

September 14, 2015 KGVB Board Meeting

Meeting Date: 9/14/15

Place: Grapevine REC

Time: 7:00 PM

Board members in attendance:

Bruce Ogletree – President
Dave Orphey – Treasurer
Kathy Nelson – Acting Executive Director
Jimmy Brock – Environmental Services
Rusty Walker – City Parks and Recreation Liaison
Dave Buhr – Vice President
Ray Ramon – Recycling Committee Chair
Lori Clark – Sustainability Committee Chair
Raj Rapaka – Marketing Committee Chair
Brandi Reynolds – Litter Committee Chair
Alison Shumaker – Secretary

Board members unable to attend:

Education Committee (vacant)
Youth Committee (vacant)
Beautification Committee – (vacant)

Guests:

Brittini Barnett
Travis Christman

The meeting was called to order at 7:00 PM.

Approval of Minutes

August 3 meeting minutes were approved. Please note the hashtag adopted for KGVB to use is #loveGVlake (the August minutes said we were adopting #lovethelake, and it subsequently changed). Also subsequent to the August meeting, it was decided to move forward with a white background for the Sustain the Vine window clings.

Reports

President: Bruce Ogletree reported the following:

- Bruce introduced Travis Christman. Travis is experienced in web site project management and is interested in helping the organization in whatever way he can.
- Bruce has been working with the committee on resolving our website issues. The website is hard to manage because of the interface. The site needs a makeover. The consensus is to build a new website with a new platform, rather than move the content as is to a new platform.
- Finalized graphics for Grapefest recycling signage.

Financial: Dave Orphey reported the following:

- Small expenses this month
- Small contributions received from various employee giving funds

- Unrestricted fund balance of \$25,948.77
- Dave is re-summarizing all the receipts and expenditures for the year, and reconciling with the 2015 budget.

Acting Executive Director: Kathy Nelson reported the following:

- Mendie Schmidt, Executive Director, resigned on September 3, 2015.
- The clean-up event on September 12 was extremely successful, with 339 volunteers participating. Still reconciling the number of hours volunteered, but likely ~ 600 hours of volunteer time was spent cleaning up and restoring parks around the lake.

Environmental Services: Jimmy Brock reported the following:

- Recycling for Grapefest – all the recycling signage is printed. The new recycling rings are in and there are 29 in total. They will be placed up and down Main Street. Environmental Services will be doing different shifts throughout the event and emptying the recycling bags and replacing with new liners. They also work with the vendors to manage their recyclables (cardboard, wine bottles, etc.). KGVB Board volunteers can meet at Jenkins and Main Street to assist with recycling management.

Parks and Recreation: Rusty Walker reported the following:

- Several parks have re-opened around the lake. Dove, Katie's Woods, and Meadowmere boat ramps are open. The Oak Grove and Meadowmere soccer restrooms are open. Within the next 2 weeks, all boat ramps will be open.
- Oak Grove soccer fields will not be open for the rest of the year. Goal is to seed with Rye grass and open for the spring 2016 season (which starts in February). Plan to re-grass 4-5 soccer fields next spring. Meadowmere soccer fields are open.
- Oak Grove baseball has started; adult softball has also started at 2 of the 3 fields. The third field is hoped to be open in February/March of 2016.
- Still working on irrigation at the REC and sod will be started as the irrigation gets finished. The synthetic soccer field at the REC is proceeding quickly. The lights at the synthetic field will be LED.

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

- Park Board has a booth at Grapefest.
- Started youth basketball and volleyball programs.
- The outdoor pools are closed – it was a successful summer season.

Marketing: Raj Rapaka reported the following:

- Working on the website, evaluating the current website. Used a scraper to assess and found many broken links, and behind the scenes duplicate and hidden pages.
- Also looked at other "Keep Beautiful" websites to assess the approach and structure of their sites.
- Currently working with the committee on the best approach to improve the KGVB website. Raj has been developing a comprehensive outline to organize what is needed and desired for the new website.
- Raj suggested that we document the process/needs/resources of each event we support. Raj has started to develop a content template for each event so that a procedure manual can be developed. Bruce will get a copy of the organizational template the city has which may be able to be leveraged.

- Fundraising – Raj has worked on several initiatives to develop programs through grocery stores, big box locations, etc. to link customer spending and retailer donations to KGVB. Fundraising work continues.

Litter: Brandi Reynolds reported the following:

- Focus is upcoming Trash and Treasures event, October 10. Brandi asked questions about the event, such as what areas will be focused on for the event, and what areas are open around the lake. There was a lot of discussion around what areas to focus on and how to manage the event. Katie's Woods was identified as an area of focus, with other areas, like Rockledge Park, hopefully open by the time of this event. Lori Clark sent out a list to the board with assigned local businesses to call to solicit prizes for the event. Prizes are starting to be gathered. Bruce will arrange the music for the after party and a food vendor needs to be identified. Lori Clark will follow up with Willhoites to see if they could provide food for the event. The event will be promoted on the website and via Facebook.
- Pictures taken and posted to FB for the September 12 clean-up event. Discussion around getting access to the KGVB Twitter account (need password and e-mail the account was set up with). Brandi will contact Twitter to attempt to get access.

Recycling: Ray Ramon reported the following:

- Did a clean-up at Katie's Woods with the Sister City program – got 20 bags of recycle and 30 bags of trash.
- October 3 the Sister City program will pick up trash on NW Highway.
- November 14 is Grapevine Recycles day. Ray talked to the marketing manager at Chick-fil-A and is exploring if they can provide food for GV Recycles day.

Sustainability: Lori Clark reported the following:

- Continuing to solicit prizes for Trash and Treasures.
- Obtained the Sustain the Vine window clings from Bruce and continues to work with Sustain the Vine businesses.

New Business and Discussion:

- North Texas Giving Day is Thursday, September 17. The event is heavily promoted via social media. Brittni has developed a robust social media plan for this event.
- Need to look at the sustainability plan – Lori will condense the plan for review in the next meeting.