

**Keep Abilene Beautiful
Board Meeting Minutes
April 12, 2023**

MEMBERS PRESENT: Chase Robertson Akane Thaxton Deborah Williams
Melissa Morris Pebbles Lee Beth Woodcock
Amy Martin Jane Tomlinson

STAFF PRESENT: Jennifer Pacheco Srinivas Valavala Kelley Messer
Max Johnson Jeff Duebner

GUESTS PRESENT: PJ Summer Brandon Hansen

CALL TO ORDER: President Akane Thaxton called the meeting to order at 4:00 pm. All individuals present introduced themselves.

PUBLIC COMMENTS: President Akane Thaxton announced an opportunity for the public to comment on any of the agenda items. No members of the public requested to make a public comment.

COMMITTEE REPORTS

1. Event & Fundraising Committee Report

Keep Abilene Beautiful Coordinator, Jennifer Pacheco reported progress on the Summer Cleanup Program for Kids & Families, The Green Gala, and Earth Day for 2024.

2. Education & Outreach Committee Report

Keep Abilene Beautiful Coordinator, Jennifer Pacheco reported on Equitable Access to Nature Study result. According to the study, only 20% of Abilene residents live within walking distance of an Abilene Park. Nature Programming, Nature Parks, and Nature Areas are major requests from citizens.

3. Grants Committee Report

Keep Abilene Beautiful Coordinator, Jennifer Pacheco reported that the Grant committee is in the progress of gathering history of grants awarded to and received by Keep Abilene Beautiful. Keep Abilene Beautiful has successfully submitted for the Governor's Community Achievement Awards but has not received it yet.

COORDINATOR'S UPDATE

4. Complete

Keep Abilene Beautiful Coordinator, Jennifer Pacheco reported the following events and training were successfully completed. She announced there is an Earth Month exhibit at the Grace Museum for the month of April which Keep Abilene Beautiful has a large presence in the exhibit.

- Farm & Ranch Wildlife Expo
- Waste In Place Training – Keep America Beautiful training hosted by Keep Texas Beautiful
- Marsh Madness – 51 individuals joined the event to clean up Tittle Lake at Grover Nelson Park.

Participants gathered information on the litter collected for Citizen Science to report to Keep America

Beautiful. Many ideas to discuss with the City's Park department for facility use guidelines. Made a connection with a citizen's group who are planning on hosting a clean up event at Kirby Lake on the Earth day. Keep Abilene Beautiful will provide cleaning supply for their event.

- Twisted Root Fundraiser – No collection amount available at the time of the meeting.
- Business Expo
- Keep Texas Beautiful Annual Report

Keep Abilene Beautiful Coordinator, Jennifer Pacheco reported on ongoing and upcoming events as follows:

- The Great American Cleanup
- Don't Mess with Texas Trash-Off
- Earth Day 2023
- Tire Amnesty Days – April 14 to 15. No rain barrels will be distributed this time due to kits shortage. She will announce these events utilizing social media and exiting newsletter recipients.

AGENDA ITEMS

5. Presentation and Discussion of New Education Program for Fall 2023

Keep Abilene Beautiful Coordinator, Jennifer Pacheco reported on a new education program for Fall 2023, "SPIDERS, BATS, & OWLS. OH MY!" This outdoor education program will introduce students to nature conservation through living creatures during the months of September to November. This program aligns with the Texas Essential Knowledge and Skills (TEKS) curriculum.

6. Discussion and Possible Action on Purchasing Abilene Zoo Annual Zoobilation Event Tickets

The board discussed possible purchase of sponsorship at Zoobilation Gala hosted by the Abilene Zoo. The total of \$3,750 was approved for Bronze and Party Table levels depending on the major donors and board members availability for the event.

7. Presentation, Discussion, and Action on Strategic Plan Goal #5- Branding Refresh

Keep Abilene Beautiful Coordinator, Jennifer Pacheco reported needs for reflecting Keep Abilene Beautiful's logo and presented a proposal from Zachry to achieve the strategic plan goal to modernize and innovate Keep Abilene Beautiful's efforts. Marketing committee was formed during the meeting and they will report to the board at the next meeting.

ADJOURNMENT: The next scheduled meeting of the KAB is tentatively scheduled for May 10, 2023, at 4:00 pm. There being no further business, the meeting was adjourned.