

**Clean and Beautiful Committee
Approved Minutes
February 9, 2017**

Committee Members Present:

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

Staff Members Present:

Cathie Alberico
Craig Thomas

Guest: Scott Stephens

Absent: Jody Rushton-Porter
Karen Lang

Excused Members:

Allen Pierce

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

Chairperson David McEwen brought the regular Clean & Beautiful meeting held on February 9, 2017 at West Valley City Hall to order at 5:34 p.m. David introduced Scott Stephens to the committee. Scott is a potential new member to Clean and Beautiful.

Misty Smith called for the approval of the minutes of January 12, 2017 Clean & Beautiful meeting. Lisa Rene Jones seconded the motion. The motion passed all in favor. Please read your emails that contain the Agenda and Minutes for approval before the upcoming meetings.

Membership

Membership of the committee is at 10, with the potential of 15 members. We currently have two more people interested in joining the committee.

David attended the *City Council meeting* on January 24, 2017 to update the Council on C&B activities. He mentioned updates to the C&B webpage- an addition to being able to give project ideas to the committee via email. There were only two other individuals attending the meeting. He learned that each Councilmember serves on a City committee. Craig added that Council appreciated the opportunity to meet David. David suggested visiting City Council once a quarter during the year. It would be more educational, with more information to pass along. It was suggested to attend earlier in the month. The suggestion was well accepted. Craig suggested in April we talk about the Spring Festival and Yard Awards coming up at the end of May. Matt Lovato volunteered to attend the April Council meeting and report on the Spring Festival.

Projects

Flagpole at Fairbourne Station- Craig is trying to get Parks & Rec to return emails, etc. Has asked that the flagpole project be completed before the Spring Festival, Thursday, April 20, 2017.

Spring Festival- Thursday, April 20, 2017 from 4:00pm – 8:00pm

Budget- discuss what committee wants to do for the Festival, banners? Food? and money to be spent

Vendors loved bucket of treats that we provided. Snacks (Costco variety) and water; we still have buckets; spend around \$100.00.

Food Trucks will start the week before, Craig will contact them to discuss the concert, and if they willing to pay for a band again.

Advertise Festival the week before, with A-Frames at Food Trucks, cost of posters & flyers free, done in house. Craig would like to purchase banners, to hang in strategic places. Would make generic enough to change a number or two from year to year. Would like Banners sized 4' x 2', cost about \$30 each, budget \$100.00.

Craig would also like to purchase a popcorn machine. A commercial grade machine is available for about \$500.00. Would split cost between National Night Out budget and C&B budget, use for events, \$250 for each group plus popcorn. We would have buttons and popcorn to hand out for free. Would need to budget \$300.00 to include popcorn. Misty suggested getting popcorn bags printed with our logo. Committee agreed, it's a fun idea. Expenses are low, have already invested in tabling items, table covers etc.

Lisa made a motion to use allocated funds for banners, food for the vendors and our half share of a popcorn machine to total \$500.00. Matt seconded the motion. The motion passed all in favor.

Need to get flyers posted in coffee houses, your work, church, and libraries. Advertise in March City Newsletter on City webpage, post on Nextdoor and Neighborhood Services Facebook page.

Allen Pierce will contact Home Depot again, hopefully ASAP. We need to get in touch with them; they need to order supplies to do what they did last year. Misty was approached by a movie theater last year; they would have participated. Will invite the Megaplex from the mall. We need to have as many booths as possible. Will also invite Lowe's and Western Garden.

The vendor sheet has been shared with the committee on Google Drive. Save the Date mailers have been sent out to 2016 participants. We have heard back from Costco, the Library, Chick-fil-a and Salt Lake County Recycling, City departments are in the process of planning their displays. Sanitation and Recycling, and Community Preservation are excited- sending Animal Control with pets, Code Enforcement, Grants and Housing. Parks & Rec and Community and Economic Development- Building Inspections, Planning and Zoning and Fairbourne Station information are also planning on being there.

Planning meetings: Saturday, February 11th at 9:00am and **Saturday, March 11, at 9:00am.** *Please attend the Festival needs committee support.*

Yard Awards

After discussion over the past few months the committee has decided to reduce the number of awards to three per area. Four awards got to be too many, especially when awarding past winners again and again. Hope to have the area maps marked with as many previous winners as possible. David explained the award process to Scott. Hopefully we will only have to take one area a piece. A winner may be awarded again after five years have passed. Craig reminded the committee that Yard Awards are only two meetings away on the calendar. He needs to start ordering supplies for the awards. Daylilies (City flower) were used for winners only last year. We spent \$310 last year, \$228 need this year. Lisa suggested \$250.00. Yard award signs are \$7.50 each: need \$424.50 this year. Western Garden Gift Certificates, \$20.00 apiece last year need: \$1,520 this year. Do you want window stickers; is there any value to the stickers? The committee agreed to forego the window stickers. Judges meeting last year spent \$200 dollars on food for the meeting, it is held at the dinner hour. Many members felt we had a lot of leftover food. Misty suggested half of last years budget and we would be fine, need: \$100.00 for this year. Costco pizza was suggested. It was proposed that we also give the judges a \$20.00 gas card; Craig liked that idea because they are volunteering their time, and their vehicle wear and tear and driving on their gas. It is an added incentive and thank you for doing the judging, we would need \$380.

Misty moved to approve \$2,655.50 for gas cards, food, gift certificates, daylilies and signage for the 2017 C&B Yard Awards. David seconded the motion. The motion passed all in favor.

Generic Decoration Award

Matt has proposed a generic award. A quota for the number of awards has not been set. As you drive through West Valley City you might come across a neighborhood or home that has the "spirit" of Clean & Beautiful. The time frame would be seasonal, Halloween, Christmas, any holiday, it's a good idea to recognize people throughout the year. More discussion about this program will be continued to the March meeting.

Street Banners

Need to evaluate condition of banners and the number of missing banners. We are starting to see wear and tear of the banners, the grommet on the bottom is breaking loose and they are flying away. On 3500 South, Craig counted six missing banners and two that are flapping. Other banners may be missing on 7200 West and 6200 South. We need to inventory what we have and what is missing. Craig asked if the Committee wanted to replace the banners or start to

eliminate them? He also added that a request from Granger High School has been made to install banners near the school. They would like to do their own banners. Craig will be looking at how to handle banners in the City; we haven't actually had a policy regarding street banners. Committee discussion: Lisa asked how much money is in our budget? How should we use our budget? We need to have our budget allocated by April. Misty added that the banners are appreciated and it took a long time to get them. The only negative comments she has heard is that they are too small. They are the sized to fit the poles that we have, we can't possibly afford to change the poles. They do make an impact as you are driving down one of the main streets in the City. There has been interest in the past from City Council to have seasonal banners; we have never had the budget to do that. It is up to the committee, they make a big impact. David suggested ordering some as replacements. Overall the Committee is still interested in maintaining and continuing with Street Banners. Craig's guesstimate: as to the remaining dollar amount in the budget is \$9,500.

2014-2015 - last purchase made for banners- \$5,040

2012-2013 – purchase was \$4,800, 83 banners

The committee has been buying them every other year. They have held up quite well. Banners cost about \$60.00 each. They are well made and have lasted between four and five years.

We need to collaborate with Public Works on the sizing issues for 5600 W, what is needed on 6200 S, evaluate 3500 S and 7200 W. Perhaps we need to consider the area around USANA. Misty suggested having a place in mind to hang new banners, to study existing inventory and supplementing with replacements. Craig suggests getting measurements for 5600 W get new cost estimates and discuss again.

Recruitment Tools

Use City newsletter/update to advertise the Spring Festival and any other projects

We would also like to utilize Nextdoor to post committee activities

Facebook and Twitter are tied together on the Neighborhood Services Facebook page; we can also post there.

Having no further business to discuss David adjourned the meeting at 6:42 p.m.