

**YUMA CLEAN AND BEAUTIFUL COMMISSION
MINUTES OF THE EAST MAIN CANAL BEAUTIFICATION
WORK SESSION HELD ON JUNE 25, 2024
PUBLIC WORKS TRAINING ROOM
155 WEST 14TH STREET
YUMA, AZ 85364**

MEMBERS PRESENT: Greg LaVann, Chairman
Arturo Morales, Vice Chairman
Kirsten Carpenter, Commissioner
Lonna Brazeel, Commissioner
Deirdre MacDonald, Commissioner
Andrea Bereznak, Commissioner

MEMBERS ABSENT: Lonna Brazeel, Commissioner
Andrea Bereznak, Commissioner

STAFF MEMBERS: Joel Olea, Director of Public Works
Laura Zavala, Administrative Support Supervisor
Crystal Morales, Administrative Specialist
Michael Flowers, Public Works Manager
Josh Conover, Public Works Superintendent

CALL TO ORDER:

The meeting was called to order at 3:01 p.m. by Chairman LaVann

ADMINISTRATIVE ITEMS:

Roll call:

Roll call was completed by Laura Zavala.

Approval of minutes:

Commissioner MacDonald moved to approve the previous meeting minutes, which was seconded by Commissioner Carpenter. The motion was passed unanimously.

Sign Presentation:

Public Works Superintendent Josh Conover oversees the Traffic Signs & Striping sector for the Public Works Department. He provided the commission with insight regarding the process for safely installing larger signs. The commission is considering upgrading their Beautification Award signs to display larger sizes. One of the options suggested was a 30x24 sign, which seemed more reasonable for transportation

and installation as opposed to a 48x36 or 48x48 sign. Josh also recommended rearranging the size of the wording displayed on the sign to ensure that “Beautification Award” is more visible. The Promotion and Marketing subcommittee will discuss different options and present their findings to the commission for a final vote. The commission decided to continue using the smaller (18x24) signs for residential awards and the 30x24 for commercial awards.

NEW BUSINESS:

Call to the public:

No members of the public were present during this meeting.

Cancelation of July’s Commission meeting:

Chairman LaVann called for a motion to cancel the Commission meeting scheduled for July 30th due to several commissioners being out of town for the summer. Commissioner Carpenter proposed to cancel the meeting, which was seconded by Commissioner MacDonald. The motion passed unanimously. Commission meetings will resume on August 27th, 2024.

SUBCOMMITTEES:

East Main Canal Beautification:

Chairman LaVann, Vice Chairman Morales, and Director Olea walked along the East Main Canal and met with a few mural artists. They discussed various ideas, including creating interactive murals with QR codes. They haven't chosen a specific theme for the murals yet.

YRMC is enthusiastic about the possibility of adding exercise equipment. The Parks, Art, and Recreation Commission may need to be involved to hear their feedback and ensure that the equipment will last.

The mural artists received a tour of the area and will provide the city with a cost bid. The projected start date for painting is November 2024.

Promotion and Marketing Subcommittee:

Commissioner Smith and Vice Chairman Morales are still working on adding a “Community Projects” page to the city website.

Vice Chairman Morales requested more brochures that include the Yuma See Click Fix QR code to advertise the program.

Beautification Award Subcommittee:

Some commissioners considered reaching out to Jennifer Blackwell to appear on her live radio show on Z-93. The goal was to promote the commission and encourage the public to make recommendations for Beautification Award nominations.

STAFF UPDATES:

The Commission's annual presentation to the City Council is scheduled for October 15, 2024, at 5:30 pm.

FUTURE AGENDA ITEMS:

Schedule a date to take a new group photo of the commissioners.

ANNOUNCEMENTS:

None currently.

ADJOURN:

Commissioner Smith moved to adjourn the meeting, which was seconded by Vice Chairman Morales. The motion was passed unanimously, and the meeting was adjourned at 3:35 pm.

A handwritten signature in black ink, appearing to read 'G. LaVann', is written over a horizontal line. The signature is fluid and cursive.

Chairman, Greg LaVann

Date