

**MINUTES OF THE  
KEEP ABILENE BEAUTIFUL BOARD  
April 6, 2016  
Abilene City Hall – Basement Conference Room**

**OFFICERS PRESENT**

Shane Johnson, President  
Martin Garcia, President Elect  
Elyse Lewis, Secretary

**OFFICERS ABSENT**

Scott Kilmer, Treasurer

**BOARD MEMBERS PRESENT**

Elizabeth McAnally  
Corey Ruff  
E’Lisa Smetana  
Sylvia Holcomb

**BOARD MEMBERS ABSENT**

None

**KEEP ABILENE BEAUTIFUL STAFF**

Nicole Eaves, KAB Coordinator

**ADVISORY MEMBERS PRESENT**

Paige Rudasics, Abilene Zoo  
Srin Valavala, City of Abilene

**COMMUNITY PARTNERS**

Byrd Thomas, The Center for Contemporary Arts  
Phillip Mendive, TxDot

**GUESTS PRESENT**

Allie Tims  
Emily Standridge  
Garrett Gray  
Cole Anderson

**Item I:**        **Call to Order.** Mr. Johnson called the meeting to order at 12:03 p.m. A quorum of Board members was present.

**Item II:**        **Consent Agenda.**

- 1) Approval of Minutes – Approval of minutes from the March 2016 regular meeting
- 2) Approval of Treasurer’s Reports from March 2016.

Updated financial reports, provided by Mr. Kilmer were included in the packets for March 2016. A summary of those are listed below.

**KAB General Account**

<b>Current Bank Account Balance</b> (as of March 1, 2016)	<b>\$36,012.85</b>
<b>Deposits *outstanding</b>	<b>Interest: \$0.61</b>  <b>Republic Services Inc: \$712.53</b>  <b>Merchandise: Love Where You Live T-shirts: \$1,018.01</b>
<b>Expenditures/Checks Written</b> * checks outstanding	<b>Keep America Beautiful (Dues) \$300.00; 3<sup>rd</sup> St. Printing \$50, M.E.&amp; You \$700.00, A People Party Production \$50 (Marketing); Square – Initial transaction \$0.49 (Miscellaneous)</b>
<b>Current Bank Account Balance</b> (as of Month End)	<b>\$36,643.51</b>
<b>Current Bank Account Balance</b> (w/Outstanding ***as of Month End)	<b>\$36,643.51</b>

**KAB Project Account**

<b>Current Bank Account Balance</b> (as of March 1, 2016)	<b>\$2,809.55</b>
<b>Deposits *outstanding</b>	
<b>Expenditures/Checks Written</b> * checks outstanding	<b>Martin Morris (trees) \$812.55</b>
<b>Current Bank Account Balance</b> (as of Month End)	<b>\$1,997.00</b>
<b>Current Bank Account Balance</b> (w/Outstanding ***as of Month End)	<b>\$1,997.00</b>

*A motion was made by Ms. Lewis and seconded by Ms. Holcomb to approve the consent agenda. Through roll call, the motion carried unanimously.*

**Item IV: Non Action Item**

**D. Community Partners Report** – Due to a time constraint, the community partners report was moved to earlier in the meeting. Ms. Rudaisics stated that the Zoo’s conservation committee is looking at a Go Green Blue Jean drive that would allow donated blue jeans to be repurposed into insulation, and asked if the KAB Board is interested in partnership on the drive. A date has not been set, but the drive would be a weekend-long event. Mr. Valavala stated that there is minimal room at the armory that could be used to store donated jeans.

**Item III: Action Items**

**G. Funds for Trash Camp with the Center for Contemporary Arts – Bird Thomas:** Due to a time constraint, Action Item G moved to beginning of list. Ms. Thomas stated that June 20-24 will be the first art camp of the summer, Trash Camp. Campers will create items from recycled magazines including: paper book necklaces, picture frames and a bowl. Ms. Thomas requested funds in the amount of \$250 to cover two \$125 camp admissions. KAB funds would be used to provide camp scholarships for two girls from Hendrick Home for Children. Ms. Thomas also requested any giveaway items available for donation.

*A motion was made by Ms. Holcomb and seconded by Ms. Lewis to approve \$250 for Trash Camp. Through roll call, the motion carried unanimously.*

- A. School Grant Application from Austin Elementary**
- B. School Grant Application from Ortiz Elementary**

Ms. Eaves proposed discussion of Action Items A and B together since they are both school grant funds. \$1,500 is available to spend. Mr. Garcia expressed a concern at the mulch expense in the itemized breakdown, and Ms. Eaves stated that the mulch will be provided for free from the ERC. Mr. Ruff expressed concern that a maintenance plan has not been included with the project. After board discussion, the board determined that more information is necessary before a decision can be made.

*A motion was made by Mr. Garcia and seconded by Mr. Ruff to Take no action on Action Items A or B. The agenda items will be moved to the May agenda.*

- C. Funds for 2016 Keep Texas Beautiful Conference** – Not Ms. Eaves year to attend the conference, but the board has indicated that they would like her to attend. Due to conference distance, attendance would require an additional night’s stay in a hotel. Conference is June 21–23. The board development budget line item would need to be increased from \$2000 to \$3000.

*A motion was made by Ms. Holcomb and seconded by Ms. Smetana to increase the board development line item from \$2000 to \$3000. Through roll call, the motion carried unanimously.*

- D. A method of accepting payments and donations online** – Ms. Eaves stated that the board does not have a way to process credit card transactions online, but the need for one is growing. She provided information about two options: PayPal and Square. PayPal offers a discounted

rate for this service. Square fee is 2.75%. Ms. Eaves provided an email sent by Mr. Kilmer stating that the tracking for credit card expenses would need to happen separately from the normal bank account. He stated that he would like the board to consider purchasing a small business accounting software. Ms. Eaves stated that PayPal is more user friendly, but Square would have an app that would be merged into our website. Ms. Lewis stated that the PayPal option is a less expensive option.

*A motion was made by Ms. Smetana and seconded by Mr. Garcia to table the action item. Through roll call, the motion carried unanimously.*

- E. Marketing Funds for Love Where You Live Shirts** - Ms. Eaves suggested ordering 50 additional Love Where You Live Shirts. We made \$364 off the shirts to date, and proposed purchasing additional shirts. Ms. Eaves stated that the shirts can be sold at upcoming events throughout the summer.

*A motion was made by Mr. Johnson and seconded by Ms. Smetana to purchase 50 additional shirts not to exceed \$850. Through roll call, the motion carried unanimously.*

- F. Continued social media marketing with A People Party Production – Jennifer Harmel** - Ms. Eaves provided a proposal from Ms. Harmel for continued social media marketing. Ms. Lewis stated that she is opposed to spending such a large percentage of KAB's monthly income from Republic Services to continue paying for this service. Ms. Holcomb stated that Ms. Harmel's event promotion was great, but that social media can be controlled at a board level.

*A motion was made by Ms. Holcomb and seconded by Ms. Lewis to discontinue social media marketing with A People Party Production. Through roll call, the motion carried unanimously.*

#### **Item IV: Non-Action Items**

- A. The Governor's Community Achievement Award** – The following items were discussed to add to the GCAA application:
- Ms. Eaves has added all of KAB's events
  - Recycling events
  - Alameda neighborhood cleanup
  - ROTC event cleanup
  - Highland cleanup
  - ACU recognized for Top 10 Beautiful Campuses Award
- B. Committee Reports** – The following committees met since the last meeting:
- Events Committee – Ms. Lewis provided a breakdown of expenses spent for the St. Patrick's Day Go Green event. Net Income from shirt sales \$345.52. Pending event expenses that are not listed include the laundering of the green tablecloths.
- C. Coordinator's Report** – Ms. Eaves reported on the following items:
- Ms. Eaves covered Mr. Kilmer's request for bookkeeping software
  - Ms. Eaves has emailed list of dates to add to calendars
  - This Saturday is the Mayors Hike – This will be a hike and cleanup. Meet at 9 a.m.
  - Friday, April 22 - 10 AM – Dyess Freedom Trees Dyess Day

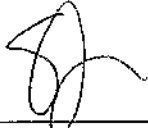
- May 4 – Next KAB meeting
- Saturday, June 4<sup>th</sup> – DMTW 30<sup>th</sup> anniversary. KAB is hosting an event with them as a regional partner. It begins with morning cleanup at 8 AM. Cleanup on ES 11<sup>th</sup> and HWY 36. KAB will provide supplies. DMWT will pay for advertising.
- 30<sup>th</sup> Anniversary Trees – 4 trees have been sold, but there are pending request from others. Ms. Eaves requested board help to spread the word about this initiative.
- We need to wrap up Litter Free Businesses for the year. We will make appointments to conclude these photo opportunities.
- KAB Board Retreat is currently scheduled for August 13<sup>th</sup> – Ms. Eaves stated that two board members will be unable to attend, and we will need to reschedule retreat. This will happen via email.
- Extra KAB ornaments from 2008 have been purchased by a donor.
- Mr. Valavala stated that May will be an industrial operatives conference for stormwater
- Nicole is putting together education about blowing leaves into the street which causes drainage and stormwater issues

**D. Award Nominees**

- Abilene Zoo

**Item V: Adjournment** – With no further business, the meeting was adjourned at 1:20 p.m. The next meeting will be held on **May 4, 2016** at 12 noon in the Abilene City Hall in the Basement Conference Room.

  
\_\_\_\_\_  
Elyse Lewis, Secretary

  
\_\_\_\_\_  
Shane Johnson, President