

Clean and Beautiful Committee  
Approved Minutes  
August 13, 2015

**Committee Members Present:**

Mathew Lovato  
David McEwen  
Misty Smith  
Karen Lang-arrived late

**Staff Members Present:**

Cathie Alberico  
Craig Thomas

**Excused Members:**

Gandarva Darling  
Samadhi Ishaya  
Lisa Rene Jones  
Teri-Mae Pierce  
Jody Rushton-Porter  
Allen Pierce

**Absent Members:**

**Guests:**

Jeff Deelstra  
Pat Deelstra

“Fifty percent of membership must be present to constitute a quorum.”

Chairman **Matt** Lovato brought to order the Clean and Beautiful Committee meeting on August 13, 2015 at 5:30 p.m. in Room 230, West Valley City Hall. A quorum is not present. **Matt** called for a motion for approval of minutes.

Misty Smith made a motion to approve the minutes of both May 14, and June 11, 2015. David McEwen seconded the motion. The motion passed all in favor.

**Committee-** Vacancies, Engagement, Participation

**Vacancies-** three spots open on the Committee

Should we recruit as many members as we can?

David suggested Committee be more proactive in recruiting new members

**Craig** had handout made, it explains the Committee, it points out purpose of Committee, what our vision is, what the commitment might be, nice handout Member should have new handout to share with potential members

**Participation:**

**Matt** curious about devotion of members

David- hard to measure, haven't done any projects, Misty- volunteer Committee, attendance not mandatory, topic needs to come forward with the Committee, attendance being lower than needed, not an intermittent issue it is a chronic issue, discussions and plans for projects have not been made with the input of the entire committee

Cathie- members jobs and work must be considered, along with planned vacations

Cathie- expressed extreme concern about moving 30 ton of crushed gravel that the Committee has paid for; it will take more people than our Committee to complete this project, need to recruit as many volunteers as possible for

upcoming project, only seven people worked at the last gravel project in the Community Preservation Building parking lot  
Misty requested an RSVP for Committee members to help, David will ask local scout groups, and neighbors, Misty will ask daughter to recruit members of Cross Country team, Granger High  
Cathie- Smith's on 4100 S and 5600 W has contacted me on occasion for community service, they may be a good resource, will follow up, informed them of the CPB project, suggested that they contact Jason, Parks and Recreation to adopt West View Park, also have interest from another group  
**Craig-** if any groups need community service, or require signature for proof of work, we will gladly do it, get forms to Craig or Cathie

### **Engagement & participation:**

**Craig-** *all volunteer committees go through ups and downs, not necessarily a bad thing, all committee members have a particular purpose behind their membership of a committee, C&B has been more service project oriented, may not be fitting the needs or expectations of current membership*

This would be an excellent topic to discuss at next month's Retreat, what members view their participation to be, how to better engage the Committee together as a whole. When everyone joined Committee there was certain expectation we would be doing this, or that, doing service projects or daylilies or whatever it might be. Can Committee take on huge service projects? Perhaps change vision of Committee  
Committee members in attendance all agreed.

**Matt-** *What is the future vision for Committee? Are we here for promotion, education or service? What is everyone's passion? Focus on passion -will participation increase?*

What is the committee focus? Engage members, align Committee with like thinking, What do you want to do, how do you want to achieve that?

Target groups- is committee large enough to have more than one focus, are there enough members to have an education group and a project group?

Misty: spend time and focus on one major project, or two smaller projects. Set dates early, members can plan schedules around dates, make an investment in our resources and time, and impact one or two projects

C&B can have visible impact on West Valley City, as opposed to Sister City Committee or Historical Committee

Craig- our bylaws are flexible, broad enough, can be education based or service based

Brainstorming needed

**Craig** attended a convention, came back with ideas for a group similar to ours: teaching how to take care of exterior of home, lawn or landscaping, meeting in parking lot of Lowe's or Home Depot for this purpose, different seminars-canning

your home grown garden, saving water, xeriscaping, lots of topics available, USU Extension good resource

**Matt:** David, one of our newest members, participating, very engaged: why did you want to be on this committee? David: had a broad approach in mind when he applied, his goal was to help make a difference here in West Valley City. Willing to serve on any committee that gave him an opportunity. C&B is the only one that responded to his application, C&B has been great match up for him. Misty joined to serve her community.

**Yard Awards-** very important, Core of C&B, need to discuss best & worst practices when judging  
From a PR standpoint very positive Viewing beautiful homes awarded, good, positive images of West Valley City. Very few negative results, a few individuals don't want to participate, maintain yard for themselves, don't need recognition. Created competitions in Misty's neighborhood, trying to out do one and other, promotes pride in ownership, has had a winner every year for past three years.

**Daylilies:**

Continue to award yard winners with daylily? Continue purchase of 1,000 daylilies to give away at WestFest?

This year's flowers were excellent; grower took care of them until WestFest, delivered the day of our event, very accommodating, very helpful; in past Deelstra's committed to taking care of flowers

Could skip flower as gift for Yard Award, winner gets Western Garden certificate. Alternate gift: yard tool, a T-shirt, someone would be wearing it, show C&B, website, place order based on T-shirt sized obtained during award process, give at reception

**Experiences at WestFest:** Misty: engagement with most people goal to get flower and leave booth, could we stop - ask them how they have improved home or community, tell us something you know about C&B, nominate a location in City to spruce up, some function to get the flower. Abandoned flowers collected from eating area. David: enjoyed interaction with people, not sure how daylily translates in to understanding of C&B

Alternative- pick different neighborhoods to give away lilies promote & educate purpose of C&B.

**Craig:** Committee spontaneously shows up at summer concert series gives daylilies, or Fairbourne Food Truck Thursday; give flowers way at High school game or activity. Ordering smaller batch of flowers will cost more. Very will accepted idea.

**Craig's input-WestFest:** The daylilies don't have much value to community & tie in with Committee. Wonders if 50% of flowers make it into the ground, vendors' come up every 2 hours, build a collection for themselves. Distribution is broken. \$3,000 could be better-used elsewhere

Invest money in display unit, promote committee, show video of yard winners, before and after projects, brag about our contribution of street banners

Misty: Consider hardscape, accent rock, flag poles- three poles, Fairbourne Station- US flag, a state flag, City flag, wonderful addition. **Craig:** Flag raising ceremonies could be held there. Plaque-donated by C&B Committee. Great idea.

### **Street Banners Update:**

Great support from Brian, Public Works hangs banners, rehung 3500 South, New set- went to hang on 5600 West, banners did not fit poles, instead hung banners on the east side of 7200 West, every other pole, on his own initiative hung banners at the intersection of Mountain View Corridor and 6200 South, south side of the road going east to Walmart, has a few left. Will have to research why banners didn't fit 5600 W; banners are handmade need accurate measurements.

Karen Lang arrived at this time, approximately 6:00 p.m. **Matt** caught Karen up with meeting topics.

### **Awards Reception:** Saturday, August 22, 2015, 9:30-11:00 a.m. @ UCCC

Need members for set up, cleanup

Door Prizes: ideas came from arguments about centerpieces, Craig made up with hen & chicks in glass jars, who got to take home

Costco donated a large gift basket with gardening items etc. Cathie got two four-pack tickets to a hockey game, and 4 sets of two tickets each to a play at Hale Theatre, asked DeAnn, Executive Administration to request them, it was nice to get those kind of quantities of tickets, CA: also donating a wreath decorated with a garden hose and tools

**Craig:** Seven sets of prizes, how many do we need? We have 59 individual guests RSVP's. Most areas of the city are represented, 26 winners of a possible 76 winners David: purchase 2 leaf racks-Cathie volunteered to shop

Food/Menu- Misty suggested items that will stretch the farthest: scrambled eggs, silver dollar pancakes. Involves cooking. Need food handler permits, not sure how to use kitchen at UCCC.

**Matt:** What have we done in the past? Costco- cookies, punch etc. Craig & Cathie shopped. Do the same thing? Brunch- continental breakfast, Dunkin Donuts

**Craig:** Need some one to ask Dunkin Donuts for contribution, coffee and donuts, would be great help. Store on 5600 W has been good to work with, management comes and goes. David will call on Dunkin. Donuts.

In the past we have spent \$100 to \$270.00, on food. Can't afford to cater.

Bagels, muffins, granola bars, yogurt, fresh fruit, orange juice, coffee, plan on food for 100, less than half will want coffee

Cathie: If committee wants better food at reception, will take a focus group to solicit donations, cook, present etc.

**Matt:** Can we help?

**Craig:** Keeping to simple menu, CT & CA can shop, David asking Dunkin, will get him letter for solicitation. Need committee at least one hour early for set up and cleanup after  
Centerpieces? Will figure something out.

Karen suggested having information, and sign up forms about the Committee on guests table. Make it easy for a potential member to join.  
Misty also suggested talking about upcoming service project at CPB.

### **Service Projects**

**NNO**, UCCC- Wrap up party, sign up sheet for members shifts, promote Committee during event

### **Triangle at CPB**

Committee needs to notify supplier of rock two weeks in advance. Have paid for gravel, weed barrier and staples, \$968.00, from Arrow Rock and Stone, West Jordan. They can deliver on Fridays, 16 tons at a time.

**Craig:** Recommend using pullouts on street into park to dump rock. Parks and Rec supporting project.

Dates: Two dates needed, preferably in September. **Saturday, September 19, 2015-prep date, weed barrier. And Saturday, September 26, 2015-move gravel, 8:30 a.m. to Noon both dates**

Concern about trees in Triangle, Parks and Rec's concern

Jeff and Pat Deelstra stopped by for a quick visit.

4100 W 4100 S Homeowner and Yard Clippings, tabled to October meeting.

Budget to be discussed at Retreat.

With no other business to discuss, **Matt** adjourned the meeting at 6:37 p.m.