

**MINUTES OF THE
KEEP ABILENE BEAUTIFUL BOARD
October 13, 2021 | 12PM**

OFFICERS PRESENT

Cristal Murillo, President
Crystal Saling, Vice President
Chase Robertson, Treasurer
John Willey, Secretary

OFFICERS ABSENT

none

BOARD MEMBERS PRESENT

Reagan Van Coutren
Garrett Strickland

BOARD MEMBERS ABSENT

Jared Bailey
Akane Thaxton
Deborah Williams
Aida Pantoja

KAB STAFF

Katherine Beeman, KAB Exec.Dir

ADVISORY MEMBERS PRESENT

Srini Valavala, Stormwater Svcs. Admin
Kelley Messer, City Attorney

COMMUNITY PARTNERS

GUESTS PRESENT

Bobby Kiefer, United Supermarkets

Call to Order

Cristal Murillo called the meeting to order at 12:03 p.m. A quorum of board members was present.

Public Comments

Bobby Kiefer introduced himself and expressed his desire to become more involved in the community.

Item 1:

Approval of Minutes

No changes regarding September 2021 board meeting minutes. Motion to approve as presented was made by Crystal Saling and seconded by Chase Robertson. Through roll call, motion was carried unanimously.

Item 2:

Treasurer's Report

Financials for September 2021 were reviewed. Chase Robertson, Treasurer stated that he would present the financial report quarterly going forward. Motion to approve as presented was made by Reagan Van Coutren and seconded by Crystal Saling. Through roll call, motion was carried unanimously.

Item 3:

Committee Reports

A. Executive Committee Cristal Murillo stated that the new board member orientation to be more robust, and Katherine will provide documents for each current board member to review and provide comments before next month's meeting. For exiting

board members, exit interviews will be brief and conversational; questions have been formulated, and formal instructions regarding timing and assigned responsibility need to be finalized.

- B. Grants Committee** John Willey discussed updates to the Kirby Lake trail project and stated that our next task is to follow-up with the developer on master plan revisions and a more precise budget for the project; then KAB can use that to start applying for applicable grants. There is a \$5000 Rebuild Texas grant that we are looking at using to replace plants damaged from the February freeze at Frontier Texas and the Abilene Visitors Center. Crystal Saling put forth that United Way grant cycles will donate money to KAB if representatives from the group volunteer at their Winter Lightfest (dates are Nov 26-28, and Dec 19-23)
- C. Events Committee** Regarding the Rain Barrel Workshop, the committee needs to set a specific date in March 2022 for it to happen. Regarding the Crepe Myrtle sale, once we get all quotes back from plant suppliers, then we can set a price point at a target profit margin; then the Events committee can set specific dates, and move it to Marketing committee for promotion; also, initial planning with the city regarding a 5K fun run needs to begin. Regarding the Food & Wine Festival slated for October 2022, we need to start early gathering raffle items, and continue discussions with the Downtown Alliance about possible collaboration.
- D. Marketing/Fundraising Committee** The Commemorative Bench & Tree Program needs to be revisited, especially in regards to KAB's involvement (it appears there is no recognition and no profits for KAB)

Item 4: Coordinator's Report

In addition to the information written in the Coordinator's Update, Katherine expanded on the Mayor's Entertainment District Taskforce and Rebuild Texas Grant for \$5000

Item 5: Agenda Items

- 1. Community Foundation of Abilene Endowment**
John Willey presented the opportunity for an agency investment fund managed by CFA. He proposed KAB start with the initial minimum of \$10,000, then task the Grants committee with the responsibility of determining future additions to the fund. Reagan Van Coutren made a motion to approve the proposal, and Chase Robertson seconded it.
- 2. Business Sustainability Certification**
Reagan Van Coutren presented the opportunity for KAB to start a sustainability certification program. There are blueprints available in cities like Plano, Dallas, and Santa Monica, and it could be a relatively easy program to implement. All board members agreed, and Cristal Murillo tasked the Marketing Committee with determining details (including categories, qualifications, award levels, and local businesses to target)

3. Committee Structure

Cristal Murillo proposed that the committee structure discussed at the Board Retreat in August be approved. John Willey made a motion to approve the proposal, and Reagan Van Coutren seconded it. Cristal Murillo, as President, then nominated committee chairs as follows:

- Executive- Cristal Murillo
- Education & Outreach- Chase Robertson
- Public Relations & Marketing- Cristal Murillo
- Grants- Akane Thaxton
- Fundraising & Events- Crystal Saling

John Willey made a motion to approve the nominations, and Crystal Saling seconded it.

4. Community Appearance Index Audit

Several board members were assigned different areas of Abilene to conduct the audit, and they are expected to bring results to the November meeting. Katherine will send the area assignments.

Item 6: Adjournment: The meeting was adjourned at 1:13 p.m.

John Willey

John Willey, Secretary

Cristal Y Murillo

Cristal Murillo, President

Signature: 
Cristal Murillo (Nov 17, 2021 17:17 CST)

Email: cristal.murillo@abileneboards.org

Signature: 
John Willey (Nov 17, 2021 22:33 CST)

Email: john.willey@abileneboards.org

