

**Clean and Beautiful Committee
Approved - Retreat
September 10, 2016**

Committee Members Present:

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

Staff Members Present:

Cathie Alberico
Craig Thomas

Excused Members:

Jody Rushton-Porter

Absent:

Karen Lang

Resigned - 09/17/2016

Gandarva Darling

Samadhi Ishaya

Chairperson David McEwen brought the annual Clean & Beautiful Committee Retreat to order at 8:40 a.m. on September 10, 2016 at the Utah Cultural Celebration Center. Craig has another event to attend; we should discuss as much as we can with him before he leaves.

The following items were discussed with Craig

Membership: Discussion on recruitment for new members:

Could be a target group, Committee needs to try harder

Attend NNO parties, NNO Parties range in size from 25 people to as many as 800- held at a park, they would welcome a display, mingling, and interaction with those in attendance

Use **Nextdoor**? - Can be used any time, Nextdoor is a great product- City can send out info instantly, City doesn't monitor any discussions- groups can directly message City when there is a problem

Use **Facebook**? - Problems: content and content management, posting enough to make it interesting, or of value, if not posting enough page will get lost, if set up through the City, only City staff can administer the site, Committee would not have access, can use the Neighborhood Services Facebook page

An unofficial page- must be disconnected from the City

Many vocal WVC groups want to use Facebook-had complaints about lack of communication with City, we weren't following them- caused breakdown in communication, impossible for the City to follow all of these groups

Request Craig to design poster about the Committee - Want to make a difference in the City? Join the C&B Committee; Try to get it placed in targeted areas- WVC garden centers- Aposhian Gardens, Lambert Floral, Oakbridge Greenhouse, Western Garden, (Deseret Nursery), public libraries, Post at Walmart?

Request Craig to design a postcard about the committee- use project pictures

Request Craig to supplement the rolling video display used at the Awards Reception with project pictures and activities

Reach out to your neighbors, coworkers, friends, and other associates

Re-invite Yard Award winners

Flagpole discussion: Sam & Wayne met to discuss options; Wayne suggested another location- flanking either side of the Scale feature in the Fairbourne Park, Cathie and Craig voiced lack of enthusiasm with that location, stating- poles would seem buried, nothing desirable about location, possibility of vandalism, too close to the Library

Wayne- flagpoles are already in vicinity (relatively) -at City Hall and Embassy Suites.

Committee's choice of location: serves a very busy, visible area- Bus Hub and Trax Station, will continue to be busy, not so much as a backdrop for the stage, more of a visual pull to the stage

Three pole scenario: three- shorter poles- lower the height of the outside poles

Two pole scenario: two poles originally considered because of budget concerns two existing trees obstruct spacing, don't want to remove trees

Single pole: in the center is under consideration, one flagpole more desirable, taller pole, more visibility; fly both American flag and Utah state flag, would be less expensive, may have credit to purchase flags

Considered area on north side of park, concrete area, may become the actual center of the park- but- off the plaza, away from the transit center

To make best decision Committee needs to be made aware of future plans of the park at Fairbourne Station, what is the center of the park? Committee is trying to be flexible. *Misty Smith made a motion that funds are allotted to place some kind of plaque on the flagpole to recognize the Clean & Beautiful Committee's contribution of the flagpole. Matt Lovato seconded the motion. The motion passed all in favor. Craig left at this time.*

David returned to Agenda items at this time. An **approval of minutes** was requested. *Misty moved to approve the minutes of August 11, 2016; Matt Lovato seconded the motion. The motion passed all in favor.*

A question was raised as to what the chairperson's duty or role is? Cathie reviewed Robert's Rules of Order: It is not true that the president or chair can vote only to break a tie. The president is a member of the assembly, he or she have exactly the same rights and privileges as all of the members have, including the right to make motions, speak in the debate and vote on all the questions. For a large assembly impartiality might want to be considered.

Review of Bylaws: *having made no changes in the past year Misty moved to approve the current Bylaws; David seconded the motion. The motion passed all in favor.*

Membership – Continued discussion:

A member is someone who is dedicated to make a difference in his or her community; Main goal of our Committee is to make an impact in the City Recruitment- reach out to all of our contacts, friends, neighbors and coworkers A majority of our members our past Yard Award winners

Invite Youth City Council and their parents to one of our bigger events or projects, parents would fit well, they have a vested interest in the community
Bring in key people-the public will follow
Post information at Community gardens, Church gardens,
Need ideas or thoughts for Facebook posts,
Recruit senior citizens
Increase press releases, raise awareness, use the City newsletter, publicize Yard Awards
Committee should be inclusive- not exclusive, current or former residents, employees and employers, individuals who have a vested interest in the City
We all have a family community, a church community, a neighborhood community, a work community, a city community, and a state community

Lisa Rene Jones- Someone from the Committee attend one City Council meeting a month, representing the Committee (green shirt), inform council of coming events during comment session, invite them to attend events or projects,
Place a poster in the hall on an easel outside council chambers; include a box with a handout in it

Presentation to City Council at a Study Session yearly, informative, appreciative: be organized, tell our story, invite them to attend our projects,
Explain nomination and awards process of Clean & Beautiful Awards
Contact our State Representatives. (Cathie will research Representatives after the election.)

Matt suggested that the presentation to the Council would take at least one dedicated meeting to complete. What is going to be in presentation, who is going to build it, content, plans for the future, current focus- build membership etc.? We do have time in the winter to organize this, pull it together in January and present it in February, follow the calendar year. Should be a group effort to offer to Craig, not to ask Craig to prepare a presentation.

Misty asked if anyone is willing to come together on a non-meeting night to discuss this presentation? Weeknights may be more favorable than Saturdays. A focus or networking meeting, if we don't want to work on one topic, some could work on social media posts, making invitations for Council, Chief Russo etc. The committee picked September 15, at 5:30 p.m. at City Hall for a Recruitment/ Networking Planning Session

Attendance- please try to attend meetings so we have a quorum, we need to be more organized and need assistance on projects

Misty suggested if you are unable to attend we understand, please give your proxy vote to someone who is attending. We can move forward with business.
Misty moved to amend the Committee voting process by adding the clause that every member of the Committee can nominate a primary and secondary person to vote on their behalf as a proxy in the event of their absence. Matt seconded the motion. The motion passed all in favor.

The members present chose their proxy voters.

Matt: David and Lisa

Lisa: Misty and Matt

David: Misty and Matt

Teri-Mae: Matt and Lisa

Misty: Lisa and David

Allen: Teri-Mae and Misty

Accomplishments – over the past three years

Street Banners

Community Preservation Building- several areas,

Other projects- park cleanups

Earth Day Festival on Fairbourne Plaza- a very successful event

Presence at WestFest

Park Crawl- weeding and planting flowers in city park entrance signs with flowers donated by Karen Lang

4100 South and 4100 West, David expressed appreciation of everyone's effort:

Gandarva and Samadhi- thorough cleanup and killing weeds, Porter's- mowing, Matt tilling the ground and hauling rock, Lisa for her continued efforts in watering the ornamental grasses

Purchased Flagpoles for Fairbourne Station

Decorated Wreath for Trees of Diversity

City Hall holiday decorations including the outside tree

Projects / Upcoming Dates

Flagpole Fairbourne Station

Holiday Decorations & Trees of Diversity

Does Committee want to participate in Trees of Diversity? Committee has decorated a wreath several times, concerned about where wreaths are hung, in a hall. UCCC provides trees and wreaths- start think about theme and a tree or a wreath. Decision to be made at October meeting

Calendar Year 2017

Same dates for regular meetings- second Thursday of the month at 5:30p.m

Focus Areas- limited with the small number of members to pick focus areas and subcommittees

Events / Activities / Programs

Yard Clippings- submit on time to publicize events, projects, certain subject matters- "Make a difference...join", call out to community for project ideas

Have it ready for Aaron- if he has it, he may be able to use it, **Due** the Monday before the 1st day of the month, Ideas: before City Council visit, before Earth Day Festival, publish seasonal check lists- what to do when, keep on Agenda

WestFest- went well without Daylilies, not a lot of push back, “we decided to utilize the funds for other community projects,” and “if you have received them in the past they are over due to be split, they will grow faster once they are split.” It is hard for older people, handicapped; baby strollers, to get up the stairs
We are the only Committee representing the City at WestFest
Can be annoying seems like we are working for the City
Feels like there are PR people that don’t want to be there, PR Staff put off a negative vibe, complain they don’t like to talk with the public; they leave, go do their own thing, food and drink runs, meet up with someone in the food booths.
Committee ends up manning the City “booth.” Committee thoughts: “This is not my job, I don’t get paid for this, if you guys don’t want to be here I’m going to leave. Why am I wasting my time doing this?”
Even the WestFest booth was left unattended, especially at the opening start times, vendors turned to Committee Members for answers and help
We are representing everything that is illustrated in that booth, and we are not always the best prepared to do that
The identity of the Clean & Beautiful committee gets lost
Alternative suggestions: set up a committee presentation down on the grass in front of the “booth,” work shorter hours, be in attendance during busiest times of the festival, have a big presence, we work well as a team, pick one or two evenings, Attending Friday night with a big Committee presence, engaging with the public, passing out information, more impactful than our current role
Committee enjoys volunteering for their projects; we chose to volunteer for other events to support Craig because he does so much for us
What would it cost to have our own booth? A committee independent of the City runs WestFest, fees would have to be considered along with manpower hours to be present in the booth

Pictures- organize and use to tell a story, a timeline (Can committee access pictures on shared drive?)

Earth Day / aka Home & Garden Improvement Festival- April 20, 2017

Establish and use Google Docs- to track progress, track different companies that are contacted, keep Committee better informed, Craig liked idea, he will set it up
Actual DIY on yard care- how to trim yard, fertilize, weed control, checklist, interaction, informative

Get started earlier

Invite last year’s attendees, shoot big, double participants, ask vendors to hold a drawing

Live music was a big plus along with the food trucks

Yard Awards

Yards can be nominated on the City website year round

David- reduce the number to three awards per area; money saved put back into awards reception, door prizes and food, saves \$380 in award money

Suggested spending up to \$1,000 on awards and \$500 on food (food handlers permit,) catering, step up our presentation
Would like to make awards reception an "Event," add to pride of winning- something winners would share,
Take time to re-invite your winners to the reception
Limit number of guests, winner plus one or up to winner plus three, immediate family, (Can this be controlled?) Let our guests fill out their nametags
Ceremony runs long, announce winners by area, have them stand to be recognized, in addition to slide show, have one picture shown with the winners of that area,
Take a break 2 to 3 times to give prizes away, give guests more than one ticket for prizes, showcase prizes with a container that their ticket can be placed in, something they might be interested in
Thoughts- Judging takes a lot of effort, members are judging two areas, many judges encountered past winners- reaction "thanks but, no thanks," discouraging, maybe it's too easy to win,
Liked Matt's idea- evaluate other homes, not always the best looking, spread the wealth- "don't always ask the prettiest girl to the dance"
Consider discussion of best practices with new judges, possibly review map for areas that don't show winners, highlight streets, note potential winner addresses, go back
Put all winners on the map-designate dates won, past five year, previous winners, committee members
Backyards- many were invited to see beautiful yards, recognize backyards, and take pictures- "Backyard Beauties," showcase backyards, we have the liberty to recognize truly exceptional yards & backyards, inspiring, on an individual basis, they went over and above, not everyone is invited to backyard
Increase communication with guest judges, Committee members act as mentors, advise, offer to drive with them, increase prize to guest judges possibly \$25.00, some members offered to give up their Western Garden certificate
Teri-Mae Pierce made a motion to decrease the number of Yard Awards to three per area. Misty seconded the motion. The motion passed all in favor.

David inquired about budget for reception- \$1,000 for prizes, \$500 for food, is that reasonable? This year we budgeted \$250 each for food and prizes, don't know what was spent, bagels were \$75.00-very popular. Use a caterer Great Harvest, Kneaders etc.? Misty-if I were a member of CC, and I was giving a committee \$5,000/year for example, and they were using \$1,000 for food, I would seriously consider cutting their budget. Our budget is allocated to us to improve the City, to use 1/5th of a budget for food is too much, \$1,000 is a significant amount. Matt- if you look at the "awards package- sign, gift certificate and a \$10.00 meal per person," does it make a difference? David-it is part of the recognition and bringing excitement through to committee. Lisa- too much money for food, spend money on projects; yes we want to improve reception. Matt- can't have an event that has food and not expect that they won't bring somebody. Look at number of awards and guests as a whole, to consider cost

per award or person. Misty- need to put more thought, and time into presentation of food, if members planned the reception out it would be better. Cathie- that would be helpful for Craig, everything happens in August.

There is a question if the committee can do the shopping? This is possibility, keep Craig informed, have a menu and dollar amount in mind. We have City Tax ID number that will take care of taxes. Members can be reimbursed; Craig doesn't want to burden anyone with expenses. Matt- we spend about \$45 on the judges meeting, gift cards- \$2160, the signs and all the items that go with it, the reception, we spend about \$45 per winner, if we keep the same budget, the number drops to 57 winners, that increases to \$60 a winner. Meaning you could buy better items, give away more door prizes etc., will make for a little more intimate setting by reducing the number of tables. Lisa- budget doesn't need to be decided today, need to make sure this is a priority sooner, have a plan, be more prepared. Matt- what it boils down to- are you comfortable with spending 1/8th of your budget on food, does that make sense? Misty- we have to be able to justify what we spend and how it is spent. We had 76 winners; Craig bought 32 additional gift certificates for judges and members and to possibly spend on projects. If we reduce our winners by 1/4th and keep the certificates at \$20 it will equal \$1,780. If we increase the amount to \$25 we would spend \$2,225, which would negate the financial benefit of reducing the number of awards by 1/4th. In terms of the money to be spent on the reception for food- the way we can justify the dollars to be spent: we have 57 winners we are going to spend X amount per person, this is how we came up with the dollar amount, we didn't throw out a number. If we want to spend \$10/person = \$570, \$8/person (which is what the State allocates for breakfast) = \$456, we need to come up with a formula like that for the budget. David- be aware of our community we need to contact them and ask them for donations or give us a discount. David- it's all about presentation, if we can have baskets, serving trays etc. would be happy with that. It is just a matter of time and thought. The reception cannot be put off to the last minute. It will take some of the burden off of Craig.

David- always recognize and thanks to companies and individuals that have donated to us, Send a standard thank you note- with Committee members names and signatures, it's ready to be mailed "You made a difference"- something that can be posted

National Night Out- take a more active roll in the block parties, this had been discussed before and it fell to the wayside. The national day is usually August 1st, City Council is invited, some members of the Police Department, the Fire Department, PR & NS staff, Youth City Council and Family Fitness Center Staff; members split up and try to go to as many parties as possible. The biggest party that Craig and Cathie attended had a K-9 demonstration, which is always a big hit. This is a well-organized party that is held in the neighborhood park, they have games for the kids, a fishing pond, sidewalk chalk art, a candy cannon, entertainment, it is a fun party. The City provides hotdogs, buns, chips and water; any other food is organized in the neighborhood. The committee could attend a few parties; bring some kind of flower or bulbs to give away or even a

candy bar with a C&B wrapper on it, or a giveaway that matched the theme of NNO. It was suggested raffle off a set of landscaping lights. Committee mingling will be a great opportunity to recruitment. We need to let Craig know we want to be involved. Cathie will add to Committee calendar.

David- would like to embrace everything we do as a Committee. Always make an effort to put our best foot forward. Always do our best, have a plan, stick to the schedule.

Service Projects- We need service projects.

Make note of ideas you might see as you drive through the City.

Get a request for ideas out in Yard Clippings for the newsletter; send out the same message in Nextdoor

Scale down the size of projects.

Lisa is still interested in the corner of 3100 S and Bangerter, possible partner with American Prep.

Clean and spruce up senior citizens home that show a need- cut grass, weed, plant a few flowers; doesn't meet Committees mission to work on community-based projects,

Continue cleanup at Community Preservation Building

Misty- we need to have a Standard Operating Protocol in place when we are at projects for our own safety- when we come across hypodermic needles and such. We need Nitrile gloves, heavy Ziploc bags and a sharps container.

Change date of service project: after a brief discussion about moving the Service Project Saturday to the first Saturday of the month, *Lisa made a motion to change the monthly Service Project to the first Saturday of each month. Teri-Mae seconded the motion. The motion passed all in favor.* It will probably be easier to remember.

Other Business

Outreach Materials / Displays- have discussed during meeting

David moved to table the Budget Review of this past year and the coming budget year to our October so as to include Craig. In the meantime Misty will work on some spreadsheets to crunch the numbers on the Awards Reception.

Holiday Decorations

City Hall Outdoor Tree- efforts all over the place, have repaired ornaments in the past, attempted to test and replace lighting on tree, should look better, needs to be decorated and lit

Has become a Clean & Beautiful function, need to buy new ornaments, rebuild ornaments we have, need to allot time

Why is cost of ornaments and possibility of new tree coming out of the C&B budget? We are happy to volunteer our time, but not use our budget.

The entire community benefits from the tree. It raises the question, "we can take this back to the flagpole, if it is being said why have a flagpole in proximity to City Hall, do we need the City Hall Holiday tree in such close proximity to the Valley

Fair Mall Holiday tree?" The Holiday tree pales in comparison to Valley Fair Mall, it can look pitiful, a Charlie Brown tree. Would rather rebuild the wreaths that are hung at City Hall then put up the tree. The Committee contributed the wreaths because the outdoor tree was not put up for a few years. Depending on weather conditions it is hazardous to work on that tree. Misty would almost vote to forgo the outdoor tree until the City makes an investment to improve, repair or replace the tree. At one time we talked about using the October service project as a time to prepare for Holiday decorating. *Misty made a motion to use Saturday, October 1, 2016 as a Holiday prep day, to inventory and refurbish decorations and decide what is needed. Matt seconded the motion. The motion passed all in favor.*

Teri-Mae moved to forgo the Committee's efforts in decorating the outdoor Holiday tree to concentrate on refurbishing the wreaths and decorating the City Hall lobby. Allen Pierce seconded the motion. The motion passed all in favor. The Holiday decorating day is set for Saturday, November 19, 2016.

Having no other business to discuss David adjourned the meeting at 12:01p.m.