

**MINUTES OF THE
KEEP ABILENE BEAUTIFUL BOARD
April 19, 2017
Courtyard/Towneplace Suites by Marriott, 2141 Scottish Road**

OFFICERS PRESENT

Sylvia Holcomb, President Elect
Gayla Fullerton, Treasurer

OFFICERS ABSENT

Martin Garcia, President
Scott Kilmer, Secretary

BOARD MEMBERS PRESENT

Ashton Anderson
Elizabeth McAnally
E'Lisa Smetana

BOARD MEMBERS ABSENT

Brandon McAuliffe
Elyse Lewis

KEEP ABILENE BEAUTIFUL STAFF

Nicole Eaves, KAB Coordinator

ADVISORY MEMBERS PRESENT

None

COMMUNITY PARTNERS

None

GUESTS PRESENT

Donna Albus
Tara Castille
Sarelda Haynes
Sidney Haynes

Item I: **Call to Order.** Ms. Holcomb called the meeting to order at 5:51 p.m. A quorum of Board members was present.

Item II: **Action Items**

A. Discussion and Possible Approval of Crape Myrtle Fundraiser Activities and Needs

Ms. Eaves discussed the 20 year anniversary of the "Myrtle's Coming - Get your bed ready campaign". She then asked for volunteers to contact various organizations about this campaign. Ms. Eaves stated that the sale would be for the entire month of May with pick up on June 9 and 10th. Discussion was held on the cost of \$20 each with the buy 5 get 1 free idea. These will be 3 gallon containers, standard size, with pink, red, and white colors available. Interested parties can purchase and donate for planting in a city park if they do not have a place to plant at their house. A six month guarantee might be available on the plants – details are still being worked out. Ms. Albus stated that there are two free tax days per year available for non-profits and we need to look at that for this event in relation to the sales-tax added to the myrtles. Ms. Albus also stated that she has a pink five foot cut-out of Myrtle that we can use for the promotion of the event.

Ms. Eaves said that the board had previously approved \$1,500 for this fundraiser and this would be used on billboards, flyers, and an advertisement on the chamber email banner. We are currently asking for additional funding based on the fact that a local company can print up T-shirts for the event at 100 for \$5.00 each. *Ms. Holcomb made the motion to approve an additional \$500 dollars from advertising and marketing for use with the Crape Myrtle Fundraiser and this was seconded by Ms. Fullerton. Through roll call, the motion carried unanimously.*

Item III: **Adjournment** – With no further business, the meeting was adjourned at 6:27 p.m. The next meeting will be held on ~~May 3, 2017~~ at 12 noon in the Abilene City Hall in the ~~Basement~~ Conference Room.