

## KEEP GRAPEVINE BEAUTIFUL AGENDA

### Board of Directors Meeting—Monday, February 2, 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
    - Keep America Beautiful conference report
    - Don’t Mess With Texas Trash-Off & EPIC Earth Day updates
    - Citizen Forester Program
    - Bylaw/standing rule updates
  - Environmental Services Report—Jimmy Brock
  - Parks and Rec Report—Rusty Walker
  - Parks Board Report—Dave Buhr
  - Marketing/Website Update—Raj Rapaka
    - App progress/outstanding items
  - Litter—Robyn McKinney
  - Recycling—Ray Ramon
  - Sustainability—Lori Clark
  - Beautification—Monique Hester
  - Education—Rick Boggs
  - Youth—Maria Pohlman
- V. New Business/Discussion Items
  - Board Member 101 Training/ Q&A
- VI. Adjourn

## February 2015 KGVB Board Meeting

Meeting Date: 02/02/15

Place: Bessie Mitchell House at the Grapevine Botanical Gardens

Time: 6:45 PM

Board members in attendance:

Bruce Ogletree - President

Dave Buhr - Vice President

Mendie Schmidt - Executive Director

Dave Orphey - Treasurer

Monique Hester - Beautification Committee Chair

Raj Rapaka - Marketing Committee Chair

Rick Boggs - Education Committee

Ray Ramon - Recycling Committee Chair

Murray Cohen

Alison Shumaker - Secretary

Board members unable to attend:

Robyn Mckinney - Litter Committee Chair

Jimmy Brock - Environmental Services

Maria Pohlman - Youth Committee Chair

Lori Clark - Sustainability Committee Chair

Rusty Walker - City Parks and Recreation Liaison

Guests:

Kathy Nelson - City of Grapevine

Mendie fed us with delicious sandwiches from Jason's Deli. Thanks Mendie!

The meeting was called to order at 6:45 PM, and Bruce asked those attending to call out their names. He then outlined the meeting agenda.

Bruce introduced Kathy Nelson, new employee with the City of Grapevine Parks and Recreation Department. Kathy is the capital improvement project manager, and also in charge of park planning which includes KGVB and the Botanical Gardens. She oversees all the volunteering that goes on with the parks department, and also handles the contract administration department. Kathy is originally from Ft. Worth, and most recently lived in SC. Her husband just retired from the Air Force, and so they've moved back to Texas.

Bruce then called for approval of the January minutes. Dave Buhr made the motion to approve the minutes and Alison seconded the motion. The minutes were approved.

Then we moved to reports, starting with Bruce:

President: Bruce reported that soon after the January meeting, Mendie was granted full access to our bank account information. She and Dave Orphey were able to get started to get the books in order. Bruce worked on transferring as many control functions as possible for the KGVB website to the Executive Director and the President. This has been handled by Wordplay and i5 webworks and they gave us the administrative key and password. We have access to text and photos on the various pages. Bruce is working through and figuring out how to work within the site, and has corrected inaccuracies, misspellings, etc. We can edit our upcoming and past events, and make other edits, without having to pay Wordplay, saving us expenses and allowing us to make the website more relevant on an on-going basis. We have an interactive calendar, and are awaiting Carita at i5 to implement it within the

calendar on the website. This will be a resource that will be very helpful to our volunteers, to keep them informed on what and when our activities are happening. Bruce will send out announcements as work continues on the interactive calendar.

Treasurer: Dave thanked Mendie for her insistence in getting access to the KGVB Legacy Bank account. Dave presented a summary of receipts and disbursements starting on October 1, October 1st being the first day of our fiscal year, which coincides with the City fiscal calendar. Starting with the most recent receipts, as well as the most recent expenses, Dave presented what has happened to get us from the September cash balance to the January end of month cash balance. He doesn't know how all of the expenses relate to what is allocated in the budget. Expenses should relate to the budget. Dave will be working on relating the expenses to the budget and will hopefully have that as a deliverable for the next meeting. Dave included a note about the City support line item dollar amount, and that there was no longer a specific line item outlining support from the City. Last year the line item was \$7,750. Mendie clarified that we will continue to have support from the City, but it will not be in a specific line item like it has been in the past. Bruce asked Mendie if she had a feel for what kind of support we could expect from the City. Mendie is still investigating, and mentioned that the budget for the next fiscal year is now starting, and that KGVB support from the City may be a line item again, in the 2016 fiscal budget, but nothing is firm yet. Mendie reiterated that we do have financial support from the City, it's just not at a specified dollar amount. If KGVB has a need, it will be considered for support by the City. Dave then reviewed some figures that relate to the Verizon and REI grants, and these funds are restricted, so not fully available. Dave Buhr asked Dave O. if there has been any contact with Janet related to the history of the budget, and Dave O. reported that he had not had any contact with Janet. There was then discussion/confusion about what material has been provided to Dave, and it was agreed that Mendie would send the info that she received from Janet, to Dave O. Dave O. then advised that he needs to know how receipts relate to the line item expenses in the budget. There was lots of discussion around where the meeting meals are listed in the budget. We agreed that when receipts are submitted to Dave O., the submitter will identify where the receipt should be accounted for in the budget.

Executive Director: Mendie talked about the tough transition over the last few months, and she is really working hard at getting things in place and rolling, with both KGVB and her volunteer responsibilities too. She really appreciates all the work everyone is doing.

The 2 big events coming up in the spring are the Don't Mess with Texas Trash Off and the Epic Earth Day event. Mendie has ordered all the trash bags and supplies for the Trash Off event from Keep Texas Beautiful, and they should arrive by the end of February. Mendie will need volunteers to roll the bags into packs of 10. She's looking at opening up registration online at the end of February/early March, so that we can get a really big push into the schools and the community and recruit a lot of volunteers. The date for the Trash Off is April 11, from 8 a.m. until noon, and EPIC Earth Day is April 18. Mendie met with the GV Garden Club to strategize partnering with the club during EPIC Earth Day. She is also reaching out to Nash Farms, who has a big event the same day. We'd like to piggy back off of each other and have volunteers directing the crowd to and from Nash Farms, EPIC Earth Day, and the GV Garden Club plant sale. Bruce then started a discussion about the location of EPIC Earth Day being at the Bessie Mitchell House versus on Main Street at the pavilion, like in years past. Bruce raised concerns about moving the location off of the highly visible Main Street venue. Bruce's concern was that moving the event would result in less traffic for the event, and less enthusiasm among the vendors that take part in the event. Mendie feels that the new venue has the opportunity to drive traffic from an audience who are exactly the type of customers the vendors are targeting. These customers would be interested in sustainability, gardening, water conservation, etc. Mendie feels if the event is promoted well, we will drive interest to the masses as well as customers that are truly interested in Earth Day (sustainability, etc.). Bruce thinks we got vendors from the neighborhood like Verizon that want their name in front of the general public. It hasn't necessary really targeted the "green" crowd. Dave Buhr educated the group that the plant sale is a very large multi-decade event, with a very loyal following, and will bring in 2,000 - 3,000 people. Mendie said Verizon has already committed to doing the recycling again. Bruce asked where the vendors/booths would set up. Mendie said the parking lot, including the church parking lot. Parking is already being considered and cared for. Mendie feels there

is a lot of potential to capture the people that will already be at the plant sale, as well as the people attending the event at Nash Farms. The sponsorship packet will communicate all the details about the event, the history of the plant sale, etc., so the vendors/sponsors will have the information they need and get excited about attending. Kathy said to also consider the Botanical Garden, composting etc. where things can be set up to supplement what Nash Farms and the plant sale are doing, including various workshops and kid's activities.

Raj has reached out to a GV High band, and they would love to play free of charge at EPIC Earth Day. Mendie thinks this is a fun idea and will work with Raj to explore that opportunity. Mendie reminded us about Monique's idea to make the swag curtains for our booth, out of plastic bottle tops. Please remember to save these and ask friends and family to do so too. Murray has an awesome display at the library right now, which consists of all the treasures he has found in his years of picking up trash around Grapevine. It includes fossils, old bottles from the fifties and later, etc.

For the bylaws and standing rules updates, we will put on hold as we need to discuss and have a 10 day lead-time before taking a vote. We'll discuss in our next strategic planning session.

Mendie said the Keep America Beautiful conference was amazingly inspirational, and she passed around a brochure with all the awesome awards won by local organizations. There were many great ideas receiving awards. Mendie also received a volunteer manual from Lowe's, with ideas for many different projects out in the community. It's a great resource. Mendie then reviewed a few books, *For the Love of Cities* and *Love Where you Live*. The whole idea behind these books is the premise of cities being unique entities, and embracing your community and finding things to add to your community that make it unique, vibrant and livable. They are great books and full of ideas to take a normal project, and put a twist on it to add uniqueness and character to your city and inspire citizens to want to take care of their city. Mendie is exploring a grant opportunity to tackle the sports related litter that we have. Mendie went to a session on how to deal with sports litter, and she thinks there is a lot of potential in our community since we have so many select and sports teams, to partner and develop a cool program, such as "Be a team player and keep Grapevine clean". Mendie will be working on this idea after our spring events are completed. Bruce suggested we contact the coaches of the teams. There's a community in GA that has coaches sign a contract that they will pick up the trash after their sporting events.

Vice President/Parks and Recreation Board: Dave Buhr communicated he recently went to the capitol in Austin to do the "Walk the Halls" event along with Parks and Recreation staff and Park board members. It was an eventful day in Austin, lobbying to provide funding. The sporting goods sales tax is supposed to go to Parks and Recreation for funding, but instead the state has been using it for their general fund. Last year Parks and Recs got half of the funding, so lobbying this year to get the full amount. We're extending the low water ramp at Meadowmere Park, as long as the water is down, they are pouring more concrete to allow for boat launching. The next big event is the Daddy Daughter Dance, on February 6 and 7, at Compass Center, due the on-going construction of the REC. There's a landscaping project on Baze Road, to redo the medium. There's several open houses for the new REC center, starting February 24, March 2, March 17 and March 30. Allows the public to see the new facility, and sign up for memberships. A family membership for a year is \$300. The REC is going to be great, with state of the art water park (tornado slide, lazy river, etc.) and much improved open gym, with each activity having their own room (karate, Jazzercise, etc.).

Marketing: Raj reported he's been reaching out to the clothing recycling centers and GCISD for map overlays for the website, and exploring the band for Earth Day. Raj has been pre-occupied with a new role at work! Bruce asked about the mobile app. The app is proceeding full force, and Raj plans to provide an update to Mendie soon.

Since Robin was unable to attend, Bruce then shared an email from The Home Depot, and they have reached out to us, and let us know they are totally on board to help KGVB. This is great, and we're very excited about their participation.

Recycling: The hazardous waste recycling event is coming up, and Ray will give us an update at the March meeting. Bruce suggested we ask The Home Depot to set up a booth at the hazardous event to take florescent tubes and compact florescent bulbs. The event is March 28. The list of what can be recycled is on the city website. If THD can't move fast enough, we should reach out to other retailers to get the florescent tubes recycled.

Beautification: Monique has been working on brainstorming for the structure for EPIC Earth Day, and looking for metal around the lake to salvage to use. She reached out to GV Elementary, as they put in a butterfly garden last year, and the city is going to provide big boulders for the kids to sit on while in the garden.

Education: Rick needs direction from the board. Rick is also defining what the role should be. Rick and Raj need to work together to develop synergy in educating and reaching the public about KGVB and our activities.

New Business and Discussion - we then adjourned the meeting and went right into Board Member 101/Q&A, led by Mendie. Mendie passed out a hard copy of the slides to everyone to follow along. This session was recorded. Alison will send the recording to Mendie, and she can provide to anyone who missed the meeting or anyone that wants to listen to the recording.