

**Clean and Beautiful Committee
September 13, 2014 Retreat
Approved Minutes**

Committee Members Present:

Misty Smith
Lisa Rene Jones
Mathew Lovato
Allen Pierce
Teri-Mae Pierce

Staff Members Present:

Cathie Alberico
Craig Thomas

Absent Members:

Karen Lang

Excused Members:

Brenda Clark
Darrick Porter
Jody Rushton-Porter

Guests:

Brandon Hill
David McEwen

On September 13, 2014, the Clean & Beautiful Committee met at UCCC for their annual retreat. Chairperson Misty Smith brought the meeting to order at 9:15 a.m. We had a couple of guests in attendance, Misty proceeded to introduce herself and suggest we introduce ourselves. David McEwen lives in West Valley City, and has heard a lot of negative things and does not want to fall into that way of thinking, would like to make a difference in his community, and show an example to his family. He saw some information in a City newsletter about committees and boards and that brought him to our Committee. Family members are always welcome to attend our service projects. Most members told of joining the Committee after receiving a Clean & Beautiful Yard award, they also like the service projects such as holiday decorating and cleanup projects, and they enjoy the camaraderie of the Committee.

Brandon Hill, with the City Attorney's office introduced himself and made a presentation to the Committee on municipal ethics. Brandon expressed his joy in working with city commissions and boards because of the work they do to make a difference in their community. As volunteers we are required to abide by the same ethical standards as City employees or elected officials. Most ethic requirements are based on common sense. You are prohibited from using your position for personal benefit. You must disclose your business interests that are regulated by the City to the Mayor. Five ways to avoid problems:
Use common sense. Don't try to look for loopholes.
Would you feel comfortable if everyone knew?
Create an ethical atmosphere. Think proactively about ethics. Committee has policy in affect regarding members winning Yard Awards.
Do not invite temptation.
Ask for help! Ask your coworkers, committee members for help with a potential issue. The Committee is always welcome to seek help from Brandon.
The Committee thanked Brandon for his presentation.

Bylaws

Misty took time to review our current bylaws. The current copy of bylaws included in your notebook should be dated 10.08.13. If any one has recommendations or changes this would be the time to address them. In the past we have redefined our purpose and changed our meeting date.

An important matter to keep in mind is: **Article 5. Meetings -D.** In order to properly conduct the business of the Committee, fifty percent of the membership must be present to constitute a quorum. In the event that a quorum cannot be established, those members of the Committee that are present may hear reports and presentations on meeting agenda items. No formal action shall be taken on agenda items until a quorum is established. Each of the agenda items requiring formal action by the Committee will be placed on the agenda for the next regularly scheduled meeting.

E. All members of the Committee shall have equal voting rights. A designated alternate may vote in the absence of a voting member. To pass and adopt an item on the agenda, a simple majority of members in attendance, once a quorum is established is required, unless other wise specified.

Membership

Attendance

Misty discussed the importance of attendance at meetings and other events. In order for the Committee to conduct business and vote on action items a quorum must be present, at least 50% of the committee must be present. There have situations where we have not had a quorum; we had to wait an additional month to vote on actions items. While we are a 100% volunteer committee we can't make attendance mandatory. Misty strongly encouraged everyone to do his or her best to attend. Today we have a quorum by the skin of our teeth. A handout of attendance for the past year was circulated. The Committee shall consist of up to thirteen resident members and two staff members. Misty suggested that we discuss attendance again at our following meetings because we have a significant number of absences today. We changed our meeting date a year ago to accommodate Craig's schedule. At the time Misty set up a Doodle Poll with several options available, committee members selected the resulting date as the best possible date. Lisa expressed dismay in the fact that attendance is problematic; our schedule is set for a year, along with our service projects that are scheduled for the third Saturday of the month. Other committee members also commented in agreement, we only meet once a month. It is also understandable that everyone has a life outside of the Committee.

Subcommittees

Past subcommittees: Small beautification projects, Education-taking care of website, publications such as Yard Clippings on gardening hints, Banners, Urban Gardens- has been tabled, intense community involvement. For several years we actually made an intentional effort to support some of the community Urban Gardens that were developing to help them get started. Once they were established

we decided that our funds could be better utilized elsewhere, because they are actually self-perpetuating once they get off the ground. The Banner committee, researched, designed the banner, contacted vendors etc.

Member Expectations

Attendance is a key; participation is a key, and using common sense, if you are present and providing input and contributing to a sense of volunteerism in the community. Communication among the Committee is important, stay in touch with one and other, keep in contact with Cathie and Craig, and share your ideas. Ideas are like currency, they need to be exchanged. We can't develop our committee if we aren't constantly trying to think of new innovative ways to accomplish the goals we take on.

Vacancies / Outreach / Recruitment

We currently have 11 members and have four Committee openings. Staff is really struggling with recruitment. Any ideas for recruitment are welcome. Perhaps develop a core group of volunteers that are interested in the service projects. Cathie volunteered to contact 2013 winners with a recruitment letter. Tools that we can use to recruit: the City newsletter, City website, City Facebook page. Lisa stated that we as Committee members are our best recruiters; a personal invitation from a member is probably the best tool. Involve potential members in service projects and show off the committee.

Misty added that there are different school groups that are looking for service projects. Would it be possible to find out the coordinators at the high schools to reach out to them? Misty volunteered to work with Granger High School. Allen suggested that Scout groups are always looking for service projects. The Committee needs a contact in leadership with the Scouts. Lisa suggested a possible Eagle Scout project to take on the benches at the City parks, tighten up, cleanup and repaint; most are in good shape they just need some tender loving care. It would make a great impact on the City.

Website Tour

Craig showed the City website to the Committee. He showed how to find the Clean & Beautiful page. Our page shows award winners along with photo libraries for the past five years. There is a link to nominate yards for awards. Matt liked having a nominated yard in his judging area. Many members nominated several house after completing yard judging. Craig collects nominations until the week of the May meeting with the judges, currently he has six nominations for next year. Yard Clippings are included along with meeting agenda's and minutes. Pictures of past Service Projects are also on the site, and needs to be brought current. We need to gather any pictures committee members may have taken while working a service project and get them posted. Information can be added to our page as needed. We need to start using the "Notify Me," option for volunteer opportunities.

Budget Overview

2014 – 2015 Funding, the dollar amount is the same as last year \$8,150.00.

Some of the expenditures from the last year include: \$3,300 to \$3,500 for the Yard Awards, over the past two years the Committee has spent \$6000.00 on the Banners including purchasing a set for the City Hall parking lot. After a few minor expenses for office supplies, it leaves about \$3000.00 for service projects.

At this time the committee discussed various expenditures, upcoming events and subcommittees. Craig suggested that the Committee consider prepping and painting the large ornaments for the City Hall holiday tree.

In discussing the idea of subcommittees Matt voiced opposition to subcommittees, sighting that our committee is too small. He felt the Committee functions better if we all work together and maintain open communication with one and other. The idea of having Focus Areas with Project leads was very well accepted by the Committee. Suggested Focus Areas include: Holiday Decorations; Yard Awards; Service Projects and Bangerter Intersections in West Valley City, pamphlet or postcard about the Committee; any ideas and suggestions are welcome.

Lisa would like to see each intersection of Bangerter Highway cleaned up and beautified as a hallmark to the City. The intersections are: 3100 South, 3500 South, 4100 South and 4700 South. We may only be able to work on one intersection per year. The size of this type of project would definitely need a project lead. We would hope to encourage community outreach and encourage others to help. She also stated that she is struggling to get UDOT to return her call regarding an Adopt a Road project.

At this time the discussion turned to daylilies. The committee is still in favor with giving the flowers away at WestFest, and using them for Yard Awards. Cathie voiced her disappointment in this past year's daylilies. In her opinion the grower's lilies were subpar. We haven't had a problem with them in the past they also supply Western Garden also. It will probably take better follow up with them for the coming year. We are in need of caretakers of the daylilies. Jeff and Pat Deelstra did it the past several years. This year they delivered them a little bit differently by delivering about 100 daylilies in May for our judges meeting, and the remaining lilies for WestFest. The care of daylilies will have to be resolved at the coming meetings.

Allen asked if the Committee had a pamphlet with information about the Committee. Craig showed a few examples of some printed materials that he is going to do for the City. This would be doable for the Committee.

Craig asked the Committee if they would like to submit a wreath for the Trees of Diversity. After a discussion the Committee is opposed to participating. Locations of the displayed wreath's and the decorating process were contributing factors in

not participating. The members present felt their time would be better utilized in decorating City Hall.

Upcoming Events

Service Project, Animal Shelter – Saturday, September 20, 2014, 9:00am-1:00pm.
Lisa has done some advance work; she has sprayed the weeds and did a general inspection on the area.

Committee Meeting: Thursday, October 9, 2014, 5:30pm, City Hall

Service Project, probably at UCCC – Saturday, October 17, 2014, 9:00am-1:00pm.
Preparing ornaments for City Hall holiday tree, painting and repairing ornaments.

Committee Meeting: Thursday, November 13, 2014, 5:30pm, City Hall

Service Project, Decorating City Hall, Outdoor tree and lobby, Saturday,
November 22, 2014, 9:00am-1:00pm. Potluck.

Having no other business to discuss Misty thanked everyone for attending and contributing to the potluck. She adjourned the meeting at 12:05 p.m.