

**Clean & Beautiful Committee
March 13, 2014 Meeting
Approved Minutes**

Committee Members Present:

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

Excused Members:

Brian Blank
Karen Lang

Absent Members:

Mathew Lovato

Staff Members Present:

Cathie Alberico
Craig Thomas

Chairperson, Jeff Deelstra welcomed members to the Clean and Beautiful Committee, regular meeting of March 13, 2014, and called the meeting to order at 5:30 p.m. The meeting was held in room 230, West Valley City, City Hall.

Craig Thomas moved to approve the minutes from the February 13, 2014 Committee meeting. Misty Smith seconded the motion. The motion passed all in favor.

Subcommittee Reports

Banners

Jeff would like the Committee to consider purchasing banners for the light poles here in the City Hall parking lot. It would require the purchase of five, rectangular banners. Banner arms are present on the poles; only one banner per pole is needed. Craig recommended modifying the shape, with the same banner design; same look; it will be 2 feet wide by 6 feet long. He is waiting for a bid, estimates about \$80.00 each, approximately \$400.00.

Misty suggested that if the bid came in at less than \$100.00 a banner, that we approve the purchase, rather than waiting another month.

Misty moved to approve the purchase of parking lot banners, if the bid comes back at \$500.00, with the cost of \$100.00 or less for each banner. Lisa Rene Jones seconded the motion. The motion passed all in favor.

The parking lot at the Cultural Center could be considered as a site to hang our banners.

The triangle banners are tentatively scheduled to be hung on 3500 South as weather and other tasks permit with the Street Light maintenance team.

Small Beautification Projects

We need to work out what service projects to work on and what date we want to do them. We have sat aside workdays as the third Saturday of the month. Lisa pointed out that April 19, 2014 is Easter weekend. Also WestFest falls on the third Saturday

of June, Committee attendance at WestFest will be considered a service project. UEA is on the weekend of October 18th.

Lisa would like to work at the Animal Shelter, weeding and general cleanup etc. The weather has improved enough to get started on service projects.

Lisa inquired about the “adopt a road” program. She has seen posted signs and was curious if the Committee would be interested in doing something in West Valley City. Craig informed the Committee that this is a UDOT program; it would involve a road owned by UDOT. UDOT requires that the cleanup be done twice a year, usually at an intersection, depending on the location of the intersection, Police are required

Service Project Dates and Locations:

Saturday, May 17, 2014: General cleanup at Centennial Park, in anticipation of WestFest. Lisa will try to recruit the swim team & parents to participate again.

Saturday, June 21, 2014: WestFest, Committee participation that weekend will be needed

Saturday, July 19, 2014: Committee and guest judges working on Yard Judging, possible Service Project at **UCCC** in preparation for **NNO**

Saturday, August 16, 2014: Prep the marquee signs at three parks, spilt up the committee to cover all of the selected parks. Possibly plant perennials.

Saturday, September 13, 2014: Committee Retreat, UCCC. Optional Service Project after Retreat

Saturday, September 20, 2014: General cleanup at the Animal Shelter building, in anticipation of Pet Fest, to be held on September 27, 2014. to be present. There is an application process and commitment to doing the actual cleanup. The Committee was in agreement with this idea. Lisa will follow up on this idea, with Craig’s contact information.

Misty expressed her desire to discuss the purposed Centennial Park sidewalk project. She and her husband Trey went to the park to measure for concrete. Trey pointed out that the stub streets above and below this site have access to the park. Is a third access necessary? It will require slightly less than two yards of concrete, at a cost of approximately \$250.00, two yards is the minimum amount that can be ordered. We may only need 1.5 yards. We would have to determine what to do with the remaining half yard. If we pursue that project it will require: at least one-day cleanup of area, general trash, leaves, branches, debris present; it may take two to three dedicated weekends to prepare the site and complete the project. The fence will have to be moved and repaired. The committee should consider the amount of work required for this project, is it highly visible and will it benefit a large number

of citizens? Jody Rushton-Porter committed something similar to that at the last meeting. Other things to consider; will this cause a parking problem on the stub street? Who benefits from this sidewalk? How do you correctly install a sidewalk? Are permits required? Is this project within the scope of the Committee? Misty felt that if the people in that neighborhood felt that strongly about this pathway, they should petition the Parks Department or another City department to install the sidewalk. The Committee needs to consider the cost, benefit ratio, is it worth the time, money and effort that it is going to take for such a small, out of the way path? The general consensus of the Committee members present was to no longer consider this sidewalk as a possible project because it is beyond the scope of the Committee.

Jody inquired about Karen Lang's offer to donate plants for City parks. Cathie Alberico thought it was a great idea also. She went on to explain that the Committee could be the driving force behind a City volunteer day, to work in our parks. Karen's flowers would not be available until June or later. Craig put forward that if one of our project workdays is later in the summer when it is too hot to plant, to prepare beds at several parks for flowers the following year. A general discussion of visible parks ensued. Jody suggested West View Park at 4100 South and 6000 West, very well used and the marquee catches Jody's eye, she will check this park out. Staff has been approached by Smith's Grocery, at 4100 South & 5600 West, they might be possible partners in our endeavors at West View Park. City Park at 4500 West and 3500 South was suggested, it is a very busy park; the marquee is north of the Post Office on 4400 West. Lisa volunteered to check out this park. Kings Pointe Park should be considered to cover the east side of the City. It is located at 1330 W Rothchild Drive (3665 South.) It is a large park. It serves all of the mobile home communities in the area. Lisa also volunteered to drive by this park. Lisa and Jody will bring pictures of these parks to the April meeting. Jody asked if we could buy plants for these parks, consider a service project getting the marquee signs ready, and planting the beds. Craig stated we still have a generous amount of money left in our budget, about \$1,500.00. He advised planting perennials.

Jeff urged setting aside money for planting supplies. Craig recommends buying perennials, or a gift card to purchase plants from Deseret Nursery; they focus on native Utah plants. He advised planting 10 plants per park, 30 plants, at about \$7.00 apiece, approximately \$200.00 or more to include soil amendments. Craig will do the shopping to purchase amendments and plants.

Misty moved to aside \$200.00, for the needed supplies for the marquee signs at three city parks. Pat Deelstra seconded the motion. The motion passed all in favor.

Lisa still hasn't given up on working at the northeast corner of 3100 South and Bangerter Highway; the American Prep Charter School is located there. The property is owned by UDOT; Jeff urged her to give up on that idea because it is in the UDOT right of way. She feels it is very visible in WVC, and doesn't think it will take that much work. Misty recommended we request that intersection if we participate

in the Adopt a Highway program. Craig encouraged partnering with American Prep as a possibility.

Education

We are working with social media because The Journal went out of business. We need "Yard Clippings" to post on the Committee page of the City website, Facebook, Twitter and possibly Instagram. Yard Clippings may also be used in the online City newsletter when space permits. A sign up sheet was circulated among the committee. Staff is hoping the Committee will commit to take a turn at submitting ideas about what passions you may have about yard care, growing roses, vegetable gardening, what you really enjoy, fun facts to know and share. It could be something seasonal, how to kill snails or other garden pests, for example. Your thoughts can be written at anytime and submitted to staff, we will save it and use it when it is appropriate. Don't submit a long magazine type article, we don't need more than two paragraphs. Please don't be offended if your information gets edited. We will also need an image or picture to go with your submission. Staff can be of assistance when it comes to pictures if need be. Please submit your Yard Clippings no later than the first day of the month that you volunteered for.

Jeff asked for future agenda items that the committee might want to discuss.

Other Business

Committee Vacancies- Jeff voiced his concern regarding Committee member term dates that expire in 2014 and 2015. Please make every effort to try to recruit new members. Jeff and Pat will be moving out of state later this year. We will be sad to see them leave. Hopefully we will gain a few new members from last year's Yard Award winners. Jody asked if any progress has been made with an introduction letter for the Clean & Beautiful Committee. Jeff has worked on some rough drafts of a letter. There is information on the City website about volunteering for the City. A potential volunteer must complete an online form and application. So it has been difficult to write a letter that incorporates all of that information.

Misty inquired about the Attendance Requirement that is listed on the Agenda. Jeff responded; every one of us are volunteers. When we were invited to join the committee we made a commitment to be here, to bring our thoughts, our energy, and to create synergy between the City and among ourselves. The Committee is obligated to these goals because of the decision we made to get involved with their community. Every member brings expertise in some form or another to the Committee. We do a lot of good when we are together; we accomplish things that we wouldn't ordinarily do in our everyday lives. We throw ideas on the table and we work out the details, the Committee as a whole buys into these ideas. That is the Committee process. Jeff would encourage everyone at this table to attend every meeting; be on time; be prepared; and to be engaged, involved as a member. Tonight's meeting has been an excellent example of engaged volunteers; we created quite a few good items to accomplish as we move forward. Please be here every time, so that the Committee can take care of business. If our attendance drops to

seven people we will not have a quorum, we will not be able to vote on any matters to accomplish Committee business. It will become a waste of time for those seven people.

Jeff encouraged all members to invite prospective members to our meetings or a service project activity; they do have to be West Valley City citizens. Brenda and Lisa both added they have neighbors in mind to invite to a meeting. Matt has also commented that he has someone in mind, at a past meeting.

At our next meeting in April we will be receiving call lists of last year's winners, to invite as guest judges for this summer's Yard Award judging. Members will be asked to call several people to invite them to be guest judges and to attend the May organizational meeting. **Please attend the April 10th, meeting.** Craig showed a sample of an invitation that will be mailed to past winners. It includes a letter, pictures of winning yards and lots of information. The committee was very impressed with the visual appearance of the invitation that Craig designed. These invitations will be mailed on March 27, 2014.

Misty asked if we knew how far west the banners would go down 3500 South? Will it be every other pole? The banner arms are set up on every other pole. Craig is hoping it will get as far west as Embassy Suites. He doesn't think they will go as far west as 3200 West; it may make it as far as the old Western Gardens site.

Misty added that the new high school is hosting lots of events because it has nicer facilities. The area adjacent to Granger High school will probably not be covered by the current set of banners. She suggested that the new high school would be a visible area to focus on with our banners. She is hoping that we consider using any extra money left in the budget to purchase additional banners.

There being no other business to discuss Jeff thanked everyone for being in attendance and adjourned the meeting at 6:35 p.m.