

**MINUTES OF THE
KEEP ABILENE BEAUTIFUL BOARD
April 2, 2014
Abilene City Hall – Basement Conference Room**

OFFICERS PRESENT

Corey Ruff, President
E’Lisa Smetana, Secretary

OFFICERS ABSENT

Ray Grothaus, President – Elect
David Harwell, Treasurer

BOARD MEMBERS PRESENT

Shane Johnson
Scott Kilmer
Elyse Lewis
Eric Mallet
Charles Mitchell

BOARD MEMBERS ABSENT

Stephanie Kraly
John Weir

KEEP ABILENE BEAUTIFUL STAFF

Nicole Eaves, KAB Coordinator

ADVISORY MEMBERS PRESENT

Theresa James, Legal Liaison – City Attorney’s Office
David Jorgensen, Solid Waste Services

COMMUNITY PARTNERS

Joe LeBlanc, TxDOT

GUESTS PRESENT

Heila Rogers

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 March 5, 2014 regular meeting.**
- 2. Approval of Treasurer’s Report from March 2014.**

Updated Financial Reports were not available. For information only, the minutes for the February 2014 meeting were included in the board packet with the update asked for by Ms. James.

A motion was made by Mr. Mitchell and seconded by Mr. Johnson to approve the minutes of the March 5, 2014 regular meeting. Through roll call, motion carried unanimously.

Item III: Action Items:

2. Approval of Treasurer's Report from March 2014.

A motion was made by Ms. Smetana and seconded by Mr. Mallet to table the March 2014 Treasurer's report. Through roll call, item was tabled.

- A. Discussion and Possible Approval of the Keep Texas Beautiful Conference Expenses** – Ms. Eaves presented information on the KTB Conference to be held in Austin on June 23-25, 2014. She stated that currently she has not heard back that any board members would like to attend. KAB pays for the registration and hotel but the board member must pay for travel to and from the conference along with any meals not covered under the conference. In the past Mr. Garcia has attended to represent KAB. Ms. Eaves attends every other year and this year she will not be attending. The deadline for early registration is May 23. Discussion was held on the benefit of the conference. Ms. Eaves asked the board members to check their calendars and get back with her on this item. Discussion was held on waiting till next month to take action on this item so board members can check their schedules.

Mr. Johnson made a motion to table this item until the next meeting. This was seconded by Mr. Mallet. Through roll call, item was tabled.

Item IV: Non-Action Items:

- A. Facebook Advertising and Website Update** – Mr. Kilmer stated that currently they are using the Facebook advertising for 10 days that the board approved at a previous meeting. He will report the outcome at the May meeting. On the website update, the City of Abilene has agreed to provide hosting for the KAB website so this will save us \$80. Mr. Kilmer hopes to have the updated KAB site up and running by May 7th. Mr. Kilmer will also put together some tips to send out to the board members on how to use Facebook. Ms. Eaves stated that currently there are 124 KAB likes.
- B. Fundraising Ideas** – Mr. Ruff discussed a fundraising idea involving a local nursery wanting to partner with KAB. Possibility would be that the board would provide staff on a designated day to help load plants into vehicles and help advertise the event and in return a portion of the sales would be given to KAB. A committee was put together consisting of Ms. Lewis, Mr. Johnson, Mr. Ruff, and Ms. Smetana to look at this further. Discussion was held on the list of plants that are suitable for the Abilene area and perhaps having it available during this time.

C. Activities for Community Involvement Ideas - Ms. Eaves discussed the following:

- Taylor County Health Department – They are seeking funding to establish a community garden and if they are approved for funding then they would like a KAB representative on their planning board. Mr. Ruff stated that he is interested in this.
- Community-wide events - Two events take place throughout the year by different entities – one is the shredding service day and the other is the drug take-back day. Ms. Eaves would like to know if the board is interested in partnering with agencies already doing this. The drug take-back day prevents these chemicals from being dumped into our water supply. The board members stated that they would like to help with both. Ms. Eaves will check into the dates and report back to the board.
- Waste in Place – Ms. Eaves asked Mr. Mallet to discuss the Waste in Place project and how KAB could get involved with it. Mr. Mallet talked about the project and that it would take 6-12 months to get it up and running. Ms. Eaves stated that it would be good to start small with daycares and kindergarten kids and then work our way up. Ms. Eaves also discussed having a video for those days that teachers are absent and the school is looking for a substitute. Mr. Ruff asked about using Keep Texas Beautiful to help implement this program.
- Spring Clean - Ms. Eaves stated that the City of Abilene Spring Clean was next weekend and would the board like to participate. The board members replied that they would like to and Ms. Eaves will send out a sign-in sheet.

D. Committee Reports – Ms. Eaves discussed the Trash-Off event and board assignments for that day. The board will need to be at the event at 8:00 a.m. The Communication Committee has not met so there is not an update at this time.

E. Coordinator's Report – Ms. Eaves talked about the Project Redirectory that has 14 schools signed up and the containers are filling up fast. Ms. Eaves also talked about Ms. Waldrip, the Public Information Officer for TxDOT, accepting another position within TxDOT. The board asked Ms. Eaves to send a thank you card for her help with KAB.

F. Community Partners Reports – Mr. LeBlanc talked about TxDOT's help with the Trash-Off event. Ms. Eaves introduced Ms. Rogers who is attending the City University and wanted to find out more about KAB.

Item V: Adjournment – With no further business, the meeting was adjourned at 1:10 p.m. The next meeting will be held on May 7, 2014 at 12 noon in the Abilene City Hall in the Basement Conference Room.

E'Lisa Smetana, Secretary

Corey Ruff, President