

**MINUTES OF THE MEETING OF THE BEAUTIFICATION COMMITTEE
CITY OF CARLSBAD CITY HALL 101 N. HALAGUENO
ROOM 204 (PLANNING ROOM)**

11:00AM

March 17, 2022

COMMITTEE MEMBERS PRESENT:

Mary Garwood, Amelia Ananins (Keep Carlsbad Beautiful Intern), Kat Davis & Eyenid Manzo (Carlsbad MainStreet/Pearl of the Pecos), Trysha Ortiz (Deputy Planning Director), Tina Tiffany (ConocoPhillips), Michele Robertson (Committee Members), Leonora Mendez (Carlsbad Literacy Program), and Jeri Strong (Eddy County)

MEETING WAS CALLED TO ORDER AT 11:04 AM

1. Approval of Agenda:

Michele Robertson made a motion to approve the Agenda. Jeri Strong seconded. The vote was as follows: Yes- Amelia Ananins, Kat Davis, Eyenid Manzo, Trysha Ortiz, Tina Tiffany, Michele Robertson, Leonora Mendez, and Jeri Strong

No- None

Motion Passes.

2. Approval of Meeting Minutes – Regular Meeting held February 17, 2022:

Jeri Strong made a motion to approve the February 17, 2022 meeting minutes. Michele Robertson seconded. The vote was as follows: Yes- Amelia Ananins, Kat Davis, Eyenid Manzo, Trysha Ortiz, Tina Tiffany, Michele Robertson, Leonora Mendez, and Jeri Strong

No-None

Motion Passes.

3. Keep Carlsbad Beautiful 2022 Projects Review:

- a) **Riverblitz 2022: Saturday, March 5, 2022- Update on Event-** Mary Garwood reported the Riverblitz 2022 was hugely successful with a participant count of 384 and 4.6 tons of waste collected. She had not anticipated that big of a turnout, but of course is very pleased with the outcome of the efforts of all the volunteers. She thanked the Committee members for helping out once again this year.
- b) **Riverblitz/KCB Photo Contest: March/April 2022-** Mary Garwood stated that now that the river has been cleaned and the weather is warming up, she would like to roll-out the Riverblitz/KCB photo contest. Discussion ensued over the contest implementation & rules. Mary will work with Julie Chester, who has been contracted to create KCB media, to get the photo contest postings in production and the contest posted no later than by the next Beautification meeting.
- c) **Business of the 2nd Quarter 2022 Discussion and Nominations** – Discussion ensued about some possible awardees. Committee members were asked to keep their eye open for nominations to take place next month.
- d) **Committee Member Ideas-** Discussion took place over the County's new illegal dumping ordinance and its implementation practices. Jeri Strong reported that game cameras have been purchased for the effort and will be in place soon. Jeri also let the Committee know that there is an avenue for reporting illegal dumping and other concerns in Eddy County on their website.

Tina Tiffany reported that Eddy County's Public Works Director, Jason Burns, did a great job in helping the ConocoPhillips team out for Riverblitz and will be placing a waste container at the Higby Hole location for the summer months. She would like for ConocoPhillips to adopt Higby Hole as their cleanup spot moving forward.

4. Carlsbad MainStreet and Pearl of the Pecos Update:

Kat Davis went over the dates for the upcoming CavernFest event that will take place on June 10th and 11th of this year. She also informed the Committee of the Third Thursday events and the upcoming artist who joined Riverblitz 2022 and has already made a remarkable piece of artwork from littered items he collected from our Flume area. With the Riverblitz 2022 waste, he will be working on more pieces that will be displayed at the Carlsbad Museum. She urged everyone to go check out the Carlsbad Museum to see the recycled artwork and to stay tuned for an upcoming "art festival" event in the Halagueno Arts Park that will be announced soon.

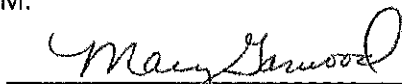
5. Code Enforcement Update:

Trysha Ortiz stated that the Code Enforcement Department is working on locating older outdated and faded signs around town to get them taken down. She also told the Committee that the Code Enforcement Department continues to work on weeds issues as well as moving more serious issues towards the condemnation process which involves City Council getting involved. Trysha went on to explain that their goal is to have an educated community and the compliance level is actually quite high. Mary Garwood stated that the City of Carlsbad Code Enforcement Department comes in to help with her trash complaints whenever she has exhausted her educational outreach regarding a certain troubled address or location.

6. Adjournment:

Michele Robertson made the motion to adjourn. Jeri Strong seconded. Meeting adjourned at 11:58AM.

Signed: _____



Mary Garwood-Keep Carlsbad Beautiful Director/Beautification Chair