. Using something to include children, similar to a “Small World” theme was suggested. The opening reception for the Trees of Diversity, is on November 21, from 6:00-8:00 p.m. It is a fun event to attend, voting occurs for the favorite exhibits.

### **City Hall Holiday Decorating**

Saturday, December 7, has been set aside to decorate the lobby of City Hall. We will need everyone’s help that day. The interior tree and decorations will go up that day. We will also work on the outdoor tree. Saturday, January 11, 2014 is the date set to take the decorations down. We will have some kind of assistance from the city maintenance staff. We will be working from 8:30 a.m. to 1:00 p.m. Please bring some kind of potluck treat to share, it is a fun day and usually goes pretty fast.

### **2013-2014 Project Discussion**

The committee scheduled a service project every third Saturday of the month this year, with the exception of July and December. There was a discussion about the number of projects. What is a reasonable amount of projects that members could attend? Many times Lisa Jones and Misty were the only members participating. Speaking for Lisa, Cathie reminded the committee that we should be visible, out in the community, accomplishing beautification projects. Jody suggested that we **choose projects and dates at our January meeting.** The possibility of scheduling cleanup projects at various city venues before city events; clean up Centennial Park before WestFest, the UCCC before National Night Out, the Animal Shelter before PetFest are ideas to consider. Jody thought taking on the city parks; to plant flowers as discussed earlier, should be our main goal. Amber made contact on her Facebook page asking what her neighbors would like to see changed.

She had pictures of suggestions, they showed: improving a pathway between Centennial Park and a neighboring stub street; a stretch of sidewalk along 5600 West, adjacent to Wendy's, just south of Centennial Park, that collects garbage between a concrete wall and the street; **another suggestion was to place mile markers along the walking path in Centennial Park.** Amber also mentioned the plot of land where a proposed skate park is to be built is always in need of a cleanup. Karen added that the County and City have contributed money for a skate park. There is also a young man that is trying to obtain grants and Tony Hawk money, who visits Council regularly to remind the council not to forget the skate park. Jody added the east side of 5600 West across from Hunter High School needs attention, it is owned by UDOT. Karen Mayne's proposal that will cost thousands of dollars was discussed. Until UDOT determines the future for 5600 West, it is unlikely anything will be done. The expense of Karen's project exceeds the means of the committee. Another eyesore that the committee has also discussed is by Zions Bank on the northeast corner of Bangerter and 3500 South. It collects trash, has weeds, and just doesn't look good. The piece of land is also beyond the scope of the committee. Amber was also asked if there were projects that scouts could do. Scout troops could adopt a park; weed the flowerbeds and so on. It would take yearly follow up, and some kind of reward or enticement from the Committee. Karen suggested that we work directly with Kelly Simper on projects at city parks. Karen would like to see the appearance of City Hall as a possible project of the Committee, painting the handrails, curbs etc.

Karen asked the committee if they would like to have a **City Councilmember assigned to our committee.** She thought at one time Russ Brooks worked with the Committee. The committee would be thrilled to have a champion on the Council. Craig said many of the committees are represented by councilmembers. **Karen volunteered to do so** even if she is elected as mayor. One of Karen's goals is to get more volunteers involved with the city. At this time Karen excused herself from our meeting.

Jeff is working on a letter of introduction about the C&B Committee that could be used to give to potential committee members as a recruiting tool. It will be able to be changed for other committee projects.

Amber suggested that the committee have a Facebook page. Craig is hesitant about starting one because; if a consistent message is sent out once a month no one will follow it. Until we have someone willing to develop constant contact it will die. Misty added that we would draw from a larger audience, along with posts on the city website. Craig was very impressed with Amber's effort that she shared from Facebook. Pictures and video draw the most attention on Social Media.

**It was suggested that a "Day of Service," for work in the city parks be organized, to clean and plant flowerbeds.** The committee could split up across the city to get as many parks done on that day. We would need to get the word out, recruit volunteers, reach out to scout groups, etc. and organize the project. Post

before and after pictures, reward the best-looking flowerbed; make it a fun competition.

Craig suggested creating an **All Star Award**, to recognize the people we hear about who are making a sacrifice, or have gone above and beyond the usual effort, to maintain their home. Some kind of award to start telling the stories we hear about, grandchildren helping, or someone in the neighborhood that helps a deserving neighbor to keep their property looking nice. We need to share those stories with the community. One of this year's award winners have lived in their home for 30 to 40 years, they were so proud to be recognized. As we give our awards out, we need to ask questions, they usually want to share their experiences.

A general discussion was held regarding our yard awards. This year a couple yards were given awards that had fake flowers. Some complaints got back to us at City Hall. This is something that should be discussed at our meeting in May with our new set of judges. Misty got some feed back at the awards ceremony about graffiti that it seemed to be resurging. She suggested using our website to get information out about the removal kits, contacting the Graffiti Officer, phone numbers to call, we also have a brochure available, help increase awareness of what to do. Provide different city pamphlets available at the awards ceremony.

The committee was reminded about our postcards that we can use to handout as a random act of kindness, one for the holiday season and a general thank you for helping the city to be nice looking. It was suggested that you might want to keep them in your car, stop and give a card away if you see something noteworthy.

### **Other Business**

Need Volunteer Agreement forms from Brenda Clark, and Carolyn Workman.

New chairpersons will be elected in May for fiscal year 2014-2015, think about nominees. Jeff added it is not a hard job, failure not possible with the support of staff members Craig and Cathie. The committee has become more structured, and focused since the committee was assigned to the Public Relations department.

Trees on 3500 South, most damaged trees have been replaced. City is working on an ordinance to protect the trees from the business owners who have trimmed them on their own.

Christmas lights on Fairbourne Station trees- no, lost funding, and electrical problems

## **Agenda Items future meetings**

Need to set budget in early 2014

Committee service projects

Misty suggested allocating \$1,000 from committee budget to purchase some banners, each year. This would be a great way to show a “match point,” when fundraising, ask businesses to match our dollars in exchange to show their logo. This would help to replace damaged and lost banners.

Adopt a park project, day of service for city, organize project, start early with committee organization, inventory parks, find neighbor volunteers, spilt up committee, cleaning team, and next team planting team, “Park Crawl”

Committee members present like having longer meeting to plan activities. Misty would have liked to discuss budget allotments, but didn’t feel comfortable discussing, because of absent members.

Jeff adjourned the meeting at Noon.