

**MINUTES OF THE
KEEP ABILENE BEAUTIFUL BOARD
May 7, 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

Shane Johnson
Scott Kilmer
Eric Mallet
Charles Mitchell

BOARD MEMBERS ABSENT

Stephanie Kraly
Elyse Lewis
John Weir

KEEP ABILENE BEAUTIFUL STAFF

Nicole Eaves, KAB Coordinator

ADVISORY MEMBERS PRESENT

David Jorgensen, Solid Waste Services

COMMUNITY PARTNERS

Joe LeBlanc, TxDOT

GUESTS PRESENT

None.

Item I: **Call to Order.** Mr. Ruff, called the meeting to order at 12:03 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 April 2, 2014 regular meeting.**
- 2. Approval of Treasurer’s Report from March and April 2014.**

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

Current Bank Account Balance (as of March 1, 2014)	\$33,669.51
Deposits *outstanding	Interest .54, Republic Services \$698.55, Bridgestone \$200.00, Interest .58, Republic Services \$1,397.10
Expenditures/Checks Written * checks outstanding	Ck. # 2270 and Ck. #2272 \$475.00, Ck. #2269 \$200.00
Current Bank Account Balance (as of Month End)	\$35,291.28
Current Bank Account Balance (w/Outstandings ***as of Month End)	\$35,291.28

A motion was made by Mr. Harwell and seconded by Mr. Johnson to approve the consent agenda. Through roll call, motion carried unanimously.

Item III: Action Items:

- A. Discussion and Possible Approval of Keep Texas Beautiful Conference Expenses** – Mr. Ruff stated that this item was tabled at the April 2, 2014 meeting. Ms. Eaves presented information on the KTB Conference to be held in Austin on June 23-25, 2014. She stated that Mr. Mallet had expressed interest in attending. Further discussion was held on the various costs of the conference. Ms. Eaves stated that normally the board pays for the hotel, parking, and conference fee and the board member is responsible for the travel to and from along with meals.

Mr. Harwell made a motion to approve expenses for the hotel and parking of \$447 and the conference fee of \$274 for a total of \$721 for Mr. Mallet to attend the KTB conference. This was seconded by Mr. Mitchell. Through roll call, motion carried unanimously.

Item IV: Non-Action Items:

- A. Committee Reports** – Ms. Eaves asked Mr. Kilmer to provide an update on the FaceBook page. Mr. Kilmer handed out a helpful guide for quick tips on how to use FaceBook to promote KAB. In addition, he provided data on the results of the money spent on FaceBook advertising: our page likes increased by an additional 133, it reached 1,145 people, spent \$92.93 for an average cost of \$.70 per page of likes. This advertising was done from April 2nd thru 11th during the Trash-Off event to promote it along with promoting KAB in general.

Mr. Kilmer also stated that the Communication Committee hopes to have an updated website at the June meeting.

Ms. Eaves stated that she is looking to set up the date for the first meeting of the Fundraising Committee soon.

- B. Coordinator's Report** – Ms. Eaves stated that she is passing around a thank you card for Darah Waldrip from TxDOT for her help with KAB.

Ms. Eaves stated that the Litter Index is coming up and will be due in July. All board members need to take a packet and let her know what areas they are covering. Further discussion was held on this project.

She also stated that the Project Re-directory for the phone book recycling program was a success with 15 trees being planted at the participating schools. She still needs the numbers for two of the schools but currently we are at 13,233 phone books collected.

- C. Community Partners Reports** – Mr. LeBlanc stated that the Adopt-a-Highway is going well. Mr. Jorgensen talked about the Spring Clean the Recycling Center held on April 12th. He stated that they saw 1,500 customers over three days and collected tons of trash. Ms. Eaves stated that Mr. Kilmer put together bags with KAB information prepackaged. Mr. Kilmer stated that he will be taking some of these to the recycling centers to handout on Saturdays. Mr. Mallet stated he would like to help with that. Ms. Smetana mentioned that the Texas Hog Rally would be in Abilene on May 15-17 and we would be handing out KAB information along with TxDOT safety information at a booth.

Item V: Adjournment – With no further business, the meeting was adjourned at 12:31 p.m. The next meeting will be held on June 4, 2014 at 12 noon in the Abilene City Hall in the Basement Conference Room.

E'Lisa Smetana, Secretary

Corey Ruff, President