

**MINUTES OF THE  
KEEP ABILENE BEAUTIFUL BOARD**

**July 17, 2019 Meeting, at 12 p.m.  
City Hall – Basement Conference Room  
555 Walnut Street, Abilene, Texas**

**OFFICERS PRESENT**

Brandon McAuliffe, President  
Ashton Anderson, President-Elect  
Dr. Tobi Popoola, Treasurer  
E’Lisa Smetana, Secretary

**OFFICERS ABSENT**

None

**BOARD MEMBERS PRESENT**

Della Beasley

**BOARD MEMBERS ABSENT**

Jared Bailey  
Jamie Dalzell  
Sylvia Holcomb  
Cristal Murillo

**KEEP ABILENE BEAUTIFUL STAFF**

Paige Schneider, Stormwater Education & KAB Coord.

**ADVISORY MEMBERS PRESENT**

Kelley Messer, First Assistant City Attorney  
Srinivasa Valavala, Stormwater Services Administrator

**COMMUNITY PARTNERS**

None

**GUESTS PRESENT**

Daniel Wright

**Item I:**

**Call to Order.**

Mr. McAuliffe called the meeting to order at 12:04 p.m. A quorum of board members were present.

**Item II:**

**Minutes**

**Approval of the Minutes from the June 12<sup>th</sup>, 2019 Meeting.**

Mr. McAuliffe asked if there were any changes needed to the minutes. Hearing none, he asked for a motion. **Motion to approve the meeting minutes as presented was made by Dr. Popoola and seconded by Mr. Anderson. Through roll call, motion carried unanimously.**

**Item III:**

**Agenda Items**

**1. June Treasurer’s Report.**

Dr. Popoola stated the report was not available. He said he would email the information to Ms. Schneider as soon as he could.

**2. Clay Shoot**

Ms. Schneider gave an update on the Clay Shoot Fundraiser.

1) Event Update

2) Funding Update – We have \$2,000 budgeted with \$500 used for billboards, \$60 for Facebook ads, and \$100 pending for Board incentive for gathering the most sponsorships. The Banner will cost \$105 for the same size as last year and the shooter signs are \$18. Ms. Holcomb has some of the shooter signs from last year. The electronic billboards are located in front of Blue Sky and by Market Street. The cost per shooter is \$51.30. We still need to get T-shirts which are around \$9 each and the guns for the event. She asked if the Board will be purchasing their own T-shirts again and consensus was yes. We will also have some credit card processing charges at the event.

3) Sponsorships – Currently we only have \$1,900 paid sponsorships with another \$1,000 pending payment. She stated last year there was around \$8,100 in sponsorships. Ms. Beasley stated they would be contributing as a Resident Sponsor for \$500.

- 4) Prizes – Gun prizes have not been finalized. Currently for the raffle items, we have the Weather Tech mats from Arrow Ford and a \$200 Lowe’s Card. In addition, Ms. Holcomb has emailed that she has three prizes including a night’s stay at the hotel, \$25 sonic card, and a \$50 dinner card certificate. Ms. Schneider reminded the Board that each member was to bring in 3 items each. She will send out a reminder email.
- 5) Registrations – Only have 11 shooters to date. The billboards have not brought in additional registrations and neither have the Facebook ads. We will not be spending the other allocated \$40 on the Facebook advertising. She stated the Facebook ads got viewed around 4,000 times but no registrations occurred.
- 6) Volunteers – Still don’t have enough volunteers. She will put it on social media to try to get recruits. She asked which Board members will be present. Ms. Beasley, Ms. Smetana, and Mr. McAuliffe stated they would. Mr. Anderson stated he should be and Dr. Popoola stated he would not.
- 7) Event Needs – Mr. Anderson said he would try to get the adult beverages donated. Ms. Beasley stated she would bring cases of water and Ms. Smetana stated she would get the ice and the coolers. Ms. Schneider stated the food is still outstanding. Mr. Valavala said that perhaps they could help with the lunch through his budget. We will also need petty cash for the day of the event.

*No action was taken on this item.*

**3. Presentation on Council’s Rules of Procedures**

Ms. Messer gave the report on the Council’s Rules of Procedures. *This item was for information only and did not require any action.*

*Mr. McAuliffe stated that due to Board Members having time constraints and quorum would be lost, the meeting would adjourn at 12:47 p.m.*

**4. Committee Reports**

- 1) Executive Committee
- 2) Event Committee
- 3) Fundraising and Marketing Committee
- 4) Grant and Awards Committee

**5. Coordinator’s Report.**

- 1) **Program Updates.**
  - i. **Monthly Program Report**
  - ii. **Swenson House Update**
  - iii. **Stadium Signs (Continued)**
  - iv. **Litter Index Due**
  - v. **Board Openings**
- 2) **Upcoming Programs.**
  - i. **KAB Clay Shoot**
  - ii. **Board Retreat (and Survey)**

**6. Governor’s Community Achievement Award.**

**7. Community Projects.**

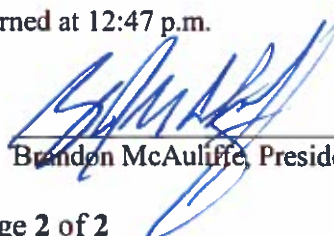
**8. Board Comments or Future Agenda Item Requests.**

**9. Public Comments.**

**Item IV:** **Adjournment.** The meeting was adjourned at 12:47 p.m.



E’Lisa Smetana, Secretary



Brandon McAuliffe, President