



# Benson Clean & Beautiful

## What's Happening?

Editor: Ron Desmarais

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### HAPPY NEW YEAR!

Let us hope that 2017 will be as fruitful as 2016. We have had a good year with Benson Clean & Beautiful projects. We have a lot to celebrate looking back at 2016 and the future looks bright for 2017. Thanks to all of you who have supported us throughout the year - we look forward to your help and support for the coming year.



### Looking Back at 2016

#### The Newsletter Returned

One of the things that took place during 2016 was getting our newsletter back on track. If you have been following us then you have seen the changes with the newsletter. Hopefully, you find these to be informative and helpful to keep you up-to-date. We welcome your feedback. Let us know what you like, don't like, or would like to see. After all, our newsletter is for you.

#### Fundraising success

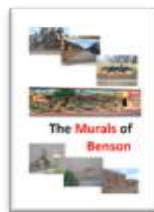
We closed out the old year with several fund raising events. **The Sock Hop** fundraiser in September was a great success and the feedback encouraged us to continue these types of efforts. We hosted October's Butterfield Stage Days for the first time, and were successful beyond our expectations. We also didn't just sit around congratulating ourselves over those successes, but moved on to Christmas on 4<sup>th</sup> Street, working with the Benson Historical

Museum and the Chamber of Commerce to bring that event off successfully. To know how well that was received you only had to see all the people lining 5<sup>th</sup> street down by the museum to know how well it was anticipated.

#### Murals, Murals, and More Murals

By the end of the year we had reached 35 murals throughout the Benson area, with more to come. Our next—big mural will be the Quiburi Mission. The fundraising for that is nearing completion and we hope to soon see that mural take its place with the others.

#### Mural Books Are Now Available



We completed the first publication of the **MURALS OF BENSON** guidebook. The books sold out in a hurry, but we'll have another printing soon. If you are interested in getting one, they will be available at several retail outlets, including the Horseshoe Café and Reb's café, for a \$5 donation. Your purchases will help our fundraising efforts for clear coating the murals, so get yourself a copy, follow the mural trail, and find the hidden objects within the murals.

"What is the essence of life?  
To serve others and to do  
good." — Aristotle

#### Clear coating of Murals

A lot of time and effort (as well as contributions) have gone a long way towards our mural projects. To keep these fresh and vibrant we began the process of clear-coating the murals for protection from our harsh Arizona sun. The clear-coating will help keep these murals bright and vibrant for years to come. However, it's not a one-time event - the murals will need to be re-coated every four to five years. Our contractor who applies the paint has given us a deep discount, but paying \$75.00 per gallon for the marine clear coat paint puts the cost of coating one mural at \$200.00 to \$500.00 (or more), depending on the size of the mural. So it's easy to see why we need your donations and sponsorships to continue "Keeping Benson Beautiful."

#### Like the Energizer Bunny We Keep On Going



Whew! As you can see we have had a busy year, have done some great stuff, and worked to help keep our community a pleasant place to live and a welcoming place to visit. Help us to continue this great work by assisting in providing time, monetary contributions, and other means of support. Attend a meeting and provide some feedback. Or simply tell us what you would like us to do in the future within the scope of our mission statement.

## WHAT'S HAPPENING IN 2017?

### More Murals in the Works

As I mentioned earlier we will soon be bringing the Quiburi Mission mural to fruition. We are in the planning stages for our biggest mural yet – an historic cattle drive on Michael McCune's Bushidoo building (formerly Color West). It will measure 15' x 120'. We have just received a \$5,000 grant from Union Pacific Foundation to put towards the cost of the mural and will be hosting several events throughout the year to raise more funds for the project. We will "sell brands" to ranchers and others to be displayed on the cattle and horses. Let us know if you'd like to "buy your brand". Our artist, Doug Quarles, will also offer to put your ancestors on a horse (for a donation, of course!) if you bring in an old photo (or a new one?). This project is scheduled for 2017 or 2018, depending on the amount of sponsorships and donations we receive.

Several businesses have now stepped forward and are interested in a mural, and we hope to get more interested in the months ahead. If a business or enterprise doesn't have a lot of wall space there are other options available to have a mural at your location. Contact us for more information!

### Election of Officers

Election of Officers took place at the February 23 Annual Executive Board meeting. Our Board



of Advisory members are David Bryan of SSVEC, Ken Goranson of Benson Hospital, Michelle Johnson of City of Benson, and Lyndon Denton of Apache Nitrogen Products. Our officers are: Cindy Allen, President; Ron Desmarais, Vice President; Leo O'Farrell, 2<sup>nd</sup> Vice President; Lisa Hill, Treasurer. We still need a secretary

to take meeting minutes and help with various office duties, so if you or someone you know would like to serve, please get in touch with us. We would also like to have another member of our business community to serve on our Advisory Board.

### And Who Knows What is in Store?

We are stepping into the New Year with fresh ideas, looking forward with anticipation in making BC&B a better organization, and making our home town a much better place to live.



### Organizational Name Change

**Benson Clean & Beautiful** will soon be undergoing a name change to **Benson Beautification** – same goals, just a new name. This is to better reflect what we are as an organization. As many of you know (and maybe some don't) Benson Clean & Beautiful was begun in 2003 to encourage recycling and neighborhood cleanup projects. They implemented some refreshing updates to Benson's looks and encouraged businesses to be more proactive in keeping Benson clean and beautiful. However, due to unforeseen circumstances, the organization went dormant in 2006. Like the Phoenix, Benson Clean & Beautiful arose from the ashes in 2013, and began updating the town with murals that celebrate the history of Benson and Cochise County. We are as concerned as others about the derelict buildings and weed-infested lots, but our mission in "keeping Benson Beautiful" is no longer geared to

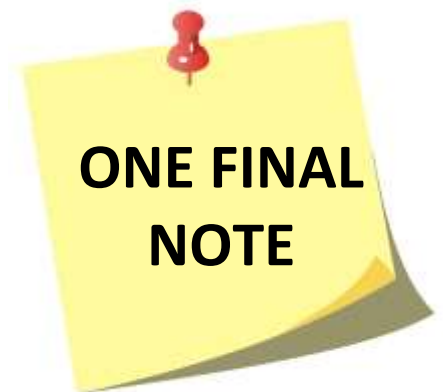
cleanups – it is focused on murals and other projects that show what a lovely city we live in. So expect to see more Benson Beautification popping up as we move further into 2017!

### NEW WEB SITE



We will be making some changes to our web site soon. Our name won't change we will simply be changing our web host and updating the look and feel.

This is a work in progress so you can make suggestions on our contact page. I think anyone who has been to our web site before will like how it has been re-organized. Along with some of the changes will be the ability to sign-up for our newsletter, donate to our various funding events, and be a contributing member in more ways than volunteering (although we wouldn't be opposed to that either). Once we have made the transition to the new web site we will be notifying you that it is available.



We will be starting our yearly membership drive soon. If you or anyone you know would like to be a member of Benson Beautification, please be on the look out to sign-up. You can be an active member or a donating member. More on the membership drive soon.