

## June 1, 2015 KGVB Board Meeting

Meeting Date: 06/01/15

Place: Bessie Mitchell House at the Grapevine Botanical Gardens

Time: 6:30 PM

Board members in attendance:

Bruce Ogletree – President

Dave Orphey – Treasurer

Mendie Schmidt – Executive Director

Jimmy Brock – Environmental Services

Rusty Walker – City Parks and Recreation Liaison

Dave Buhr – Vice President

Raj Rapaka - Marketing Committee Chair

Ray Ramon – Recycling Committee Chair

Lori Clark – Sustainability Committee Chair

Monique Hester – Beautification Committee Chair

Alison Shumaker – Secretary

Board members unable to attend:

Education Committee (vacant)

Maria Pohlman – Youth Committee Chair

Litter Committee Chair (vacant)

Guests:

None

The meeting was called to order at 6:30 PM.

### **Approval of Minutes**

May minutes were approved.

### **Reports**

**President:** Bruce Ogletree reported the following:

- The Litter Chair, Robyn McKinney, has vacated her position due to schedule conflicts, but will remain as a volunteer. Bruce talked about recruiting new members to the board, and asked the current members to reach out to contacts they think may be interested in becoming board members. The website will also have information about joining KGVB as an officer and committee chair.
- There's a new financial information format that Raj developed, which was reviewed in the **Financial** report.

**Financial:** Dave Orphey reported the following:

- Dave presented two months of financials, April and May. May is in the new format.
- Received a \$1,000 Bud Light grant in April.
- April ended with \$17.9K in unrestricted funds available.
- Raj then presented the new financial format for May. The format was well received by the team and provides an easy way to navigate and sort data by revenue and expense categories, etc. May ended with \$17.0K in unrestricted funds available.

**Executive Director:** Mendie Schmidt reported the following:

- The focus has been on the flooding, and KGVB has been proactively recruiting volunteers for flood cleanup as soon as it's feasible to do so. There is not a specific date yet to begin to tackle the debris due to continued flooding and safety concerns.
- There will be a lot of projects KGVB will need help with coordinating and Mendie asked for volunteers/team leaders to assist in project coordination.
- Adopt-an-Area: 4 new applications were approved by the Parks Board.
- KGVB received a \$10,000 REI grant to build a launching area for kayaks at Meadowmere Park. There will be a dock for teaching, and a shed to store supplies. KGVB will pursue a solar grant to add a solar component to this effort.

**Environmental Services:** Jimmy Brock reported the following:

- The city has been asked by the event committee to promote recycling more at the large Grapevine events of Main Street Festival and Grapefest. There was significant discussion and ideas for focusing on recycling at these events.
  - There is a large amount of recyclables generated at these events. There are plastic drink cups, soft drink and water bottles, box cardboard from vendors, etc.
  - We discussed education, adding signage, more recyclable trash bins, volunteers to help citizens recycle, etc. It will take a combination of many efforts to increase recycling at events.
  - Mendie suggested that KGVB create a separate task force for this effort, as KGVB will be very engaged in helping to develop and execute a recycling plan for these events.

**Parks and Recreation:** Rusty Walker reported the following:

- Rusty discussed the flooding of the parks and the water flow over the spillway. He explained how the release of water schedule works with Ray Roberts first, Lewisville second, and Grapevine third.
- The ball fields and the golf course are flooded and schedules to re-open are pending until floodwaters recede and damage is assessed and repaired.

**Vice President/Parks and Recreation Board:** Dave Buhr reported the following:

- There is an opportunity to partner with Texas Parks and Wildlife to develop the master plan for Rockledge Park, with a focus on archery. If Grapevine can develop a park that promotes archery, they could receive funds to do the development. The goal is to offer education for archery in all sorts of ways (different skill levels, building tree stands, etc.).

**Marketing:** Raj Rapaka reported the following:

- Registered and in the process of finalizing on-going fundraising efforts with WalMart, Sam's Club, Trader Joes, Albertsons, Randalls, Costco, Kroger, and Tom Thumb.
- Raj visited the various banks around town and provided them with a KGVB brochure to generate interest in sponsoring KGVB activities.
- Discussion around developing new marketing materials to use in the community.
- Mendie suggested Raj and his committee put together a formal marketing plan based on the output from the strategic planning sessions.

**Recycling:** Ray Ramon:

- No updates on recycling.

**Sustainability:** Lori Clark reported the following:

- Lori worked with Impact Graphics to get the Sustain the Vine door clings developed, to provide recognition to local businesses that participate in the program. The drafts Lori received were not as directed, so she will continue to work with Impact Graphics to revise and finalize the clings.

**Beautification:** Monique Hester reported the following:

- No updates on beautification.

**Education:**

- Mendie will develop flyers to send to the schools targeting the teachers returning before school starts to highlight our events, waste in place program, etc. so teachers have these initiatives top of mind at the beginning of the school year.

**New Business and Discussion:**

- Keep Texas Beautiful Conference is in Ft. Worth, June 15 – 17.
- Committee Selections – board to continue working on firming up their committee members and develop objectives for activities for the rest of the year.
- Adoption of Mission and Vision statements:
  - Vision: To make Grapevine a beautiful, clean and welcoming city.
  - Mission: To engage, encourage and educate our community to create a cleaner, greener Grapevine.
  - Lori Clark made a motion to approve the vision and mission statements as stated, and Ray Ramon seconded the motion. The motion passed and the statements were approved.
  - The vision and mission statements will be KGVB's on-going focus as we execute the strategic plan.
- Mendie educated the team on the Amazon Smile program where non-profits can participate and earn funds by linking Amazon purchases to KGVB. She also discussed the Shoe Box Recycling Program. The organization collects shoes to send to those in need and funds can be earned based on the shoes collected. The team will work on adding these to the KGVB website to promote these opportunities to earn funds.