

**MINUTES OF THE
KEEP ABILENE BEAUTIFUL BOARD RETREAT
August 21, 2021 | 9AM**

OFFICERS PRESENT

Della Beasley, President
Reagan Van Coutren, Secretary (present via Google Meets
and not counted as part of the quorum)

OFFICERS ABSENT

Dr. Tobi Popoola, Treasurer

BOARD MEMBERS PRESENT

Akane Thaxton
Chase Robertson
John Willey
Cristal Murillo
Cristal Saling

BOARD MEMBERS ABSENT

Jared Bailey

KAB STAFF

Katherine Beeman, KAB Exec.Dir

ADVISORY MEMBERS PRESENT

Srini Valavala, Stormwater Svcs. Admin

COMMUNITY PARTNERS

None

GUESTS PRESENT

None

Call to Order.

Meeting called to order 9:00 a.m. A quorum of board members were present.

Public Comments

None

Item 1: Governance and Accountability

Discussion was led by board member Cristal Murillo.

A. Mission, Vision, Core themes/goals, and Bylaws

1. Discussion of and revision of the mission and vision statements ensued. Top 4 ideas identified in revising the mission: 1) beautify, 2) educate & engage, 3) communicate & awareness 4) community involvement. Top 5 ideas identified in revising the vision: 1) Promote & Motivate 2) Trash/Litter-Free 3) Garden 4) Educate & Future 5) Revitalize & Preserve 6) Partnerships/Fundraising. Several statements came from that; - to love where we live, - Be the inspiration for others, - Sustainable/self-sufficient, - For next generation/future.

KAB New Mission Statement: To educate and engage the citizens of Abilene creating awareness and community involvement through the beautification of Abilene neighborhoods.

KAB New Vision Statement: Our vision is to love where we live and to be the inspiration for others in providing a sustainable environment for the next generation and the future.

- B. Board Training, Officer Training and Buddy Program
 - 1. Board members discussed onboarding for new board members and ongoing training for existing members to include officers training and a buddy program and exit interview for board members that are leaving. The buddy program would pair a new board member with an existing board member as a mentorship. Katherine will develop a training handbook for board members, officers and work with board officers to develop an engaging mentorship program for new board members. New program should be ready to approve during October board meeting.
- C. Meeting dates, times and attendance
 - 1. Board discussed and decided to leave the regular board meeting at the current date and time (second Wednesday of the month at 12PM). Board would like to focus on more committee meetings and less board meetings so that the majority of the planning and discussion takes place during committee meetings and bring the matter for voting to board meetings. It was discussed that perhaps every other month could be a professional development or presentation by a community partners in lieu of a regular board meeting.
- D. Committees Assignments
 - 1. Review of current committees saw a redesign and review of committee responsibilities. New committees in addition to the standing Executive Committee will be 1. Events & Marketing, 2. Education & Outreach, 3. Fundraising & Membership, 4. Grants & Professional Development, 5. Executive Committee (standing committee per bylaws)

Item 2:

Sustainable Organization

Discussion was led by board member Akane Thaxton.

- A. SWOT Analysis – Discussion ensued with members voicing internal and external observations.
 - 1. STRENGTHS – Active board members, committees, passionate members, working together, altruism, creative thinking, great ideas and grants awarded.
 - 2. WEAKNESSES – Lack of attendance, execution, disorganized and lack of planning (structure), commitment, planning in advance/time management, board involvement, committees function in a silo, no long term visions, resources not available. Need to know sponsorship status and adopt-a-spot status.
 - 3. OPPORTUNITIES – Partnerships, University leadership involvement, active community, partnering with local businesses, looking for more grant and sponsorship options, promote the KAB sustainable business certification program
 - 4. THREATS – Biggest threats are financial stability, inactive board members, lack of interest from the public, how do we stand out among other non-profits and people don't know who we are so why should they support us.
- B. Strategic Plan – Review of accomplishments, look at new goals, set an action plan based on 1 or 2 of KAB's current goals to focus and what is the value of KAB? How does that translate into marketing goals?
 - 1. Goal 1: Reducing Litter – KAB has done a good job with clean-ups and increased litter pickup. Board requested that the Litter Index Audit be added to the regular September meeting. Cristal M. asked if information could be pulled and data recorded to show # of people participating in clean-ups and 25% increase in

participation and clean-up collected. Akane T. will develop an outcome based measure spreadsheet to track goals based off of the strategic plan.

2. New goals to focus on for 2022 are community outreach, education and awareness.

C. Values of KAB were identified: 1. Clean, 2. Recycle, 3. Beautify, 4. Awareness and 5. Education

D. Marketing Goals: 1. Attend more events that are not our own, 2. Outreach to schools, 3. Fundraise

Item 3:

Community Service Satisfaction

Discussion was led by board member Crystal Saling.

A. **Events** – The discussion as broken into two categories: 1) Fundraiser/KAB Hosted Events and 2) Community events that KAB participates in.

a. **Fundraisers/KAB Events** – Crepe Myrtle tree sale and walk, Art Gala, Wine Tasting with the long term goal of food and wine festival, BBQ cooking competitions, Grocery store competition, Clayshoot, Keynote speakers, concerts in the park, award dinner/presentation, KAB St. Patrick’s Day Green Beer, Cookbook. The top two that received the majority of support were they Crepe Myrtle tree sale with a walk that could involve a community awards presentation and the Food and Wine event.

b. **Community Events that KAB Participates in** – Board members considered to look at the Business Expo, Boo at the Zoo, Outdoor Adventure w/ City, Home & Garden Expo, Abilene Beer Summit (recyclable swag), Big Country Master Gardener’s Plant Sale, Chamber of Commerce wake up Wednesday, Abilene Community Foundation Give Day

B. **Projects** – projects were identified as primary, secondary and ongoing

a. **Primary** – Redbud Park trees, path, lights, trashcans and grass. Cobb Park, walking path with lights and safety

b. **Secondary** – School boards and churches to have active participation in neighborhoods, community neighborhood cleanup monthly, community and school gardens, rain gardens.

c. **Ongoing Projects** - Spring series (clean multiple parks in one day with team leaders at each park), grants for park equipment, increase numbers with adopt-a-spot, continued beautification projects

C. **Annual Budget** – Due to time this item was tabled for review at September meeting.

D. **Board Officer Elections** – Election of FY 2022 Board Officers with final results being: President, Cristal Murillo; Vice President, Crystal Saling; Secretary, John Willey; Treasurer, Chase Robertson. These new officers to be added to the First Financial KAB Bank Account. Officers to be removed are Ashton Anderson, Della Beasley and Tobi Popoola.

Item 4:

Adjournment: The meeting was adjourned at 1:18 p.m.

Reagan Van Coutren

Cristal Murillo

Reagan Van Coutren, Secretary

Cristal Murillo, President

Ifeoluwa Tobi Popoola

Tobi Popoola, Treasurer

Signature: Reagan Van Coutren
Reagan Van Coutren (Sep 22, 2021 13:29 CDT)

Email: reagan.vancoutren@abileneboards.org

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