

Clean & Beautiful Committee
January 9, 2014
Approved Minutes

Committee Members Present:

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

Staff Members Present:

Cathie Alberico
Craig Thomas

Excused Committee Members:

Darrick Porter
Jody Rushton-Porter

Absent Committee Members:

Carolyn Workman

The Clean and Beautiful Committee meeting, of January 9, 2014, was brought to order by Co-Chair, Jeff Deelstra at 5:34 p.m. Jeff welcomed all committee members present, to the first meeting of 2014.

Jeff called for the approval of minutes from November 6, 2013. Lisa Rene Jones moved to approve the minutes of the November meeting. Brian Blank seconded the motion. The **motion carried** all in favor.

Upcoming Events/Dates

Annual Awards Program

Order Daylilies- Action required.

Discussion: Daylilies are the hit give-away for WestFest, they were very popular, received lots of thanks from patrons, for most part everyone was polite and happy to receive one flower. The Deelstra's volunteered to tend the flowers at their home for 2014. Last year we ordered 1,000 lilies, they cost \$2,500.00. The supplier is good about matching prices from year to year. Last year there was a bit of an increase because he moved up to a bigger size container, which meant a bit bigger plant. We had very nice plants, healthy, with a good variety of colors, including some new colors.

Lisa Rene Jones **moved to approve the purchase of 1,000 daylilies**, to commit the budget for the required dollar amount. The daylilies will be given to our Yard Award recipients and will be given away as a gift from the committee at WestFest. Brenda Clark seconded the motion. The **motion carried** all in favor.

Order Yard Award Signs- Action required

Discussion: Last year \$620.00 was spent on signs. We have been ordering extra signs in the past, we don't need them. Extra signs were ordered to replace signs that have been stolen. Years past signs are dated.

Now that we order from Swortz Signz, we don't have to order in bulk to get a better price. If we need to replace another sign, we order one from him. We need 76 signs, 19 of which are xeriscaped signs.

Matt Lovato stated how hard it is find a xeriscaped yard; many yards with drip systems are awarded. Plain unexciting rock or gravel doesn't qualify as a beautiful yard.

Craig suggested **rethinking our signs**. We need to consider ordering one sign for all Yard winners. *The judges that find a truly xeriscaped yard, would label the sign as such with a sticker on the sign.*

The committee was very pleased with this suggestion. *It eliminates the obligation of judges awarding a Yard that is not truly worthy of a beautiful xeriscaped Award.* If no xeriscaped yards are found four Clean & Beautiful Yards will be awarded.

Misty Smith added that in her area she happened to find two equally beautiful xeriscaped yards, she could have awarded each yard, with a sticker on the signs. Jeff stated, that is an excellent point because the committee wants to enhance the use of xeriscaped yards, to decrease the amount of water used to maintain the yard. Matt said that the current sign we use for xeriscaped yards just doesn't seem as nice as the C&B Award signs.

Jeff suggested that we **revisit the idea of new signing at our February meeting**. Craig will do some research into costs and obtain samples of signage for xeriscaped stickers. *It was suggested that the money be allocated to be spent at the February meeting.* Brenda asked if judges could award as many xeriscaped yards as they found. The committee was reminded that in each area only four C&B Awards are given.

Purchase Gift Cards- Action Required

Discussion: Jeff asked the committee if they would like to purchase gift cards from Western Garden to give to our Yard Award winners and our volunteer Yard judges? They seem to be well received; we have awarded \$20.00 gift cards in the past.

Jeff asked the committee if we should also purchase gift cards for the committee members? It was stated that *a committee member must act as a Yard judge to receive a gift card.* We also have in our bylaws that committee members that are approached by guest judges for an Award must refuse the Award and suggest the judge find another recipient.

The committee was in favor of giving the gift cards to the volunteers and members that judged.

The dollar amount for 90 gift cards equals \$1,800.00. Jeff called for a motion to allocate \$1,800.00 to purchase gift cards from Western Garden. Lisa **moved to purchase 90, gift cards at \$20.00 each from Western Garden**. The cards are to be given as part of the Yard Award and for volunteer and committee members that act as judges. Misty seconded the motion. The **motion carried** all in favor.

On the subject of judging yards Matt said that the information given to the Yard Judges is improving. The actual addresses of the past Award winners along with the map are very helpful.

Jeff asked Craig how much money was remaining in our budget? There is about \$3,000.00.

Misty stated last years budget had approximately \$1,000.00 left after we had met all of our expenses, which were paid out for various supplies the Committee uses. An idea for this remaining money was discussed at one of our Christmas decorating projects. Misty suggested that *any remaining dollars left at the end of the fiscal year be allocated to purchase "X" number of banners* for example. We can make a small yearly investment to add to our banner supply, or to replace damaged banners. Over a period of time the number of banners we own would continue to grow.

Jeff continued, that it is early in our year, *Misty's suggestion along with our expenses should be considered as we allocate our budget.*

Subcommittee Reports

Small Beautification Projects

The committee needs to be gathering ideas, and areas that the committee could take on as a small project.

Expenses the past year for Small Projects: the rock out at the Animal Shelter parking lot was \$1,136.00. That was our largest expenditure for projects last year. That money paid for a lot of rock. At this point in time we have not contemplated an expense that large for the coming year.

Lisa told of an area at the **Animal Shelter**, a triangle shaped planted area, west of the building, parallel with 3500 South, where the flag poles are located, needs some attention. A discussion with the parks department might help to determine exactly what is intended for that area, and how we could improve it. At one time planting daylilies in that area was suggested, but they are used in several beds at that building. Jeff asked Matt to take pictures of the area for our next meeting.

Karen suggested working with the Parks Department to sterilize the different areas and start fresh. It kills everything in the bed, 30 to 60 days before you plant something. After killing everything, put down weed barrier to keep the weeds out. If the Animal Shelter project was to be considered a long-term project, to be completed in a few years, she suggested mixing potting soil in to the bed. Karen would be willing to dump truck loads of soil that is returned to her nursery each year from potted containers. Labor to incorporate this potting soil into the ground needs to be considered. Karen has been trying to work with Parks to donate her potting soil; they don't have enough people or time.

One suggestion to keep in mind is Karen's idea of a "**Park Crawl.**" The committee could act as the organizers for a citywide project day, to plant flowers at all of our parks, especially around the marquee, or park sign.

Karen has generously volunteered to donate the flowers. She is also hoping the committee will recruit dedicated caretakers of the flowers at each park. There are approximately 26 parks in WVC. Karen asked Craig how many Neighborhood Watch groups are organized near or close to a park? He will have to check his map. Craig added that Centennial Park and City Park have employees, a park with a restroom has employees, they are usually assigned to pick up trash. Peachwood Park now has an active Neighborhood Watch group so we might be able to recruit a caretaker.

The advance planning of this project is doable if we get organized, and split up recruitment duties among the committee members. We need a member to take Lead on this project if we are to take it on.

Lisa will take the lead at the Animal Shelter; she is okay with an extended length of Time to improve the triangle
Matt will take pictures of potential projects.

Discussion of **other Small projects** to consider.

Amber Lowder's suggestions for projects that she received from the Facebook poll that she created. Actual WVC citizens responded to her poll. **Most of the ideas centered around Centennial Park.**

Upgrade a trail into the park made by neighbors getting to the park. The trail gets muddy; someone has laid a piece of carpet to relieve wet conditions, **Concrete the path**, need Parks approval, Matt's concerns: does every stub street into park need sidewalk? Fencing- stabilize, repair, consider ADA requirements, etc.,

Install some type of mileage markers on the running path that goes around the park.

Stakes, brass markers, need Parks approval, and must be mower friendly

Clean up the field on 5600 W that is intended for the skate park.

Add rock and water wise plants, between the sidewalk and a concrete wall, on 5600 West, going south, last neighborhood bordering the park, north of Wendy's. Probably has spurge growing there, very hard to kill, may be a City wide problem, need to use a pre-emergent and a round up mix, will kill every living plant, for a year

Lisa would like to see **all intersections of Bangerter and east, west streets** to be improved and not be eyesores. Some plots of land at these intersections are too big for the committee to take on.

Partner with American Preparatory Academy, northeast corner of Bangerter & 3100 South, may need to contact UDOT, finish up, before weeds take over
Craig: lots of great ideas, will the committee have the time to do all of them,
narrow the list, to complete one or two projects

Lisa will take measurements of the path into Centennial Park; Misty will price out concrete for the path, with Trey's help, Craig asked if Trey would be comfortable asking for donations from local companies, Misty will ask him. Craig will contact Parks about what standards they would like sidewalk to meet.

The third Saturday, of each month will be designated as Project Work days, during acceptable weather conditions.

Discuss project options, costs, logistics at February meeting.

Other Business

Committee Vacancies

Five members terms expire at the end of June 2014. Two of those members are Craig and Cathie, Lisa's term expires, and "she is not going anywhere." Jeff and Pat are moving out of state in the fall, and one other member's spot will likely open up.

The committee needs to start considering next year's Committee Chair or Co-chairs.

Matt would like to invite, Chris Rico, one of last year's Yard winners to join our committee, and attend a meeting. Guests are always welcome.

Lisa made an excellent suggestion; we should **invite potential members to an activity**, to work on a project, to see our committee in action. *Potential members see what we do, not what you talk about*, this would help in recruiting members who want to be active in their community.

Invite your WVC friends and neighbors to participate in decorating City Hall for Christmas.

Staff needs to research getting information about projects out, to get extra help and recruit possible new members.

Matt inquired if the Committee could add any information to the garbage bill insert that is being mailed out? The Park Crawl would be a perfect project to advertise on the flyer, make mention of the C&B web site on the flyer, use the City Events Calendar. Craig will research.

With no further business to discuss, Jeff adjourned the meeting at 6:35 p.m.