

**MINUTES OF THE MEETING OF THE BEAUTIFICATION COMMITTEE
CITY HALL PLANNING ROOM-101 N. HALAGUENO
11:00AM
September 16, 2021**

COMMITTEE MEMBERS PRESENT:

Mary Garwood, Jeri Strong (Eddy County Public Information Coordinator), Tracy Hughes (Bureau of Land Management), Trysha Ortiz (City of Carlsbad Deputy Planning Director), Kat Davis (Pearl of the Pecos/Arts & Culture District Director), Ashly Key (Carlsbad MainStreet Director), and Dailey Jones (Carlsbad Resident)

MEETING WAS CALLED TO ORDER AT 11:06 AM

1. Approval of Agenda:

Trysha Ortiz made a motion to approve the Agenda. Tracy Hughes seconded. The vote was as follows: Yes- Jeri Strong, Tracy Hughes, Trysha Ortiz, Kat Davis, Ashly Key, and Dailey Jones
No- None
Motion Passes.

2. Approval of Meeting Minutes – Regular Meeting held August 19, 2021:

Jeri Strong made a motion to approve the August 19, 2021 meeting minutes. Trysha Ortiz seconded. The vote was as follows: Yes- Jeri Strong, Tracy Hughes, Trysha Ortiz, Kat Davis, Ashly Key, and Dailey Jones
No-None
Motion Passes.

3. Keep Carlsbad Beautiful Upcoming 2021 Projects Review:

- a) Riverblitz 2021: Round 2! September 25, 2021: Mary Garwood covered the planning for the event, however the Pecos to Pecos event planners chose to postpone the Pecos to Pecos clean-up event until April of 2022. Mary explained the clean-up will proceed as planned here in Carlsbad, as folks have already started to sign up and hopes for a good turn-out on the day of the event.
- b) Photo Contest for Riverblitz/KCB-Fall/Winter of 2021: Mary Garwood explained she would like to see KCB continue to branch out further with the program and pitched the idea of a photo contest for Riverblitz to the committee. She proposed holding the contest this Fall 2021, and announcing the winners in January 2022. Winners would be given the chance to be the Riverblitz Facebook photo for a month or so, along with local Restaurant gift card prizes, etc. Several project ideas were discussed and Mary will bring back the updates for the October 21, 2021 Beautification Meeting to move the plan forward.
- c) Any other ideas? Kat Davis mentioned that the Carlsbad Museum is working to bring an artist who creates work from local trash pick-ups and proposed Keep Carlsbad Beautiful conduct a project if possible with the incoming artist. Mary will be reaching out to Museum Director Dave Morgan to see how that can possibly happen.

4. Carlsbad MainStreet and Pearl of the Pecos Update:

Ashly Key and Kat Davis updated the committee about the Third Thursday event that will be taking place this evening to include a ceremony honoring the area's local first responders starting at 5:30PM. Ashly went on to explain the partnership with Eddy County for the window decorating contest and that the winners will also be announced this evening Downtown. Ashly also reported that XTO has generously donated \$30,000 towards the Downtown Renovation Project for new trash receptacles, benches and refreshing the paint on the light poles. She stated she is very excited to see that the Downtown area will soon be spruced up to look great for all residents and visitors to enjoy. Kat Davis informed the committee that the "Greetings from Carlsbad" mural has now been completed. She is working on some marketing plans and to conduct an official unveiling ceremony in the near future to welcome the mural here in the community. Kat invited the committee once again to HeritageFest, which will be taking place at the Halagueno Arts Park on Saturday, September 18th from 10AM to 2PM. Keep Carlsbad Beautiful will be setting up a booth at the event. She said live music, arts & crafts activities, food trucks, axe throwing, craft vendors, and more will all be on hand for Saturday's event. Tracy Hughes reported that her Bureau of Land Management National Public Lands Day events all went very well for the week of September 7th through the 11th with a 20 year anniversary commemoration of the 9/11 attacks to honor first responders concluding the week. She said a total of 1,203 volunteer hours were put in over the weeks' time with companies coming out to help with projects out on public lands. She said she was beyond pleased with the turn-out and thankful for each and every one who helped out. She said in October 2021, she is looking forward to working to rebuild the Cottonwood Deck along the Pecos River to replace the one recently damaged by a wildfire.

5. Code Enforcement Update:

Trysha Ortiz reported that weeds are still a huge concern with the City of Carlsbad Code Enforcement Department at this time.

6. Adjournment:

Kat Davis made the motion to adjourn. Trysha Ortiz seconded. Meeting adjourned at 11:51AM.

Signed: _____


Mary Garwood-City of Carlsbad Solid Waste Dept. /Beautification Chair