

**Clean and Beautiful Committee
Approved Minutes
October 13, 2016**

Committee Members Present:

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

Absent: Karen Lang

Excused Members:

Allen Pierce
Jody Rushton-Porter

Staff Members Present:

Cathie Alberico
Craig Thomas

Chairperson David McEwen brought the regular Clean & Beautiful meeting to order on October 13, 2016 at 5:38 p.m. The meeting was held in Suite 230, West Valley City Hall.

General discussion about holiday decorations for City Hall, David, Matt Lovato and Cathie Alberico met on October 1, 2016 to inventory and check status of ornaments on hand. Ornaments beyond repair were thrown out, quick cleanup completed and strategy for outcome determined. It was decided that many ornaments need a paint touch up. Wreaths are in good shape, bells a bit beat up. Another work date was set for November 5, 2016. Matt purchased glitter paint.

David called for approval of the minutes of September 10, 2016. Misty Smith moved for approval of said minutes, Matt seconded the motion. The motion passed all in favor.

Council Presentation

City Manager, Wayne Pyle requested that the Committee make a presentation to City Council on November 1, 2016 at the Study Session. Coincidentally we have already held a work session about a presentation to Council. The presentation should be between 10 and 15 minutes, we will have paper copy for Council and a visual presentation including pictures of our activities. We will update and review our current undertakings. Committee pictures have been filed on our shared drive, by year and activity. Members were asked to check their phones and cameras for any Committee pictures and send them to Cathie. Most of the work has been completed. David, Craig and Cathie will meet to assemble the presentation. We will emphasize our past, current and future projects, (flagpole Fairbourne Station) and recruitment of new members, invite Council to attend our projects and also express our gratitude. David will be glad to make the presentation. If any members are available to attend the Study Session they will be welcome.

Vacancies

The committee has five vacancies. Members are encouraged to share our activities with as many friends, neighbors and associates as possible.

Member Expectations

Meeting attendance: knowledge of activities, have a voice in committee, be proactive and active in your community

Projects/Upcoming Dates

Saturday, November 5, 2016 8:30 a.m. continued Decoration preparations
Saturday, November 19, 2016 8:30 a.m. City Hall Decorating, invite your friends and neighbors, bring a snack to share

Facility Staff will be installing the tree, lighting it and they will plug it in.

Purchases and replacements- bows? New bulbs? Garland? Costco- Candy canes or snow flakes for outdoors use? Garland? Sustainable.

Matt suggested that we update the decorations for the tree if we continue to do this in the future. He doesn't like the tree; or the lights, compared it to a Charlie Brown tree, replace and add something new yearly. He suggested cutting off the small lights. He hates putting a lot of effort into the decorations for an inferior presentation.

David asked how could we help Craig? Having someone from the Committee go shopping would be valuable. Saturday, October 29, was set to shop with Craig, meet in City Hall parking lot at noon.

Festival of Trees- Committee is busy with City Hall decorations this year. Misty suggested taking a year off from the event at UCCC. Those members in attendance were in agreement.

Flagpoles at Fairbourne Station – Craig we are cleared to go with a single pole in the center of the original location. Parks and Recreation along with Colonial Flag are on standby. We have paid for two poles. At our initial meeting with Colonial Flag it was determined that two poles would interfere with the two trees that are planted there (Colonial determined a single pole between 40 and 45 feet could be used). Colonial Flag has agreed to give us credit on the funds that we paid and aren't used; they can be used to replace flags. Wayne's only requirement was that the single pole not be taller than the stage structure. We will have Colonial Flag come out again to get correct measurements.

Misty made a motion to approve the installation of a single flagpole rather than the original two poles. The American flag and a Utah flag can be flown on the same pole.

Teri-Mae Pierce seconded the motion. The motion passed all in favor.

Craig is very excited about the flagpole and the Committee's efforts, we need to go forward and get it done. Colonial Flag may be a good resource for a plaque to show our contribution. Misty suggested "Community Improvement and Pride."

Community Outreach Tools

Yard Clippings-is there any interest? Anything that is submitted can be used in social media, the City online newsletter; if Aaron has it he will use it. Aaron needs it by the Monday before the first day of the month.

Recruitment tools: postcards, yard awards, Facebook live when working on a project

Mailers- pricey, zip code mail rate a bit less; buy an advertisement in the Valley Journal-goes to 3,500 homes

Would like Craig to design postcard and Poster- geared toward recruitment, pictures of working projects, feature our functions

Postcards inexpensive: could do several: yard series, project series, plant info series

Monthly attendance at City Council meetings, 6:30pm, during public comment period at the beginning of the meeting: makes Council aware of Committee- what we are doing, our next project, invitation to join during comment period of meeting. Craig- solid idea, will gain recognition for Committee- Hi my name is... I am a member of WVC Clean & Beautiful Committee this is what we are doing... Your attendance gives you two things: gives Committee community recognition and facial recognition, gives a face to the Committee for the Council members. Could be in and out in ten minutes. Could pass out postcards, David had suggested having poster outside in the hall with handout or postcard. Give any handouts for Council to the City Recorder. Consider how many times the Committee should attend the meetings, what you want to say, have postcard ready. Support you Committee with your green shirts.

Budget

Required to give public notice by state law- last year \$129, most expensive, published in January, lists meeting dates. Spent about \$400 on miscellaneous items and office supplies, \$107 for name tags and shirts, \$38 for retreat refreshments, spent no money on the retreat this year. We have been spending different amounts on the Holiday decorations: 2011-\$600, averaged about \$400 for a few years, 2014-\$300 and last year we spent about \$250, we have been spending various amounts from year to year. We spent \$300 on daylilies last year for yard award winners. We spent \$400 last year on promotional pieces for Earth Day. Judges meeting spent \$200 last year, the awards reception: we spent \$462, last year \$410, gift certificates for Yard Award winners \$2,000, awards, stickers and signs constant at \$600, Earth Day Festival new line item last year we spent \$650-Facebook advertising, including Costco \$125-snacks & drinks for vendors, banners & posters for \$150, not a lot for that big of an event. Project at 4100 S & 4100 W- spent at total of \$438. Flagpole a one-time expense of \$6,600, miscellaneous supplies \$300. We have the same budget dollars this year; it does need to be spent before April. Think about expenditure for this year, so that in April we are scrambling to spend money. David- put more money for the Earth Day Festival, WestFest-sponsor a giveaway, and suggestions are welcome. Save the Date postcards for the Earth Festival to vendors that participated last year.

Lisa Rene Jones has shown exemplary dedication in the care and watering of the plants at the project on 4100 S & 4100 W.

Keep your eyes open for projects this year.

With no other business to discuss David adjourned the meeting at 6:51 p.m.