

**MINUTES OF THE MEETING OF THE BEAUTIFICATION COMMITTEE  
CITY OF CARLSBAD CITY HALL 101 N. HALAGUENO  
ROOM 204 (PLANNING ROOM)  
11:00AM  
February 17, 2022**

**COMMITTEE MEMBERS PRESENT:**

Mary Garwood, Kat Davis & Eyenid Manzo (Carlsbad MainStreet/POP), Tracy Hughes (Bureau of Land Management), Tina Tiffany (ConocoPhillips), Dailey Jones & Michele Robertson (Committee Members), Leonora Mendez (Carlsbad Literacy Program), Jeri Strong (Eddy County), and Josh Calder (Carlsbad Police Dept.)

**MEETING WAS CALLED TO ORDER AT 11:03 AM**

**1. Approval of Agenda:**

Jeri Strong made a motion to approve the Agenda. Tracy Hughes seconded. The vote was as follows: Yes- Kat Davis, Eyenid Manzo, Tracy Hughes, Tina Tiffany, Dailey Jones, Michele Robertson, Leonora Mendez, Jeri Strong, and Josh Calder

No- None

Motion Passes.

**2. Approval of Meeting Minutes – Regular Meeting held January 20, 2022:**

Michele Robertson made a motion to approve the January 20, 2022 meeting minutes. Jeri Strong seconded. The vote was as follows: Yes- Kat Davis, Eyenid Manzo, Tracy Hughes, Tina Tiffany, Dailey Jones, Leonora Mendez, and Josh Calder

No-None

Motion Passes.

**3. Keep Carlsbad Beautiful 2022 Projects Review:**

- a) **Riverblitz 2022: Saturday, March 5, 2022-** Mary Garwood reported that things are coming together nicely and that groups are starting to sign up for the various places on the cleanup map and list that has been posted on Facebook. Tina Tiffany invited Mary Garwood to speak for the Rotary Club before the event. Mary agreed to do so and added she is lined up to speak for the Downtown Lion's Club next week, and that the more opportunities to promote the event, the better.
- b) **Set date for Albertsons photo for Business of the Quarter-** The Committee discussed this and decided that Tuesdays are best for everyone. Mary Garwood will reach out to Albertsons to plan a specific date for the photo and let the Committee know what is decided.
- c) **Community Roll-offs Discussion** - Mary Garwood explained to the Committee that KCB has community 30 cubic yard containers that will be placed out in various areas throughout Carlsbad to give residents the opportunity to dispose of their larger bulky waste properly. Mary went on to explain that this effort was in years past a success when the effort was led by former KCB Directors Deanna Taylor and Wanda Welch. Some examples of areas for placement are the National Baseball Park, Hall Addition Park, and Redbud Street area.

- d) **Committee Member Ideas-** Michele Robertson discussed the idea of implementing beautification awards for community residences with outstanding landscaping efforts in addition to the Business of the Quarter awards KCB has just started.

**4. Carlsbad MainStreet and Pearl of the Pecos Update:**

Kat Davis announced the dates of this year's CavernFest event will be held on June 10<sup>th</sup> and 11<sup>th</sup>. Entertainment is currently being worked out and will be announced officially soon, but Randy Rogers Band will be the headliner. Kat went on to explain that funds were recently awarded for the Arts and Culture District (ACD) to complete the plans needed to officially complete the designation of the Pearl of the Pecos Arts and Culture District. She said the work will take about a year to complete with the ACD designation being the ultimate goal.

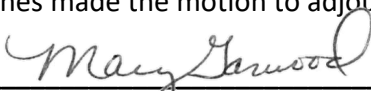
**5. Code Enforcement Update:**

No one from the Code Enforcement Dept. was in attendance. Leonora Mendez was asked to introduce herself and give an update on the Carlsbad Literacy Program. She stated she has just recently been hired as the Literacy Program Director and the program works to help adults learn to speak both English and Spanish. They are looking for volunteers for the program and offer a variety of schedules to accommodate these volunteers.

**6. Adjournment:**

Tracy Hughes made the motion to adjourn. Jeri Strong seconded. Meeting adjourned at 11:54AM.

Signed: \_\_\_\_\_



**Mary Garwood-Keep Carlsbad Beautiful Director/Beautification Chair**