

MINUTES OF THE MEETING OF THE BEAUTIFICATION COMMITTEE
JANELL WHITLOCK MUNICIPAL ANNEX BUILDING PLANNING ROOM-114 S. HALAGUENO
11:00AM
December 16, 2021

COMMITTEE MEMBERS PRESENT:

Mary Garwood, Eddie Rodriguez (City of Carlsbad Mayor Pro-Tem), Tracy Hughes (Bureau of Land Management), Jeff Patterson (City of Carlsbad Planning Director), Kat Davis (Pearl of the Pecos/Arts & Culture District Director), Ashly Key (Carlsbad MainStreet Director), Dailey Jones (Carlsbad Resident), Veronica Barnhart (Carlsbad Resident)

MEETING WAS CALLED TO ORDER AT 11:06 AM

1. Approval of Agenda:

Ashly Key made a motion to approve the Agenda. Kat Davis seconded. The vote was as follows: Yes- Ashly Key, Kat Davis, Eddie Rodriguez, Tracy Hughes, Jeff Patterson, Daily Jones, and Veronica Barnhart

No- None

Motion Passes.

2. Approval of Meeting Minutes – Regular Meeting held November 18, 2021:

Kat Davis made a motion to approve the November 18, 2021 meeting minutes. Ashly Key seconded. The vote was as follows: Yes- Ashly Key, Kat Davis, Eddie Rodriguez, Tracy Hughes, Jeff Patterson, Daily Jones, and Veronica Barnhart

No-None

Motion Passes.

3. Keep Carlsbad Beautiful 2021& 2022 Projects Planning:

- a) **Set date for “Strategic Planning” Meeting in January 2022-** Committee members decided on a date of January 13th from 9AM to 11:30AM for this meeting to take place.
- b) **Vote on New Keep Carlsbad Beautiful logo-** Committee members took a vote on the new logo with a few suggested edits first before it is premiered. Mary Garwood will get with Julie Chester, who designed the two logos presented at the meeting, for those changes and will debut the logo after completion.
- c) **Riverblitz 2022: Saturday, March 5, 2022-** Mary Garwood covered the annual cleanup event and invited everyone out to participate. She stated that this year the lunch portion of the effort will be brought back and is considering holding a type of “tailgate” party outside in the parking lot since COVID continues to be a factor in event planning.
- d) **Riverblitz/KCB Photo Contest: Spring 2022-** Mary Garwood stated that the photo contest will run just after the Riverblitz 2022 event has concluded.
- e) **Committee Member Ideas-** Kat Davis reminded the committee of the Business Beautification Award idea that KCB could work on throughout the year and hand out an outstanding “clean” business each quarter. By doing this, it would inspire other businesses in town to help keep their outside more aesthetically appealing for the community.

4. Carlsbad MainStreet and Pearl of the Pecos Update:

Ashly Key said farewell to the Beautification Committee, as she will soon be relocating out of Carlsbad, NM to Beaumont, Texas. She then went on to update the group about the status of the Carlsbad MainStreet Downtown Revitalization project which includes getting new waste receptacles, benches, and information kiosk in the area. Kat Davis reported for Pearl of the Pecos that funding has been awarded to continue the state designation of the Carlsbad Arts and Culture District and that this is a huge priority to complete.

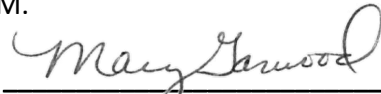
5. Code Enforcement Update:

Jeff Patterson gave the committee an update on code enforcement stating that his department has been very busy with weed blitzes and working on a few condemnations in town. Jeff reminded the group about reporting code enforcement violations to the City of Carlsbad 311 line. He went on to say that with the colder weather approaching, that vagrants can break into abandoned homes and buildings and set fires and to please report those if seen.

6. Adjournment:

Kat Davis made the motion to adjourn. Veronica Barnhart seconded. Meeting adjourned at 11:58AM.

Signed: _____



Mary Garwood-Keep Carlsbad Beautiful Director/Beautification Chair