

**MINUTES OF THE
KEEP ABILENE BEAUTIFUL BOARD
February 6, 2019 Meeting, at 12 p.m.
City Hall – Basement Conference Room
555 Walnut Street, Abilene, Texas**

OFFICERS PRESENT

Brandon McAuliffe, President
E’Lisa Smetana, Secretary

OFFICERS ABSENT

Ashton Anderson, President-Elect
Gayla Fullerton, Treasurer

BOARD MEMBERS PRESENT

Della Beasley
Jamie Dalzell
Sylvia Holcomb

BOARD MEMBERS ABSENT

None

KEEP ABILENE BEAUTIFUL STAFF

Paige Schneider, Stormwater Education & KAB Coord.

ADVISORY MEMBERS PRESENT

Srini Valavala, Stormwater Services Administrator
Jesse Predmore, Zoo

COMMUNITY PARTNERS

None

GUESTS PRESENT

David Christianson
Tobi Popoola

Item I: **Call to Order.**

Mr. McAuliffe called the meeting to order at 12:03 p.m. A quorum of board members were present.

Item II: **Approval of the minutes from the January 9, 2019 meeting.**

Motion to approve the meeting minutes as presented was made by Ms. Holcomb and seconded by Mr. McAuliffe. Through roll call, motion carried unanimously.

Item III: **Agenda Items**

1. January Treasurer’s Reports.

Updated Financial Reports were not available.

2. Request to Approve Keep Texas Beautiful and Keep America Beautiful Fees.

Ms. Schneider stated that the Keep American Beautiful \$660 dues invoice includes a 2018 unpaid amount (\$330 each year) and the Keep Texas Beautiful dues of \$175 includes the \$25 GCAA submission fee which all need to be paid. *Motion to approve the \$660 dues for Keep America Beautiful and the \$175 Keep Texas Beautiful was made by Ms. Beasley and seconded by Ms. Holcomb. Through roll call, motion carried unanimously.*

Item #3 was moved down after #4 and #5 on the agenda by President McAuliffe.

3. Request for Printed Promotional Materials

Ms. Schneider said that we need to order printed materials including the 2018 information brochure and the general KAB handout so we can use those at the events and promote the activities of KAB. She provided different pricing options for the Board to review and stated that Southwest Direct has the City’s contract for printed materials. *Motion to approve the purchase of promotional materials consisting of 500 3.5 x 8.5 infographic for \$40.50 and 1,000 5 x 8 general information flyers for \$105 was made by Mr. McAuliffe and seconded by Ms. Holcomb. Through roll call, motion carried unanimously.*

4. Update from Swenson House (Continued).

Ms. Schneider stated that the Swenson House will change the KAB recognition sign to a metal one. She also stated that they extended an invitation for the Board to join them at an event on March 9th with the Master Gardeners. She doesn't have the time or details yet but as soon as she has them she will send to the Board.

5. Request for Assistance - The Abilene Zoo Roots & Shoots Program

Mr. Predmore made a presentation for a request for assistance for three benches to be added to a new birding location at Nelson Park. The price of the benches are approximately \$550 each which includes the concrete slab. He is asking for \$1,000 from KAB. He stated that a sign would be added at the trailhead showing the KAB partnership. The total project cost is around \$2,250 and includes enhancing a 650 foot trail in the Park. They are currently having fundraisers for some of the money. He said that from 1:30 to 3:30 pm on April 3rd will be the grand reopening of the new and improved trail and he would send out invites to KAB. *Motion to approve \$1,000 for the Roots & Shoots Program was made by Ms. Beasley and seconded by Mr. McAuliffe. Through roll call, motion carried unanimously.*

Moved back to Item #3 on the agenda.

6. Love Where You Live Campaign

a. Pricing

Mr. McAuliffe said that the Love Where You Live shirts are very comfortable and look good. He said that we need to come up with the pricing for them. *Mr. McAuliffe made a motion to sell the shirts for \$15 and allow other businesses to mark up the price and it was seconded by Ms. Beasley. He then amended his motion to approve the sale of the shirts for \$15 each at Vletas and at the Embroiderette along with sales by KAB members and Ms. Beasley amended her second to agree. Through roll call, motion carried unanimously.*

b. KAB Website Sales

Ms. Schneider said that now we can accept payments on our website but the problem is how to deal with the shipping costs. Discussion was held and decision was to wait on the website sales to see how in-store sales go. Ms. Schneider said she would put information on the website where the shirts can be purchased.

7. Discussion and Possible Action for Upcoming Events

a. City Council Presentation

Ms. Schneider discussed a possible presentation and asked the Board when they would like to present so she can get it on the City Council agenda.

Motion to table till the March meeting to discuss dates was made by Mr. McAuliffe and seconded by Ms. Beasley. Mr. McAuliffe asked to remove his motion and discuss the rest of the items listed under this agenda item and Ms. Beasley agreed.

b. Don't Mess With Texas Trash - Off / Great American Cleanup

Ms. Schneider said that it could be on one set date or the whole month.

c. Earth Day

Ms. Schneider asked if the Board wants to do something for this day.

c. Clay Shoot Fundraiser

Ms. Schneider said that she has heard back from the Clay Shoot and they have us scheduled for June 8th. We can either keep that date or select another. The only dates not available are June 29 and July 20.

Mr. McAuliffe made a motion to decide a date for the City Council Presentation at the March meeting, Don't Mess with Texas Trash-Off/Great American Cleanup run for the whole month of April, Earth Day do as we normally do (not participate) and have June 8th as the Clay Shoot Fundraiser. Ms. Holcomb seconded the motion. Through

roll call, motion carried unanimously. Ms. Beasley said she would like to see KAB participate in Earth Day in the future and Ms. Schneider said she would add to a future agenda.

8. Participation in Abilene Gives

Mr. McAuliffe said that the cost to participate was \$75 if paid by February 28th and \$100 if by April 1st. He noted that last year KAB earned just over \$200. Ms. Schneider said information is included in the packet. The date for this event would be May 7th this year. Decision was that KAB would not participate in this event for this year. It was discussed that Board members need to start thinking about how to promote this for next year.

Ms. Holcomb left the meeting at 1:05 p.m.

9. Annual Awards - Review Applications

- a. Price of Awards**
- b. Review Applications**
- c. Recognition Plan**

Ms. Schneider said that the awards were emailed out and all of them are the same from last month with the addition of the Roots and Shoots Program application which did come in after the deadline. The Board discussion was that if it came in after the deadline then we don't need to include it in this year's awards. Ms. Schneider said she assumed we would be able to include it in the awards for next year and the Board concurred. She stated that Donna Albus did submit her letter for the SoDA District Courtyard Project as her nomination. She said that the stone awards are \$94 each plus \$22 shipping for all three. Mr. McAuliffe said that in the interest of time we would move this to the next meeting. He instructed the members to read up, be familiar with these awards, and have recommendations for the next meeting.

10. Review and Update Current Committees

Ms. Schneider said that with new members the Board asked to have this on the agenda. Ms. Schneider said that the current committees are the Fundraising, Event, and Executive Committees. Discussion was held about combining the Event Committee into a "Marketing/Event" Committee. Ms. Schneider will get with members not present and see which committees they would like to be on. Ms. Beasley voiced her interest in the Event Committee and Ms. Dalzell stated either committee would be fine with her. Ms. Schneider said she would keep on the agenda for the next meeting and we might just want to do a complete update of all the committee membership.

11. Committee Reports

- a. Fundraising Committee – Report**
- b. Event Committee – Report**
- c. Executive Committee – Report**

No reports to present at this time.

12. Coordinator's Report

a. Program Updates

- i. Monthly Program Report** - Ms. Schneider stated the report got left out of the packet so she will email it to the Board.
- ii. Updating Old Logos – Downtown Trash Cans and Adoption Signs (Continued)** - She has the information prepped and will have for the March meeting. She did have a question about one located by the Sonic. Ms. Smetana said she would take a picture of the sign and send it to her.
- iii. Stadium Signs (Continued)** - She said no update for the signs.

She said that the GCAA and KTB Annual Reports are almost completed and she is working on finishing them.

She stated that the bylaws had some additional changes so we will have to bring them back to the March meeting and vote again.

Also there are some meeting conflicts for the March meeting due to Spring Break.

b. Upcoming Programs

i. **ACU Sing Song Block Party** - Ms. Schneider said that Ms. Dalzell and Mr. McAuliffe would be at the Block Party to represent KAB.

ii. **Keep Texas Beautiful Conference** - The KTB conference is in June from the 18 to the 20 in Rockwall. She has listed it on the March agenda to talk about in more detail.

13. Board Member Recruitment

Ms. Schneider said no changes still waiting on appointments by the Mayor.

14. Governor's Community Achievement Award

Ms. Schneider stated that the committee will meet later this month to go over the designs prepared by TxDOT. Mr. Valavala will provide an update to the Board at the next meeting.

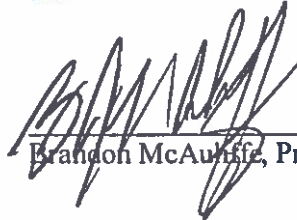
15. Public Comments

None at this time.

Item IV: Adjournment. With no further business, the meeting was adjourned at 1:24 p.m.



E'Lisa Smetana, Secretary



Brandon McAuliffe, President