

**MINUTES OF THE
KEEP ABILENE BEAUTIFUL BOARD
March 5, 2014
Abilene City Hall – Basement Conference Room**

OFFICERS PRESENT

Corey Ruff, President
David Harwell, Treasurer
E’Lisa Smetana, Secretary

OFFICERS ABSENT

Ray Grothaus, President - Elect

BOARD MEMBERS PRESENT

Scott Kilmer
Eric Mallet
Charles Mitchell

BOARD MEMBERS ABSENT

Shane Johnson
Elyse Lewis
Stephanie Kraly
John Weir

KEEP ABILENE BEAUTIFUL STAFF

Nicole Eaves, KAB Coordinator

ADVISORY MEMBERS PRESENT

Theresa James, Legal Liaison – City Attorney’s Office

COMMUNITY PARTNERS

None

GUESTS PRESENT

None

Item I: **Call to Order.** Mr. Ruff, called the meeting to order at 12:07 p.m. Ms. Smetana checked roll call for each member. A quorum of Board members was present.

- Item II:** **Consent Agenda.**
- 1. Approval of Minutes – Approval of minutes from February 5, 2014 regular meeting.**
 - 2. Approval of Treasurer’s Reports from February 2014.**

Updated Financial Reports provided by Mr. Harwell were included in the packets for February 2014. A summary of those are listed below.

Current Bank Account Balance (as of February 1, 2014)	\$32,235.46
Deposits *outstanding	Interest .50, Republic Services \$698.55, Bridgestone \$750.00
Expenditures/Checks Written * checks outstanding	Ck.# 2267 \$15.00
Current Bank Account Balance (as of Month End)	\$33,669.51
Current Bank Account Balance (w/Outstandings ***as of Month End)	\$33,669.51

Ms. James stated that Item III B in the minutes needs further clarification by stating that the street use application fee does not include barricades and security. The minutes were moved to the regular agenda.

A motion was made by Mr. Harwell and seconded by Mr. Mitchell to approve the treasurer’s report on the consent agenda. Through roll call, motion carried unanimously.

Item III: Action Items:

1. Discussion and Possible Approval of the Minutes from February 5, 2014 regular meeting.

A motion was made by Mr. Harwell and seconded by Mr. Mitchell to approve the minutes with the noted change. Through roll call, motion carried unanimously.

A. Discussion and Possible Approval of Funds for KAB to host their own website – separate from the City of Abilene – Mr. Kilmer discussed the KAB website and the need to redo the site. He discussed various options including annual website hosting around \$80, WordPress themes around \$45, and iStock images to populate the website for around \$99. Mr. Kilmer is asking for \$250 to update the website. Further discussion was held on the various options. Ms. Eaves stated that the existing website was created by an outside agency and it was “pictured in” so some items cannot be changed on the site. She further stated that the options suggested by Mr. Kilmer would allow more individuality and make the site more useful.

Mr. Harwell made a motion to approve up to \$500 to establish a KAB website that is separate from the City of Abilene. This was seconded by Ms. Smetana. Through roll call, motion carried unanimously.

- B. Discussion and Possible Approval Funds for Facebook advertising to increase “Likes”** – Mr. Kilmer discussed that currently there are 86,000 Facebook users in the Abilene area and currently the KAB Facebook only has 114 likes. There is a way to do a campaign advertising blitz that increases Facebook likes. It will cost \$150 for a two week run. Further discussion was held.

Mr. Harwell made a motion to approve \$150 to run a two-week Facebook advertising campaign to increase KAB likes and it was seconded by Ms. Smetana. Through roll call, motion carried unanimously.

- C. Discussion and Possible Approval of Donated roll-off request for church garage sale** – Ms. Eaves stated that she received a request for one of KAB’s free dumpsters to be used at the Pioneer Drive Baptist Church for their High School Choir Garage Sale that raises funds for their mission trip. Ms. Eaves stated that the dumpster would be monitored by security to help control the items disposed of. Further discussion was held on this item including decorating the dumpster with our KAB logo and how to make the community aware that this dumpster is available for their events.

Ms. Smetana made a motion to approve the use of the dumpster for the garage sale and it was seconded by Mr. Harwell. The Board asked that information on decorating the dumpster be provided at a future meeting. Through roll call, motion carried unanimously.

- D. Discussion and Possible Approval of Funds for Trash-Off** – Ms. Eaves stated that the committee has raised enough funds for the event so no additional funds are needed. Both Bridgestone Bandag and Republic Services donated \$750 dollars for the event.

No action was taken on this item.

Item IV: Non-Action Items:

- A. Committee Reports** – Ms. Eaves and Mr. Kilmer discussed some of the ideas from the Communications Committee such as KAB signage at drop-off locations, providing a Public Relations role on advertising how and what to recycle, provide tours of the recycling facility, campaign over how to use the recycling sites, and education of the public on recycling.

Mr. Mallet discussed “Waste In Place” and how KAB can get involved with the schools to provide recycling ideas. He will be providing more information at a future meeting.

Ms. Eaves discussed the Trash-Off Committee and the need for giveaways for the volunteers. She also discussed allowing agencies to set-up tables and promote their businesses as long as they provided give-aways for the volunteers.

B. Coordinator's Report – Ms. Eaves stated that Project Re-directory this year has 13 campuses participating. She stated that KAB did not win the GCAA. Ms. Eaves stated that Mr. Harwell is working with the accountants on the tax return. She discussed that the Adopt-a-Street program received six (6) new applications this month. One group was from ACU and five (5) areas were from Adams School. Ms. Eaves discussed the KAB awards and told the board that she is trying to get the word out.

C. Community Partners Reports – None.

Item V: Adjournment – With no further business, the meeting was adjourned at 1:02 p.m. The next meeting will be held on April 2, 2014 at 12 noon in the Abilene City Hall in the Basement Conference Room.

E'Lisa Smetana, Secretary

Corey Ruff, President