

**MINUTES OF THE
KEEP ABILENE BEAUTIFUL BOARD
February 4, 2015
Abilene City Hall – Basement Conference Room**

OFFICERS PRESENT

Shane Johnson, President
Martin Garcia, President Elect
Scott Kilmer, Treasurer
Elyse Lewis, Secretary

OFFICERS ABSENT

None

BOARD MEMBERS PRESENT

Sylvia Holcomb
E'Lisa Smetana
Elizabeth McAnally

BOARD MEMBERS ABSENT

Corey Ruff

KEEP ABILENE BEAUTIFUL STAFF

Nicole Eaves, KAB Coordinator

ADVISORY MEMBERS PRESENT

None

COMMUNITY PARTNERS

None

GUESTS PRESENT

None

Item I: **Call to Order.** Mr. Johnson called the meeting to order at 12:06 p.m. A quorum of Board members was present.

Item II: **Consent Agenda.**

- 1. Approval of Minutes – Approval of minutes from January 2015 regular meeting at the Abilene City Hall – Basement Conference Room**
- 2. Approval of Treasurer's Reports from January 2015**

Updated financial reports, provided by Mr. Kilmer, were included in the packets for January 2015. A summary of those are listed below.

KAB General Account

Current Bank Account Balance (as of January 1, 2014)	\$34,829.88
Deposits *outstanding	Interest: \$0.61 Republic Services Inc: \$698.55
Expenditures/Checks Written * checks outstanding	Voice Recorder – Board Secretary: ck#2287, \$49.88
Current Bank Account Balance (as of Month End)	\$35,479.16
Current Bank Account Balance (w/Outstandings ***as of Month End)	\$35,479.16

KAB Project Account

Beginning Bank Account Balance	\$6.65
Deposits *outstanding	Donation: Mary & Allen Wright: \$75.00
Expenditures/Checks Written * checks outstanding	\$0.00
Current Bank Account Balance (as of Month End)	\$81.65
Current Bank Account Balance (w/Outstandings ***as of Month End)	\$81.65

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

Item III: Action Items

- A. Project Re-Directory Awards** - Ms. Eaves stated that Project Re-directory is the phonebook recycling program presented each year in elementary schools and headstart programs. 14 schools participated in 2014. The City of Abilene has agreed to provide containers and recycle the phone books for us. TXU energy has agreed to donate 20 gallon trees to each participating school. Ms. Eaves stated in the past that Keep Abilene Beautiful has awarded a \$100 prize to the winning school, and asked if the board wanted to do that again in 2015.

Mr. Kilmer asked if the board retained the promotional signs placed on the containers in the past. Ms. Eaves stated that they are at the recycling center.

Ms. Lewis asked if the \$100 award was given with a stipulation of how money was to be used. Board discussion followed about the use of funds. Ms. Eaves pointed out the difficulties that would arise from monitoring the use of the \$100 award. Ms. Smetana suggested awarding \$100 to be used towards a pizza party or something specific so fund use can be tracked. Mr. Kilmer pointed out that Keep Abilene Beautiful awards \$250 to Christmas ornament contest winners without restrictions. Ms. Eaves stated that limiting use of the funds makes it more difficult for school principals or administrators to spend them. Ms. Eaves stated that she is trying to have the trees delivered on Friday, April 24 which is Arbor Day and also the last day of the program.

Mr. Johnson asked if any board members had Wylie ISD contacts who could be contacted to participate in this project, and Mr. Garcia stated that he would contact Joey Light at Wylie about participation.

Mr. Johnson stated his interest in asking the City of Abilene if Keep Abilene Beautiful could benefit or receive any proceeds from phone book recycling. Ms. Eaves stated that this project is largely a city effort since they handle the logistics of this event. She also stated that this is likely not a profitable event for the city, but it is mutually beneficial since it is a GCAA reportable activity. She also stated that there has been push back from the Keep American Beautiful Great American Clean up this year due to a sponsorship by a large tobacco company which has inhibited marketing in schools for the cleanup.

A motion was made by Ms. Lewis and seconded by Ms. Holcomb to approve the \$100.00 cash award for Project Re-directory winners. Through roll call, the motion carried unanimously.

- B. Big Country Outdoor & Home Expo Booth** - Ms. Eaves stated that Keep Abilene Beautiful has been approached to participate in the Big Country Outdoor and Home Expo on April 11-12 by purchasing a sponsorship or a booth, but it's the same weekend as the Don't Mess with Texas Trash Off.

Mr. Johnson stated that the \$500 sponsorship or \$100 booth expenses would be better used for other advertising opportunities. Ms. Eaves expressed concern about manning a booth for a two day event when there are other large community events happening that day. Ms. Smetana stated she attended in 2014 and that she observed that attendees came to meet with specific vendors. Mr. Johnson stated that the admission fee is another obstacle that could limit general public attendance.

A motion was made by Ms. Smetana and seconded by Mr. Garcia to not support the Big Country Outdoor & Home Expo event. Through roll call, the motion carried unanimously.

Item IV: Non-Action Items

- A. The Governor's Community Achievement Award** – Ms. Eaves stated that the application has been submitted for the GCAA, and we have received confirmation of receipt. Judging will take place in February and we will know results by March 5th. No ongoing GCAA items to report this month. Ms. Eaves will send out a completed version of the 2014 GCAA award and the award areas of focus.
- B. Don't Mess with Texas Trash Off** - Ms. Eaves has provided the calendar for April. Our event is scheduled for Saturday, April 11. Normally the first Saturday in April, it has been pushed back due to the Easter holiday. Other local events happening on April 11 at the same time include: Spring Clean and Tire Amnesty Day, Home and Garden Expo, Hendrick Medical Center's 90th Anniversary event. A big drop in volunteers is expected due to other events. We may call any event happening between April 5 – April 18th our Don't Mess with Texas Trash Off, meaning the event date can be moved.

Mr. Kilmer asked if Keep Abilene Beautiful is required to participate given limited participation over the past two years. He suggested pushing an awareness day instead of a large event. Mr. Johnson suggested that some type of event still needed to take place because it has been our constant event. Ms. Eaves suggested that we encourage groups to participate on their own, and direct them to the recycling center to dispose of trash. She would track volunteer waivers and number of bags collected, and the ERC would provide data for all traffic through the ERC. Ms. Smetana suggested we could still have a central location at the ERC by setting up a small table by entrance that could be manned by KAB.

Mr. Garcia mentioned obtaining permission from the Mall of Abilene to setup a location. Mr. Johnson stated that the topic of changing the location was discussed at an events committee meeting. Ms. Smetana suggested a Sunday afternoon event. Ms. Lewis expressed reservations to undertake the event alone without the materials and co-branding received from TxDot. Board discussion followed about event possibilities and potential issues.

C. **Committee Reports** – Mr. Johnson stated that the events committee met for the first time. The committee brainstormed ideas for events that could be a signature fundraiser for Keep Abilene Beautiful. Event ideas discussed were: 5Ks, golf tournaments, artwalk style event on a weekend in March. For the communications committee, Mr. Kilmer stated that the website is still in progress.

D. **Coordinator's Reports – No report at this time.**

E. **Community Partners Reports – None**

Item V: Adjournment – With no further business, the meeting was adjourned at 12:56 p.m. The next meeting will be held on March 4, 2015 at 12 noon in the Abilene City Hall in the Basement Conference Room.

Elyse Lewis, Secretary

Shane Johnson, President