

**Clean & Beautiful Committee
Approved Minutes
October 17, 2018**

Committee Members Present:

Lisa Rene Jones
Darrell Kirby
Mathew Lovato
Misty Smith

Guests:

Robyn Cordova
Charles Despain
LeAnna Griffen

Excused Members:

Cathie Alberico
Karen Lang
Scott Stephens

Absent:

David McEwen

Staff Members Present:

Craig Thomas

Several guests attended the meeting and introductions were made among those present. Misty Smith, Pharmacy Professor at University of Utah, former Yard Award winner; occasionally Misty's mother Jody attends service projects. Charlie Despain works at Tiny Tim Toy Factory, retired from Clover Club. Robyn Cordova worked at the Housing Authority of Salt Lake City for 20 years as Finance Director. She is a long-time resident, worked for WVC in the finance department before the Housing Authority. Has been interested in getting involved in her community. Lisa Rene Jones hopes to retire in 10 years. Darrell Kirby has been a member of C&B for a little over a year; lives in the far west area of the City; he enjoys the Committee. Matt welcomed everyone to the meeting.

Matt Lovato, Chairperson of the Clean & Beautiful Committee called the meeting to order at 5:39 p.m. on October 17, 2018 in Room 230, West Valley City Hall.

Approval of minutes from September 22, 2018 was tabled to the November meeting.

Membership: Six vacancies

Our Committee has lots of different projects and activities. Your Involvement could be as varied as contributing ideas and suggestions, attending events, and physical activities at cleanup or service projects. Service projects are weather dependent, usually done in warm weather.

The Committee awards 57 Yard Awards each year during the early summer months. We host a SpringFest on or close to Earth Day. Darrell commented that our activities are spread out during the year, the time commitment is not overwhelming. We try to increase pride and community awareness in West Valley City. Misty added we help to open people's minds to the great things about West Valley City, and our neighborhoods. West Valley City might be the best kept secret; it is easy to get around and close to downtown. We are a cleaner, nicer city than we have been in the distant past.

Craig reviewed the information needed to join the Committee. Completed interest forms; individual pictures to put a name to a face for City Council; and a brief background history. Interest forms can be filled out online or use a paper version. **If you are ready to join the Committee, please email Craig.** We will send the required paper work to the Council to proceed with appointment to the Committee. Robyn, we do have your interest forms.

Modification to the Bylaws

Craig has spoken with the legal department. Changes to the Bylaws that would allow people who live, work and attend school in WVC to join the Committee, eliminating residency; the Chair and Vicechair must live in West Valley City; and to modify operations to include an education component which clarifies language; are considered reasonable by the legal department. The next step is to have Administration review these changes, legal will write the proposed changes; with Administration's approval, they will go to City Council for approval.

Projects / Updates

There is an opportunity in the budget to add more banners.

Street Banners- a brief walking field trip around Fairbourne Station area was proposed at the retreat; assess the area, poles, banner arms, and placement of banners

Are there opportunities to say Welcome to West Valley City? How do we better represent ourselves to people as they journey through the City?

Other possible banner locations discussed; entrances to the City; the Trax Station as well as train stops in the City; the bus hub and Fairbourne Station. (There are no banner arms in Fairbourne Station.) The area around the Maverik should also be considered.

Matt: At Granger High School, they have banners that say, "like us on Facebook." Could we consider a change of design and do something similar?

Craig: There is \$5,000 allocated to banners from Administration, as a separate line item from the regular budget, it has to be used for banners. We need to decide on a design and placement of banners. They have to be city oriented, we rely on Public Works hang the banners. Matt would like to table the actual walking field trip.

Saturday, November 17th – November Meeting and City Hall Decorating, 9:00am to Noon Ornament Preparation / Replacement

At the retreat- October 6th was set for inventory, Craig was the only one to attend.

The decorations are currently stored at UCCC. They are well worn. The ornaments tend to fade or wear out differently, they also take paint differently when we have painted them. The Committee's focus last year was on the inside tree, also all of the outdoor wreaths were replaced. We also have large lighted snowflakes for the outdoor tree. To purchase a new tree would be \$30,000; which is beyond the Committee's budget. We have never pursued the cost of having the tree lights rewired.

Craig priced the large size ornaments at \$21.80 a piece less 10%, smaller size runs \$10.00 for a two pack. He also found lighter weight ornaments for \$10.00 for a three pack, of lesser quality.

Discussion: Replace a few colors at a time? Do we need to buy all new ornaments? Traditional holiday colors. Matt estimates 20 – 30 of each color? Up to 300 ornaments?

Replacing all ornaments at the same time, all will age at the same rate of time.
Budget to replace a different color on some type of schedule for the future.
The general feeling was to replace all of the ornaments, and plan future budget allotments to purchase replacements on a scheduled basis. Traditional Christmas colors were recommended; but wanted Craig to have the flexibility to make the purchases.
Matt called for a motion to replace all of the ornaments for the outdoor holiday tree, by allocating \$600.00 from the Committee budget. Misty so moved; Lisa Rene Jones seconded the motion. The motion passed all in favor.

Idea Summary, September 22, 2018 meeting

Banners: ports of entry, Trax line stops, intersections

Utility box cover: local art groups

3100 S & Bangarter, American Prep Academy: possible partnership? Equipment? Design, decorative rock? coordinate with UDOT

Yard Awards program: adding a business category, year-round recognition including holiday categories, online nominations

Ongoing projects at the Community Preservation Building, (after our extensive cleanup this fall, actually looks quite nice)

Maple Meadows Park: research water source, finish roundabout, add needed bark, possible partnership with Parks and Recreation

Brotherson Memorial: scale back scope of project, from corner to fire hydrant, Craig has not been able to pursue City support since less month

Next service project: Saturday, November 17, 2018: Holiday Decorating

Holiday Potluck Dinner

Last year's party was fun. Possible date December 5, 2018, 6:30pm. Would Karen Lang host again at the greenhouse? Pot Luck menu. White elephant gift exchange.

Community Outreach tools

Yard Clippings: Darrell is preparing an article about recruiting members for our committee. Any short articles about our committee i.e. special events, upcoming projects etc. can be submitted at any time to Cathie or Craig by email. Misty suggested information on winterizing your yard would be useful.

Social Media

What is Instagram Tag? @wvcut

Current opportunities for posting: homes decorated for Halloween and the coming holidays

Request to link WVC to current pages

Other Business

Create a new Hashtag specific to C&B? Craig create something fun, like: CleanWVC or BeautifulWVC, something catchy, WowWVC

Pictures tagged with Hashtag will post to that account. Short quick messages. Facebook moving towards older users.

With no further business to discuss, Matt asked for a motion to adjourn the meeting. Misty moved to adjourn the meeting; Lisa seconded the motion. The motion passed all in favor. The meeting adjourned at 6:30 p.m.