

**MINUTES OF THE  
KEEP ABILENE BEAUTIFUL BOARD RETREAT  
August 11, 2018 Meeting  
3444 North 1<sup>st</sup> Street  
Fourth Floor, Suite 404, Abilene, Texas**

**OFFICERS PRESENT**

Sylvia Holcomb, President  
Gayla Fullerton, Treasurer

**BOARD MEMBERS PRESENT**

E'Lisa Smetana  
Elizabeth McAnnaly

**KEEP ABILENE BEAUTIFUL STAFF**

Paige Schneider, KAB Coordinator

**COMMUNITY PARTNERS**

None

**OFFICERS ABSENT**

Ashton Anderson, Secretary  
Brandon McAuliffe, President-Elect

**BOARD MEMBERS ABSENT**

Mashall Lowry

**ADVISORY MEMBERS PRESENT**

Srini Valavala, COA Stormwater Services

**GUESTS PRESENT**

None

**Item III:**

**11. Agenda Items:**

**11. Board Retreat Agenda**

Board Retreat convened at 10:23 am. Brandon McAuliffe announced that he had a prior commitment and left the meeting.

**1) Current Program Review**

Paige Schneider updated the board on the current programs. These include the Litter Free Business, Litter Free School, Litter Free Zone, KAB Awards (KAB Recycling, Donna Albus Beautification, and Mayor's Sustainable City), the School Grant Program, Adopt-a-Creek, Adopt-a-Street, Loot for Litter, Commemorative Tree and Bench Program, and the Request for Assistance Program.

Discussion was held on the sustainability of the programs, donor levels, and KAB's ability to draft accounts for the programs. Different names for the Litter Free Business were discussed along with ways to provide ownership and responsibility to the program. Ways to create a donation page on the KAB website were discussed.

**2) New Board Members Recruitment**

Ways to draw in new board members were discussed. Some of these include looking at the current KAB volunteers and various community programs. Volunteers could be achieved potentially through the Scouts of America, 4H programs, Big Brothers Big Sisters, and other local groups.

**3) Committees**

Existing committees were discussed. These include the Fundraising, Event, and Executive Committees. Consensus was that we might need to add a Marketing/Public Awareness Committee.

**4) Planning Ahead 2018-2019.**

**1. Future Programs/Projects**

Discussion was held about future programs/projects that the Board would like to see as part of the calendar below.

**2. Calendar**

The KAB Programs/Projects along with the Calendar were discussed. Paige announced that she would like to start a KAB newsletter to get the word out about our events. Srinu Valavala asked about starting a report to City Council to showcase the events KAB is doing. Board thought both of these were great ideas.

**3. Budget**

Discussion on Budget was held.

**4. Event/Fundraising/Activities**

Discussion was held on fundraising activities. Consensus was that the board would like to continue the Clay Shoot Fundraiser and look at the potential of putting a donate now button on the KAB website.

**5) Questions and Answers/Wrap-Up**

None at this time.

**Item IV: Adjournment**

With no further business, the meeting was adjourned at 12:05 p.m.

---

E'Lisa Smetana for Ashton Anderson, Secretary

---

Sylvia Holcomb, President