

**MINUTES OF THE  
KEEP ABILENE BEAUTIFUL BOARD  
March 6, 2013  
Abilene City Hall – Basement Conference Room**

**OFFICERS PRESENT**

Ray Grothaus, President  
Corey Ruff, President - Elect  
E’Lisa Smetana, Secretary

**OFFICERS ABSENT**

Stephanie Kraly, Treasurer

**BOARD MEMBERS PRESENT**

Martin Garcia  
Doug Hodel  
Chuck Mitchell  
Eric Mallet  
John Weir

**BOARD MEMBERS ABSENT**

David Harwell

**KEEP ABILENE BEAUTIFUL STAFF**

Nicole Eaves, KAB Coordinator

**ADVISORY MEMBERS PRESENT**

Brent McClellan, Stormwater Services  
Theresa James, Legal Liaison – City Attorney’s Office  
Jon James, Planning and Development Services

**COMMUNITY PARTNERS**

Darah Waldrop, TxDOT

**GUESTS PRESENT**

Cara Hilbrich, Davis Kinard & Company

**Item I:**       **Call to Order.** Ray Grothaus, President, called the meeting to order at 12:02 p.m. Ms. Smetana checked roll call for each member. A quorum was established.

**Item II:**       **Approval of Minutes.** Discussion on the February 6, 2013 meeting minutes was held. A motion to accept minutes as read was made by Mr. Hodel and seconded by Mr. Garcia.

*Through roll call, motion carried unanimously.*

**Item III:**       **Approval of Treasurer’s Report.** An updated Financial Report prepared by David Kinard & Company, PC for January and February 2013 was presented. Mr. Grothaus discussed the reports.

<b>Current Bank Account Balance as of January 1, 2013</b>	<b>\$29,206.89</b>
<b>Deposits</b> *outstanding	Jan. Interest \$ .75, Feb. Interest <b>\$.70</b> , Republic Services <b>\$684.78</b> , Republic Services <b>\$684.78</b> , Donna Albus (Ornaments) <b>\$400.00</b>
<b>Expenditures/Checks Written</b> * checks outstanding	Ck. #2237 <b>\$100.00</b> , Ck. #2239 <b>\$17.18</b>
<b>Current Bank Account Balance as of February 28, 2013</b>	<b>\$ 30,860.72</b>

Mr. Garcia made a motion to approve the January and February 2013 Financial Reports. The motion was seconded by Mr. Mallet.

*Through roll call, motion carried unanimously.*

**Item IV: Action Items:**

**A. Discussion and Possible Approval of 2011-2012 Audit** – Mr. Grothaus stated that Cara Hilbrich with Davis Kinard & Company was present to answer any questions about the 2011-2012 Audit. Ms. Hilbrich presented the audit and disclosure letter to the Board. She stated that the by-laws indicate that we will have a thirteen member board and currently there are only ten members and secondly it states that we will have an audit done each year. This is something that she suggested we might want to look at for the future. She said that there were no issues with the audit and the process went smoothly. Further discussion by the Board followed. A motion was made by Mr. Weir and seconded by Ms. Smetana to approve the 2011-2012 Audit.

*Through roll call, motion carried unanimously.*

**B. Discussion and Possible Approval of Donating Trash Bags and Grabbers for the Spring Mayor’s Hike** – Ms. Eaves discussed that the Spring Mayor’s Hike will be coming up soon. They are working on a date for the event but would like to go ahead and ask the Board for trash bags and grabbers. We had donated these twice before for the Fall and Spring Hike in 2012. The grabbers are returned after the event. Further discussion was held. A motion was made by Mr. Hodel and seconded by Mr. Weir to donate the bags and grabbers for the Mayor’s Spring Hike.

*Through roll call, motion carried unanimously.*

**C. Discussion and Possible Approval of School Awards**– Mr. Grothaus stated that there have been numerous discussions on the school awards over the last year. Ms. Eaves said that the Janet Parkey award is \$500 and also includes a plaque which in 2012 cost \$111.50. The Project Recycle is up to \$2,000 for an on-campus recycling effort. Ms. Eaves stated that she has only received one call on the awards from Abilene High. The awards are open to both Wylie and Abilene ISD. Mr. Grothaus

discussed the importance of the awards in the GCAA (Governor's Community Achievement Award) process. Discussion centered on removing the "representative attending AISD Beautiful meetings" since that group doesn't exist currently, removing "reception at school", and adding supporting pictures needed. A motion was made by Mr. Mitchell and seconded by Mr. Garcia to continue both the Janet Parkey Memorial Award and the Project Recycle Award and modify the documents as listed above. Ms. Eaves will get those sent out to the schools.

*Through roll call, motion carried unanimously.*

- D. Discussion and Possible Approval of Mayor's Conservation Award – Mr. Grothaus** stated that Stormwater Services has nominated Coca-Cola Refreshments for the Mayor's Conservation Award. He stated that Coca-Cola has donated in excess of 250 rain barrels free-of-charge to citizens to help conserve water. If approved, this award could be presented at the Business After Hours on April 18<sup>th</sup>. The award would cost \$78 and it is a stone with a water drop and the name of the business engraved on it. A motion was made by Mr. Hodel to approve the cost of \$78 for the water conservation award to be given to Coca-Cola at the Business After Hours event. The motion was seconded by Ms. Smetana.

*Through roll call, motion carried unanimously.*

- E. Discussion and Possible Approval of the Business Expo – donation of give-a-ways – Mr. Grothaus** stated that Stormwater Services will have a booth on March 27<sup>th</sup> at the Business Expo. Discussion was held on possibly using this as an opportunity to promote KAB through literature and give-a-ways at their booth. A motion was made by Mr. Ruff and seconded by Mr. Weir to use give-a-ways at the Business Expo to promote KAB.

*Through roll call, motion of denial carried unanimously.*

- F. Discussion and Possible Approval of Social Media – Mr. Mallet** discussed opportunities available through the use of social media tools to promote KAB. Mr. Mallet discussed a hand-out provided that compared Anaheim, CA, Ann Arbor, MI and Bellevue, WA using various media to engage and educate the public. This would be a great tool to expand KAB's reach through the KAB website, Facebook, and Twitter. Ms. Waldrop discussed the benefit of Twitter management tools and offered to help train others. Mr. Mallet and Ms. Eaves will put together a plan of action in regards to social media opportunities. Mr. Garcia made a motion to table the item until further information can be provided by Mr. Mallet and Ms. Eaves. The motion was seconded by Mr. Ruff.

*Through roll call, motion carried unanimously.*

- G. Discussion and Possible Approval of Ordering Checks – Mr. Grothaus** stated KAB needs to order checks and the cost would be \$17.39. A motion was made by Mr. Ruff to approve \$17.39 for the purchase of KAB checks. The motion was seconded by Mr. Weir.

*Through roll call, motion carried unanimously.*

- H. Discussion and Possible Approval of Disc Golf Fundraising** – Mr. Grothaus discussed that the fundraiser is coming together. Ms Eaves discussed that the name is still being determined and the suggested date might be Saturday, September 7<sup>th</sup>. Further discussion was held. Ms. Eaves stated that this item is to approve the amount needed to get it on the circuit calendars. The amounts needed are \$50 to sanction the event, \$250 to add to the Pro Purse, and \$150 for supplies to mark the course and scorecards. The entry fee was suggested as \$50 with \$2.00 going to the group that sanctioned the event and \$48 would be for KAB. There are different disc golf tiers (A,B,C). A motion was made by Mr. Garcia and seconded by Mr. Weir to approve the \$50 sanction fee, \$250 Pro Purse fee, and \$150 for supplies (total of \$450) and the date of September 7<sup>th</sup> for the Disc Golf Fundraiser.

*Through roll call, motion carried unanimously.*

- I. Discussion and Possible Approval of Project Re-Directory** – Mr. Grothaus discussed Project Re-Directory. This is only open to Elementary Schools (Wylie and Abilene ISD along with the Home Schools) and equals approximately \$25 per school. Currently there are 8 schools that are interested in the award. A motion was made by Mr. Weir and seconded by Mr. Hodel to approve moving forward with the Project Re-Directory in the amount \$25 per school.

*Through roll call, motion carried unanimously.*

- J. Discussion and Possible Approval of Roll-Off Donation** – Mr. Grothaus discussed that Dyess Air Force Base would like a dumpster to clean-up Kirby Lake on March 16<sup>th</sup>. There would be approximately 50 people joining in the event. A motion was made by Mr. Mallet and seconded by Mr. Weir to approve the use of a KAB dumpster for the Dyess Air Force Base clean-up of Kirby Lake. A restriction was placed that we would like before and after photos. In addition, Ms. Smetana asked that Ms. Eaves provide a list at a future meeting of those organizations that have used our dumpsters for an event. Ms. Eaves acknowledged that she would provide that in the future.

*Through roll call, motion carried unanimously.*

**Item V: Non-Action Items:**

**A. Event Planning**

- Business After Hours – Mr. Grothaus discussed the event on April 18<sup>th</sup> from 5:30 p.m. to 7:30 p.m.
- Disc Golf Fundraiser – Already covered previously in the agenda.
- Trash-Off – Ms. Eaves discussed that the event is on April 6<sup>th</sup>, notice is on the website, emails have been mailed out, and we are gathering volunteers. She will be getting basketball goals from the recreation center.

**B. Coordinator's Report**

Ms. Eaves discussed the following items:

- By-Law Changes – Has not received anything back from the Board since the last time she sent them out. The by-laws will be at the next meeting. They will have to be conducted separately from the regular meeting.
- Keep Texas Beautiful Conference June 17-20 – This event is coming up on June 17-20 in San Antonio and she asked that if anyone wants to go to let her know. This will be discussed further at the April meeting.

**C. Committee Reports**

Discussed previously.

**D. Community Partners Reports**

Ms. Waldrop discussed the Trash-Off event that TxDOT is partnering with KAB. She also stated that they have a new state coordinator for litter. TxDOT also has a "Don't Mess with Texas" scholarship to be given to a high school senior who has made an impact on litter prevention. The deadline is April 12<sup>th</sup> and it is projected to award \$3,000 to the top contestant and two awards of \$1,000 each to the runner-ups. These amounts will depend on the sponsorship for the scholarship.

**Item VI: Adjournment** – With no further business, the meeting was adjourned at 1:17 p.m. The next meeting will be held on April 3, 2013 at 12 noon in the Abilene City Hall in the Basement Conference Room.

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E'Lisa Smetana, Secretary

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Ray Grothaus, President