

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

Committee Members Present:

Lisa Rene Jones
Karen Lang
Teri-Mae Pierce
Misty Smith

Staff Members Present:

Cathie Alberico
Craig Thomas

Guest:

Scott Stephens
Darrell Kirby
Sharon Peterson

Excused Members:

Mathew Lovato
David McEwen
Allen Pierce
Jody Rushton Porter

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

Lisa Rene Jones, Vicechair of the Clean and Beautiful Committee *brought* the regular Committee meeting on March 9, 2017, *to order* at 5:30 p.m. in Room 230, West Valley City Hall. She welcomed everyone in attendance.

Lisa called for a motion to approve the minutes of February, 2017 meeting. Terri Mae Pierce moved to approve the February minutes; Misty Smith seconded the motion. The motion passed all in favor.

Membership - C&B currently has five vacancies. Three people have recently shown interest in joining and were invited to this meeting. They are Scott Stephens, Darrell Kirby and Sharon Peterson. Karen Lang reports two young men recently attended City Council meeting and expressed interest in getting involved in their community. Nichole Camac, City Recorder and Craig Thomas receive online applications. We have not heard from these gentlemen.

At this time Scott Stephens arrived and introductions were made.

Projects / Upcoming Dates

Flagpole at Fairbourne Station

Flagpole on order, Colonial Flag is hoping it is in stock and has been informed that our target date is before April 20th for the Earth Day/Spring Festival. It is a 35-foot pole, once installed it will be about 30-32 feet above ground. Went with that size pole so as not to be higher than the Stage/Shade structure which is 35 feet tall.

There is a sign up sheet available for members to attend a City Council meeting on a quarterly basis. Matt Lovato has signed up for April. We need to fill July and October. Karen also volunteered if need in the future.

At this time Sharon Peterson arrived. Introductions were made. Sharon found out about C&B online, would like to get involved with her community

and thought C&B would be a good fit for her. She filed an Online Form Submittal using the City webpage.

Earth Day/Spring Festival - Thursday, April 20, 2017, from 5-8:00 p.m.

Planning sessions were scheduled for February 11, 2017, and again on March 11, 2017. Lisa asked how well attended the February session was? Two members attended along with Craig and Cathie. We will meet again on this coming Saturday from 9-11:00 a.m. to work out some details, what and how preparations will be accomplished. Lisa appealed to C&B, to support Craig and Cathie. This is the Committee's event, not theirs; she told how Craig and Cathie go above the call of duty at all times.

Scott suggested a potential vendor for Spring Fest: Jordan Valley Water Conservancy. They are currently promoting "Localscapes." Big disconnect with Xeriscaping, thinking placing a lot of rocks does the job of conserving water. Localscapes are designs with plantings that look nice and conserve water. Currently they offer assorted grants, have a high profile landscaping grant up to \$100,000, City Hall or the like would be a good candidate. They are also promoting Park Strip replacement, paying \$1.50 a foot. They promote: education, water use, different uses for irrigation systems and much more. Karen Lange sits on the Conservancy Board.

At this time Darrell Kirby arrived at the meeting and introductions were made. Darrell wanted to get involved in his community; found the Clean & Beautiful Committee with a City web page search.

Karen asked about Earth Day/Spring Fest last year. Overall last year went very well. We had perfect weather, live music, Food Trucks - the reason to hold it on a Thursday, and plenty of vendors. Patrons ate dinner, and lounged on the grass, it was fun. Vendors who have responded to our invitation include: Costco, Salt Lake County Libraries, Recycling, Waste Management and many return vendors. Teri Mae Pierce reports they visited Home Depot and left material for the store manager. Teri Mae and Allen will make a return trip to Home Depot. Misty Smith suggested we invite Lifetime Products. She also invited the Lupus Foundation; they would like to present information about being safe in the sun. Sensitivity to the sun is a concern for Lupus patients. *Craig will set up about 30 spaces (hopefully with help) plus we have invited 30 or more new vendors.* We had 30 vendors last year. City departments that will participate include: Community and Economic Development, Building Inspections, Planning and Zoning, Parks and Recreation will share space with the Family Fitness Center, Community Preservation (Code Enforcement,) Animal Services possibly with animals, Housing, Grants-talking about home improvement loans, Community Response Unit from the Police Department, possibly a car seat recycling station, Storm Water and Sanitation will share a space with Waste Management and Neighborhood Services will be in attendance. Craig is still pursuing the Fire Department; they have a busy week with training and another event that evening. City departments have embraced

this event; they are very responsive to this event in particular. Sharon Peterson, our guest, will be a vendor. She found out about the event while researching the Committee. She is a Real Estate Agent. She will present information on easy home improvements and Radon Gas.

Yard Award Program

West Valley City is divided into 19 areas, Committee members and volunteers judge each area for Clean & Beautiful Yards (front yards.) We invite the past year winners to judge. C&B members and volunteers will meet at our regular Committee meeting on May 11, 2017 from 5:30-7:00pm to select areas and learn about the judging process. The budget for this meeting was taken care of last month. Craig is going forward with judge's packets with a few changes to the years past. The number of recipients has been reduced to three per area (vs. four) and judges will also receive a \$20.00 gasoline gift card. Lisa referred to the discussion had on the area maps; it would be helpful to have the past five year winners marked in red and any previous winners marked in yellow, committee members will be marked in green. It is encouraging that the same homeowners are continuing to maintain their yards; some members gave awards to winners that had won at different locations. It is a fun activity. It can be time consuming, depending on the time you devote to judging. It is a good way to get to know other areas of the City; we recommend that you don't judge your own area. Yards can be nominated year round on the website. It is totally up to the judge's discretion; a nominated yard does not guarantee an award, there may be another yard that is more appealing to the judge. It is not a popularity contest, several neighbors may nominate a home several times, the address is only placed on the list once. Committee members might have to judge more than one area, depending on the number of volunteers we have. Judging results are due by the end of July.

Seasonal Awards

A new concept C&B would like to try, a year-round program to recognize homeowners for season or holiday decorations. The details have not been worked out. Craig suggested that 2 to 3 members meet to work out some guidelines, so we can move forward. Misty Smith volunteered to work on this idea, along with Lisa. It may come down to having signs in your car and making an award as you come across a unique and decorative display. Displays could include Valentine's Day, St. Patrick's Day, Patriotic displays, Halloween and Christmas lighting. Staff will send out an email looking for interested members and to set up a separate meeting regarding these awards.

WestFest- June 15-17, 2017, at Centennial Park, Family Fitness Center

Committee volunteers will be needed for the evenings of Thursday, June 15th and Friday, June 16th, and on Saturday, June 17th, from 10:00 a.m. to 10:00 p.m. for various shifts. Saturday wraps up with fireworks at 10:00 p.m. The role of C&B has changed at WestFest. In the past we have given away daylilies, we feel like we have been there done that. Last year we gave away City swag

and answered questions for the public. There may be a disconnect with the public assuming that Committee members are City employees. We would like to raise awareness about our volunteer Committee, while not distancing ourselves from the City. Craig reported updates to WestFest. Upon approval the City space may change. He has been working on a proposal to eliminate the stage. Mobility issues for families with children in strollers or for individuals with disabilities is a concerning issue with the stage. Each year the City has added more department tents next to the stage, we would like to be on the grass, and come together as whole in one space.

It is proposed to have a 20' x 80' WVC Tent. There will be a series of displays; all City departments will be represented. C&B will be able to man a table, you won't be babysitting the City Tent; this should relieve sensitivities expressed by the Committee last year. It will be more exciting, more engaging and inviting to the public to come into the space. Should be laid out to create a nice flow through the tent. C&B will have a four foot round table. Plans need to be made for displays, handouts and swag from C&B, before WestFest.

A reminder: May is the Judges meeting and Committee Elections; there won't be a lot of time to make preparations after the June meeting. Craig reports we have money in our budget. City will be offering similar items to last year: Plinko game, flashlights, Frisbees, cups, balls and key chains. Sharon asked if a subcommittee is needed for this event? Selecting swag, handouts, etc. is excellent for a subcommittee. It is time to move forward.

Misty suggested a photo booth for WestFest; with very exaggerated props available, take a digital photo, digital frames are also available. Then email or send the picture to their phone or have a printer available, charge \$1.00. If set up correctly, with props etc., other departments might take advantage of the booth. If C&B goes with this idea Craig needs to know ASAP to make changes to the space.

They are two possible subcommittees to consider creating: WestFest and Seasonal Awards.

We usually wear our shirts; we have an Event shirt and a work t-shirt; some members have canvas hats; and we have nametags. Cathie will research the possibility of a new event shirt for the Committee in time for WestFest.

Street Banners

Some banners have been up long enough that they are damaged, or gone. Replacements are needed. Banners are currently hanging on every other light pole on 3500 South, from I-215 west to Bangerter, on the east side of 7200 West and a few on 6200 South in the Mountain View Corridor area (triangular shape, blue and white, daylily.) Staff inventoried 3500 S, 8-10 banners need to be replaced.

Banners were ordered for 5600 West, the dimensions for those poles are different; banners didn't fit. Instead they were hung on 7200 West with no size issues. Misty explained our small amount of money to purchase large quantities

of banners. We have less than \$10,000 dollars in our annual budget. The initial budget allotment of \$5,000 allowed us to purchase 83 banners at \$60.00 each. They were very well received, overwhelmingly positive feedback, negative comments: why aren't there more, why aren't they seasonal, wish they were bigger. We are limited by the size of street poles. Triangular shape increases longevity of banner. The original set has amazingly lasted about five years. Another consideration; they have to hung. Luckily, Public Works has taken care of that over the years without asking for compensation from the Committee. They were taken down for the first winter season. They were damp when returned to our office, Cathie dried them off as well as she could (messy,), they had to be stored. They haven't been taken down since. These are factors to consider if seasonal banners are used. There are a few winter/seasonal banners hanging in City Hall parking lot, did not have budget for the Cultural Center. Manpower, storage and money must be considered. Lisa: they are a pricey item for our Committee. Misty spoke with a member of the South Jordan Planning Commission, they have staff that select, hang and store banners for their city. We need to allocate funds to purchase replacements. Inventory of banners on 6200 South and 7200 West needs to be completed to determine number needed. Craig predicates wind damage may have occurred, especially on 6200 South. A conservative budget allotment would be \$600 to \$1,000 to replace and maintain our current supply.

Staff met Public Works on 5600 W to measure the light poles. Banners for 5600 W will need to be three inches longer; the cost will remain the same. There are 88 light poles on 5600 W between 3100 South and roughly Parkway Blvd. (2700 S.) *C&B will need to determine how the banners are placed, every other pole, every pole, both sides of the street, etc. Approximately \$6,000 would be needed for banners on that corridor.*

Scott suggested determining a set dollar amount to allocate each year for banner maintenance. How many poles are in the City? A good question. Craig reports that installation is random; with new projects or changes that require an update to the streetscape, a new pole is compulsory. The City is not complete. The streetscape is applied to Redwood Road along with 3300 South at Redwood Road east to the Jordan River and 5600 West. 5600 W is the most complete corridor. There are also new poles on the Cultural Center Drive. Banner arms are in place at the Fitness Center and the Cultural Center parking lots. Because developments are completed in such a random way it is hard to determine the exact number of light poles. The Maverik Center will most likely step up to tend to the poles on Decker Lake Drive.

Historically we use funds remaining at the end of the year, we have to "use it or lose it." Lisa- "we are not going to lose it!" The City fiscal year technically ends on June 30th, the finance department usually shuts down spending in May, sometimes in April. The dollar amount remaining determines the number of banners we purchase. We also have a standing program modification for the City budget in the amount of \$5,000, to pay for banners. It has never been approved. The City has helped in the past, when we started the Street Banner project. *Craig suggested getting an inventory on 6200 S and 7200 W,*

for replacements needed. If C&B would like to continue with the banner program, a vote at the April meeting to determine a budget allotment should be taken.

Darrell volunteered to inventory the light poles on 7200 W between 3500 S north to SR201. Lisa volunteered to review 6200 S between 5600 W and Mountain View Corridor.

Salt Lake City or South Jordan has staff whose responsibility is to run the street banner pole program. They have funds for rental agreements, damage issues and likely to map pole locations. West Valley City does not. The Public Works department is aware of pole placement. Because of the size of West Valley City the scale of a map may be large.

Community Outreach Tools

Yard Clippings- short articles written by committee members that have a passion about the subject they have selected. Will be posted on the C&B webpage, could possibly be published in the City Newsletter/Update which is also online. Submissions are needed the Monday before the first day of the coming month. The subject matter can vary from environmental concerns-cars idling to planting a salsa garden. Staff can help with photographs to enhance the article.

Recruitment Tools

Committee attendance at events to talk about Committee, City webpage-committee inquiries, past Yard Award winners, word of mouth, neighbors Suggestions for possible project ideas can also be submitted online

Other Business

New Committee members must be appointed to C&B by City Council. Members are appointed to four-year terms. This is paperwork procedure that staff will take care of.

Tonight's meeting was a bit more chatty, to inform our guests of the roles of the Committee. Meetings are not much fun. Hands on projects are entertaining; members get to know each other better in that setting. We meet on the first Saturday of the month for projects, during warm weather months. We have completed several improvements at the Community Preservation Building- on 3500 South west of the Post Office. Last year we worked on the corner of 4100 S and 4100 W. We also decorate City Hall for the holidays. Making a difference in the community is fulfilling.

Communicate with David McEwen Chairperson, Craig or Cathie about topics you would like to see on the monthly agenda or projects C&B should consider.

C&B is intended to be about what you want to accomplish. Craig and Cathie are City Staff members assigned to C&B. They are your staff, they are here to help you succeed; provide the assistance that they can and are a direct tie to the City and it's workings. Cathie fulfills all of the legal requirements with City and State

code. Craig oversees the budget and develops an agenda each month. Cathie is a resident of the City; Craig is a native of West Valley City and has worked for the City for 17 years. Committee members are the steering mechanism of the Clean and Beautiful.

The meeting was adjourned at 6:55 p.m.