

KEEP GRAPEVINE BEAUTIFUL

Minutes of June 4, 2012 Meeting

The Board of Directors met on Monday, June 4 at City Hall. Vice President Tim Hamilton called the meeting to order at 7:02 PM. The following were present:

Board Members: Tim Hamilton, Socrates Villarreal, Jana Villarreal, Bruce Ogletree, Kathy Reece, Tracy Southers, and Dave Orphey.

Executive Director: Mary Jo Tellin

Guests: Nathan Loftice and Hank Morse.

Minutes from the May 7<sup>th</sup> meeting were reviewed. Mary Jo noted several changes she made to the Marketing section. Approval was tabled until later in the meeting.

Reports:

President's. Tim stated that he or Mary Jo needed to hear from those who want to return to their Board role in October. We also need to look at budget requirements during the next couple months.

Finance. Jana reviewed April and May financial activity. For the DMWT event, KGVB spent about \$2,400 and \$2,600 was budgeted. Other expenditures were made from Mary Jo's budget. As of May 30, KGVB had \$10,409.36 of available funds. This included \$4,978.91 in the City account that must be used by September 30<sup>th</sup>. Also, we have met our revenue goal for this fiscal year! In addition, Mary Jo is working on a \$3,000 general use grant from Levi Straus. And Verizon wants us to create a mobile app as part of the \$15,000 grant that is in progress. Mary Jo agreed to call i5 to see if they could possibly do it and for what price. Kathy added that if we needed an area to spend the money from the City account, she would like to see doing education above and beyond storm drain markers. She mentioned a plan for reaching out to high school students, perhaps in conjunction with what we do with a mobile app. Bruce mentioned possibly leaving a KGVB-branded permanent marker behind at outdoor classrooms, community gardens, etc. Mary Jo reminded everyone that we have three months to determine how to spend the remaining \$4,978.

Executive Director. Mary Jo referred everyone to the Volunteer Management handout. There were two Eagle Scout projects left to complete and no more will be started until August. Regarding volunteerism, Mary Jo noted that during a 90 day period in 2011, approximately 2,500 hours were worked by volunteers. During May, 2012, 3,003 hours were worked in 15 days. About 80-90% of these volunteers signed up under KGVB. The other big thing coming up was Glen Beck's organization wants to bring 400 volunteers on July 27<sup>th</sup>. She will meet with her boss and others to determine if a suitable project can be found. Lastly, Mary Jo will be out the third week in June (conference in Chicago) and the following week at the KTB conference in Austin.

Marketing. Socrates noted there was an event at Rockledge Park last weekend – Mary Jo said it had very low attendance. Mary Jo and Tim worked the event last Sunday and learned a lot from an event standpoint. Socrates mentioned that National Marinas Day was coming up June 9. We will be at two locations, Silverlake and Scotts, and need people to work 10am-2pm. We won't be able to offer recycling at this event but can hand out kits on water quality/conservation/low water gardening and will have KGVB beach towels to sell as well as our new brochure to pass out. This would be a good opportunity to gain exposure to boat owners. Socrates attended a ribbon-cutting at Eatsi's and their GM is excited about partnering with us. Socrates thought that a \$1,200-\$1,500 sponsorship would be plausible from them.

Website. Tim referred to the website activity report. Mary Jo added that she and Karen had done their final proofing of the new website and asked Socrates to put it at the top of his list. Once set, data can be moved (triggering payment #2) and then work would begin on the final design. The new KGVB brochure has been posted on the website. The Board should submit any input on design to Mary Jo by Wednesday. Also, Mary Jo is working on an annual KGVB calendar. One brochure insert is expiring, so we need to finalize our events for the year and look at costs for a new insert. Discussion followed regarding selling sponsorships on a calendar, either a paper or electronic version.

Litter/Recycling. Bruce reported that the Sabre days were a huge success. Tim added that the trailer design and set up was tremendously helpful during these two events.

Water. Kathy noted that Nick Szpak's team placed 95-100 storm drain markers. One more team is scheduled to place 100+ markers the week after next. Mary Jo noted that, after speaking with Gregg Moss, her impression was that after the next 400 markers got placed, they won't need our help any longer. KGVB worked on this project for about two years and 2,000 markers. Mary Jo added that a presentation on the pilot recycling program would be done at tomorrow's City Council meeting.

Beautification. Tracy received no nominations for Yard of the Month. She asked to work with Socrates on ways to advertise the program at our events. Bruce mentioned one yard that could be considered and Kathy mentioned that maybe the City of Grapevine could be nominated for their extensive landscaping work. Also, we could nominate a business that is friendly to us and meets the criteria. On June 13, Sabre is coming to the senior housing to plant flowers. Also, the Garden Club put leftover plants from their sale at our disposal for using on projects.

New Business. Mary Jo discussed correspondence she received from Make-a-Wish requesting Wheels For Wishes promotion on the KGVB website. Tim stated we should table the request until verifications could be done. Bruce and Hank agreed to research it and get back to Mary Jo.

The July meeting will be July 9. Typically this meeting is used as a social time, and Mary Jo asked for location ideas to be e-mailed to her. Tim revisited the May minutes and called for a motion. Kathy motioned to accept the minutes as presented at the meeting; Socrates seconded and the motioned carried.

Tim introduced Nathan Loftice, who did a presentation on 'Sustainability in Grapevine'. Nathan currently is in charge of sustainability & environmental affairs with FedEx and previously worked for the City of Grapevine. He noted that approaching businesses with a balance of ecology/social/economic impacts adds value. KGVB can approach a business with 'What do you do? Where do we align? How can we help you?' and expect to be well received. Bruce asked where KGVB could align with FedEx and Nathan noted that Environmental Services and Transportation were obvious areas. Walking & bicycle routes in the City contribute to sustainability. Nathan believed that KGVB needed to expand beyond litter and recycling. He thought it would be great to have a non-profit arm in the Public Works department. Nathan thought we might benefit from combining some of our committees. He offered his help with things like charging stations, vertical farming, hike & bike trails – areas related to sustainability. We need to ask what is in the future for Grapevine and then determine how KGVB can lead the charge and find corporate partners to help. Kathy stated that KGVB could act as a motivator to enact changes to make Grapevine more of a standout community. Tim noted a need for a meeting to brainstorm what could be done in the future by KGVB.

Tim adjourned the meeting at 9:02PM (Motion; Bruce, Kathy; carried).