

**Clean & Beautiful Committee
April 10, 2014 Meeting
Approved Minutes**

Committee Members Present:

Jeff Deelstra
Pat Deelstra
Brian Blank
Lisa Rene Jones
Jody Rushton-Porter

Excused Members:

Brenda Clark
Karen Lang
Mathew Lovato
Darrick Porter
Misty Smith

Staff Members Present:

Cathie Alberico
Craig Thomas

Chairperson, Jeff Deelstra welcomed Committee members to our April 10, 2014 meeting, held in Room #230, West Valley City Hall. He called the meeting to order at 5:34 p.m.

Lisa Rene Jones moved to approve the minutes of March 13, 2014. Pat Deelstra seconded the motion. The motion passed all in favor.

Subcommittee Reports

Banners

Our banners were hung this past week on 3500 South. They can be seen from just east of 2700 West to 3450 West, much farther than we expected. We are short 11 poles, or 22 banners, to extend to Bangerter Highway. Lisa reported that there are no arms to use for banners on 3600 West in front of Granger High School.

Small Beautification Projects

Service Projects and Locations please mark your calendars. A hand out was given to members present.

Reports on **Parks selected to clean up on Saturday, August 16, 2014.**

City Park, marquee sign is on 4400 West just north of the Post Office. This is a very busy park especially during little league baseball and football. Jody has lots of areas in mind that need attention. The flowerbed under the sign is not real big so we can easily take care of it; pansies are currently planted there. Lisa drove by **Kings Pointe Park**; the marquee area is planted with bushes, pfitzers and or tams, the bed is fairly large, it doesn't have room to plant additional flowers. It does need some attention on one end, where people are walking through the tams. At **West View Park**, Jody reports that there is a lot of space to plant more flowers to supplement the existing plants.

Education

"Yard Clippings" content needed with an image, for C&B page on City website, City social media: Facebook, Twitter and the City Newsletter. Sign up sheet was circulated. City staff is more than willing to help with pictures or images and will be

glad to edit your submissions. Articles need to be short tidbits of information. Send us your Yard Clippings at anytime. We will use it when it is appropriate. Look for the City newsletter or update on the City website. Click on the link below for the April Newsletter, check out page 2, Clean & Beautiful got a lot of space this issue. Can't say that will always happen every issue. Brenda Clark contributed to the article "presents," left behind in your yard or flowerbeds.

<http://www.wvc-ut.gov/ArchiveCenter/ViewFile/Item/1872>

You can find the newsletter on the City website: <http://www.wvc-ut.gov/> Click on Newsletter, located in the dark blue area on the upper left side of page, then click on Most Recent.

Future Agenda Items

Be sure to email, or call Staff with any items you would like to discuss at future meetings, forms are available for your use at each meeting to submit your ideas.

Other Business

Lisa reported that she had received the information from Craig to research the UDOT Adopt A Road program, and hasn't had a chance to follow up on it yet.

Awards Program

Committee members were given call sheets of Yard Award winners from last year. We would like to invite each winner to participate in the process of judging yards this summer if they are interested and possibly recruit new Committee members. Please invite them to attend the meeting on Thursday, May 8th, at 5:30 p.m. Calls should be made through May 7th. Each Committee member will have to call several area winners.

Budget

Craig reports our remaining budget is at \$946.14. Craig has purchased gift certificates at several locations to purchase soil amendments, flowers and miscellaneous gardening supplies needed at our Park cleanup projects. The Committee purchased rectangular banners for City Hall parking lot, they were \$60,00 apiece, and will be hung soon. Jeff inquired what 22 banners would cost for 3500 South? They would run between \$1,300 and \$1,400.00. Craig reported that our budget could purchase 15 additional banners. We have a singleton left from the banners that were hung. We only need 21 banners; we have enough money to buy 15, which leaves only six remaining banners. That is only a little more than \$300.00. Craig will order the banners if the Committee approves the purchase. Jeff called for a motion. Pat moved that the Committee spend all remaining funds in the budget to purchase more banners. Lisa Rene seconded the motion. The motion passed all in favor.

General discussion on banners: The Committees impression of the banners is very positive. Although Jody likes the banners she felt like they aren't bright enough, wished they were better able to see. They do look different hanging on the

poles; they look smaller than they actually are. They are up fairly high. Craig commented that he understood what was being said; they could have popped more, been brighter. Consider brighter colors, message easily read. This is a learning curve for us; this is our first attempt in years to design banners. Suggestions will be taken in to account when designing a new set of banners. Cathie added the next set of banners would probably be requested for 2700 West, in front of Valley Fair Mall.

Committee Vacancies (3)

When the guest judges are at the May meeting, Jeff would like to give them a 1 or 2 minutes pitch on our Committee, invite them to become members, attend meetings, invite them to participate in our May 17th Service Project at Centennial Park. Be sure to invite anyone else you have in mind to do the same. We need to recruit new members at any possible gathering. Jeff suggested that we have refreshments at our May meeting.

Fortunately for the sake of additional banners we have spent our allotted budget. Unfortunately there are no funds left to purchase refreshments. It was suggested that all Committee members bring a package of store bought cookies or some type of edible refreshment to the May meeting. The City will provide drinks.

A general review of term expiration dates of Committee Members was held.

Jeff made a very appropriate appeal that all Committee Members should make every effort to attend the May 8th, meeting.

Lisa Rene suggested having flyers at the May meeting to handout about our Service Project on May 17th. She will prepare a flyer. Staff will be glad to copy them.

With no other business to discuss Jeff thanked all members present for attending and adjourned the meeting at 6:17 p.m.