

KEEP GRAPEVINE BEAUTIFUL AGENDA

Board of Directors Meeting—Monday, January 05, 2015

- I. Call to order
- II. Introduction of Guests
- III. Approval of the minutes
- IV. Reports
 - President’s Report—Bruce Ogletree
 - Financial Report—Dave Orphey
 - November-December financials
 - Cash status report
 - Executive Director Report—Mendie Schmidt
 - 2014 Litter Index Survey results
 - Board Retreat: finalize date
 - Don’t Mess With Texas Trash-Off & EPIC Earth Day updates
 - Adopt-an-Area updates and potential changes
 - Citizen Forester Program
 - Environmental Services Report—Jimmy Brock
 - Marketing/Website Update—Raj Rapaka
 - App progress/outstanding items
 - Litter—Robyn McKinney
 - Recycling—Ray Ramon
 - Sustainability—Lori Clark
 - Sustain the Vine update
 - Beautification—Monique Hester
 - Youth—Maria Pohlman
- V. New Business/Discussion Items
 - Bylaw/standing rule discrepancies
 - Election of new board members, appointment of Secretary
 - Establish formal Education Committee
- VI. Adjourn

KGVB January 2015 KGVB Board Meeting

Meeting Date: 01/05/15

Place: Bessie Mitchell House at the Grapevine Botanical Gardens

Time: 7:15 PM

Board members in attendance:

Bruce Ogletree – President

Dave Buhr – Vice President

Mendie Schmidt – Executive Director

Dave Orphey - Treasurer

Maria Pohlman – Youth Committee Chair

Monique Hester – Beautification Committee Chair

Lori Clark – Sustainability Committee Chair

Rusty Walker – City Parks and Recreation Liaison

Raj Rapaka - Marketing Committee Chair

Jimmy Brock – Environmental Services

Rick Boggs – Education Committee

Murray Cohen – KGVB Member

Alison Shumaker – Secretary

Board members unable to attend:

Robyn Mckinney – Litter Committee Chair

Ray Ramon – Recycling Committee Chair

Guests:

Bruce fed us with delicious pizza from CiCi's, including their cheese bread and cinnamon rolls. Thanks Bruce!

The meeting was called to order at 6:00 PM, and Bruce asked those attending to call out their names. He then outlined the meeting agenda.

Bruce introduced Alison Shumaker and Rick Boggs, and reviewed their application and interest for the positions of Secretary and Education Committee.

Bruce distributed the December meeting minutes and asked for any corrections. Mendie clarified that the projects listed were overall Grapevine volunteer projects and numbers, and not solely KGVB specific projects. Alison will amend the December minutes for this clarification. There were questions about the summer Luau, and the team ultimately agreed that the Luau did not happen in 2014. Bruce made a motion that the minutes be approved as corrected. The motion passed unanimously on a voice vote, with Raj Rapaka making the motion, seconded by Dave Buhr.

Bruce did the President's report. He welcomed and thanked the KGVB team to the meeting. He mentioned that he and Mendie had taken care of some housekeeping items, including the fact that Mendie could now write checks on the KGVB bank account. This was the first full meeting that Bruce presided over as President, and he asked for everyone's patience while he moves into this new role. Bruce invited the various board committees to speak about where they would like to see their committees go in 2015, and kicked that off with his wish list.

President: Bruce would like to see the KGVB website be a more effective tool for communication. We've added an interactive calendar to the site for residents to click on events and receive a map and information about the events. Bruce will be looking for ideas from all committee members, as all committees have a presence on the site, for how to get engagement and information out to the community. He told Rick Boggs that we'd be looking to him, as the new Education Committee chair, for how to help the website be more effective to drive

communication to the community. He also conveyed how important it is for each board chair to also be involved in a committee. He outlined that synergies occur as teams work together on the various committees, which results in making more happen, and in having a lot more fun making things happen. Bruce wants to look for creative ways to support our passions and keep KGV B a fun place to be. Bruce then handed off the conversation to Dave Orphy.

Treasurer: Dave conveyed that he had not been able to get what he needed to report on the finances for KGV B. He had not been in contact with the prior treasurer, and had no visibility to the bank statements for the prior 3 months. Dave said that without knowing the past activity, he couldn't even report the cash balance of the KGV B bank account. Mendie then said that she thought this situation could be remedied with her new access to the bank accounts, and said she would send Dave the prior treasurer's e-mail address. Bruce asked Dave if he was satisfied with having a way to contact the prior treasurer as an avenue of communication. Dave said he didn't know where it would lead, but hoped it would lead to the path to get the bank statements he needs, which are those statements after September 1, 2014. Mendie said she would check on the KGV B P.O. Box where the bank statements were supposedly being mailed. Dave said his process, once he received the statements he needed, would be to go through each month's activity and see if he can figure out the status of the finances. Bruce asked if we know where to go to get the information, and Mendie replied "yes". Mendie made copies of the finance spreadsheet and passed them out. Mendie said she needed to set up a new user ID and password for the bank account, and now that she had access, that can be established. Then Dave can access the account too. Mendie said the only expenses we have other than what is listed is a check for Word Play written to Tracy and a check written to reimburse Bruce Ogletree for Trash and Treasures and Epic Earth Day. Bruce asked and Dave said he sees a path to resolution. Mendie said there's a lot of loose ends and rabbits being chased the last few months, and she asked for everyone's patience as she and the teams work to get everything straightened out.

Executive Director: Mendie let Dave and Rusty know they could report out after Jimmy. Mendie began with reviewing our litter index report, and explained that KGV B is required to do this index report by Keep America Beautiful in order to maintain our affiliate status, and a great group of volunteers helped to observe and provide the data for the report. It involves going through segments of the city and driving these segments and making assessments of the quality of these segments. Based on those assessments, we are able to focus our programs and look at areas that require attention, or look at how good we're doing in those areas. Ray and Murray both volunteered for the litter index. Mendie distributed a copy of the report and explained how the scores work. 1 is really clean, and 4 is heavily littered. We were rated a 1.547, which represents a really clean city overall! We should really take pride in the city and community. Mendie will be putting together a more comprehensive report with maps in order to discuss with the Parks board and send to the community. There is a few little stretches that were worse and need to be targeted. We can send volunteers out to clean up these areas that need more attention.

Questions that Mendie answered: Is there a financial consideration to the affiliation with Keep America Beautiful?
Answer: Yes, it opens us up to a number of grants and training and other benefits. The Bud Light grant was done in partnership with Keep America Beautiful.

Comparatively speaking, what does an average city score on the litter index? In the Metroplex, I would guess it's 2.5 in the more suburban areas, and 3 – 3.5 in the more urban areas.

Next, Mendie discussed the upcoming board retreat. Mendie had sent out a "Doodle" survey to gather the board's preferences for dates for the retreat. She advised she would be sending the survey out again, and asked everyone to please vote on their preferred times. She communicated that so far, the date that works best is Saturday the 31st, however that date did not work for one new board member, and she really prefers that new members can all attend. Raj asked for clarification about the retreat, and what would be accomplished versus a regular board meeting. Mendie explained she wants to spend some time together to discuss what we are as board members, the expectations for the role, what our role is as an affiliate of Keep America Beautiful, and what we are required to do as an affiliate. Then she wants focus strategically on where we want to go in 2015 and moving into 2016. She wants to review where we've been, what we've done, what programs we've focused on, and then what do we want to keep doing, are we moving in the right direction, are we making progress, what does the community want us to do, what does the community need us to do – getting together as a team and brainstorming these things and

being really strategic and having intent on how we're moving forward. If we want to do something that requires more funding, how do we get that funding, do we want to look at sponsorships – just really want to flush out the ideas that the team has. We'd like to have enough time to cover everything. The question was asked where we would have the retreat. Mendie wants some place that is comfortable. Mendie is looking into options for where we can brainstorm, have a projector, get a snack, have comfortable seating. Mendie expressed how excited she is about the retreat. It will really be beneficial for us as a group. Bruce reiterated how important the retreat is.

Raj asked if we could include the retreat as part of our monthly meetings. Since the January meeting, it has been decided that the retreat will be conducted in extended monthly meetings in February and March.

Next, Mendie advised of a couple of dates to keep in mind in the spring. The Don't Mess With Texas Trash Off will be held on Saturday, April 11, and Mendie really wants to expand this event for this year. This is our marquee litter free event. This is the state version of what is the Great American Clean Up, which is Keep America Beautiful's nationwide clean up and they encourage community members, businesses, schools, etc., to get outside and do as much clean up as possible for this big event. Mendie thinks there's a lot of potential to make this event something special and she wants to get some weights on how much trash we collect this year so we know the kind of impact we're having on our community. And then April 18 will be Epic Earth Day, and we are going to try and partner with the Grapevine Garden Club for that event, so that we have more bang for our buck. The garden club has their spring plant sale the same day, and we're going to do Epic Earth Day in conjunction with that, getting more people outside, talking about gardening, green things, things to do to be sustainable, all at the same place. Mendie would like ideas – do we want to have a speaker, a band, do we want to get bands to donate time. Bruce suggested that one or several acoustic low key type of acts/bands might be appropriate vs. "amplified" bands. Mendie would like to ensure that any of the vendors at Epic Earth Day are really in keeping with the message of sustainability and what can we do to be green with the earth – gardening, recycling, energy and water efficiency – something that ties into the core key concepts of what Earth Day is all about. Bruce commented that in the past it's been a push just to get vendors and success was gauged on how many booths were filled and how many were empty. We haven't had the opportunity to be choosy about it. Next, Mendie discussed the Adopt an Area program. She was looking through the contracts for Adopt an Area, and realized it's a very involved process, beginning with filling out an application. It then goes to the Parks board and the Council, and to the City Manager. Mendie feels this process is much more involved than it should be, based on the scope. So Mendie is looking to change the program. The administrative side of the program is cumbersome, keeping up with the contracts, when do they expire (currently 2 year contracts), have the adopters been reporting over the two years, are they still active...she thinks that having all of the contracts start in January and roll-over for 2 years, and then even if they continue to be reviewed by Council, it would be a consent agenda and they could review them all at once, versus throughout the year. This would make it much more consistent. She also wants to use the KGVB Form Stack account and develop an online form, so that on-going reporting from the adopters can be quick and easy. The adopters would just jump online and report on their activity on an on-going basis (or as needed), vs. having to remember all of their activities and results (bags of trash, number of volunteers, etc.) when they go to renew their contract. Bruce suggested we should all look to use Form Stack for forms for our committees to streamline activities for our volunteers. Someone suggested that she split the contracts and have half begin in one year, and half in the next year. It was agreed that was a good idea. The other thing that Mendie had was the Citizen Forester Program. Mendie passed out information about the program. It's a class being offered that offers 30 hours of classroom time, and citizens learn how to take care of public trees. It's a really good deal for GV residents. Mendie strongly encouraged us to apply if interested or if we know of others that are interested, because it's a very beneficial program. Mendie advised her office location would be changing and her new office would be at the service center. Mendie also got an email for applications for the Bud Light grant for 2015, a grant we got last summer and used to put in the sand volleyball court. Mendie is looking for ways to partner with Community Policing to reach some of the areas that haven't been reached before with our outreach. She cited some examples of working with this group in the past – cleaning up a convenience store area and turning an apartment complex pool that was full of trash into a community garden. We'd like to use the Bud Light grant to continue the partnership with Community Policing. The grant proposal is focused on remediation for natural disasters or areas that really need help. Mendie will work with Colby to develop a proposal in conjunction with what Community Policing is focused on. Mendie then asked a question about TT4T, a program listed on the

website under litter. Dave Orphey knew what it means – Trails Trekking for Trash. Mendie also pointed out the free KGVB advertising we got in the new Environmental Services calendar.

Environmental Services: Jimmy showed the group and discussed the new Environment Services calendar (solid waste and recycling calendar). The city had received feedback from the community about confusion and mix-ups about dates for solid waste and recycling, so the department created a calendar and distributed it to one section of the community, and also posted the calendar on the front page of the city website. This year is a pilot for the calendar and at the end of the month, they'll do a survey to understand community feedback/impact from the area where the calendar was distributed. The goal is to add a city-wide distribution in the 2016 budget. They sent the calendar to the Hall Johnson route, as that area has a lot of brush pick-up. Jimmy also communicated that March 28 is the date for the household hazardous waste recycling.

City Parks and Recreation: Rusty reported that the staff would be taking Christmas decorations down for the next two weeks. Christmas was a big success in downtown GV, with many visitors.

Vice President: Dave thanked Rusty and mentioned that we have a Walk the Halls event in Austin on January 28, with several going to Austin and meeting state legislatures to promote Parks and Recreation. Anyone interested can attend. The CAC has been renamed the REC, which stands for Recreation, Education and Community. April is the target date for the REC to open.

Marketing: Raj reviewed his mission statement and gave an update on the mobile app, which he plans to show the team shortly in an upcoming meeting. Raj's mission for the committee is to:

1. Get the mobile application completed
2. Get started on changing fundraising to a subscription base fundraising model vs. event based fundraising. He wants to partner with utilities, grocery good neighbor programs, etc. Raj has the forms needed for the grocery program and he needs the KGVB federal tax ID number and our 501C Certificate. Mendie said she would e-mail these items to Raj. Raj will set up the program and get started with this fundraising.
3. Centralize the database of volunteers and sponsors.
4. Create standardized templates and forms for marketing events so they don't always have to be put together at the last minute before events. We should have a common branding theme for our marketing material.
5. Develop contacts in the press for communicating our events, which is free advertising. Many local publications list monthly local events for free.

The team then talked about HOA mailing lists, various neighborhood apps, etc. we could leverage to market our activities.

Sustainability: Lori's goals are to increase the visibility and extend the reach of Sustain the Vine. Show the existing participants and create interest to prospective participants by creating recognition programs. Examples are creating window clings for existing businesses to showcase their participation and getting thank you letters to existing participants to also showcase within their businesses. She also wants to draft press releases and a series of articles for local pubs to showcase the work of participants. She will team up with Raj to gain synergies with his efforts. She also has worked on a landing page for sustainability for the KGVB website, and she has a draft of the landing page 80% complete. She asked how she needed to route the landing page for approval. It was agreed that she would send to Mendie and Mendie will forward to Carita, for getting the landing page added to the KGVB site. She would also like to do a solar activity for our residents in 2015, and will be reaching out to Plano for information. Another goal is to recruit volunteer committee members for the Sustainability committee.

Mendie then added that she has been trying to track activity on our FB page, and is trying to do a variety of posts, using the "rule of thirds", which means reposting another's posts or pictures a third of the time, a direct engagement conversation like "what do you think about this" a third of the time, and then an informational post a third of the time. This is the best way to drive engagement with your audience. Mendie requested us to send her pictures or anything that we feel will drive engagement and build relationships with our FB audience. We had over

15 new “likes” just this week. Raj talked about an app called “Quikkly”, that uses QR codes to drive people to social sites or to automatically “like” your page, or to automatically add an event to the calendar.

Beautification: Monique did not have any updates, but volunteered to take pictures at events if needed. Just let her know.

Youth: Maria reported a highlight that friends called her and let her know they were going to the lake to do clean-up. They sent her pictures of them cleaning! There was a clean-up at Meadowmere on December 13 that went well. Maria’s vision is to be the best beach club, KGVB ever!

New business:

Mendie: the by-laws and standing rule discrepancies need a few revisions. Mendie will e-mail to us and outline proposed changes and the process for changes.

Then we elected the new board members. Bruce started with Alison Shumaker, as the secretary, and asked for a motion to install. Dave Buhr made the motion and the motion passed unanimously. He then asked for a motion to install Rick Boggs, as the Education Chair. Dave Buhr made the motion and the motion passed unanimously. Raj then made the motion to reestablish the education committee, and it passed unanimously.

Lori then advised the group about the EPA grant program, and said the deadline is March 6. Mendie said we should definitely consider ideas for this grant.

Mendie reiterated that every board member needs to be a member of a committee. Think about this before we have the retreat.

The meeting was then adjourned.