

October 5, 2015 KGVB Board Meeting

Meeting Date: 10/5/15

Place: Grapevine REC

Time: 6:30 PM

Board members in attendance:

Bruce Ogletree – President
Dave Orphey – Treasurer
Kathy Nelson – Executive Director
Jimmy Brock – Environmental Services
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
Travis Christman – Marketing Committee Member

Board members unable to attend:

Rusty Walker – City Parks and Recreation Liaison
Education Committee (vacant)
Beautification Committee – (vacant)

Guests:

Murray Cohen

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

Approval of Minutes

Kathy Nelson asked that the September minutes be revised to include her announcement that Mendie Schmidt resigned on September 3. This revision has been made to the September minutes.

Reports

President: Bruce Ogletree reported the following:

- Voted to start the monthly meetings at 6:30 PM.
- Upcoming board election in the November meeting. Chairs serve from November 1 to October 31. Bruce asked for all the board chairs to let him know if they plan to continue to serve or not in 2016, and if they do plan to continue, to be thinking about their 2016 plans.
- Bruce mentioned having a meeting on the website. See updates in Raj Rapaka's report.

Financial: Dave Orphey reported the following:

- The month of September was very light with no donations and typical monthly expenses.
- We paid our Keep America Beautiful affiliate dues.
- \$15,505 in unrestricted funds going into the new fiscal year that began October 1.

- The annual meeting last year (2014) was October 27. There was discussion around those staying on the board putting thoughts around budgets for 2016. Dave said he would send out 2014's starting budget and total receipts and expenses for the fiscal year just ended.
- Raj asked what funds were received for North Texas Giving Day. Kathy said in November the donation amounts will be finalized and a check will be sent to KGVB.
- Raj presented an idea to assign each chair a specific budget. The chair would be responsible for their budget and matching the budget given with funds raised by the chair. Bruce felt it would be hard to do this with such changing needs among the chairs. Dave suggested we budget to the available unrestricted funds and any further budget needed above and beyond the available funds, would be voted on by the board.
- Dave Buhr asked about locking down the 2016 budget in the next meeting. Discussion was around goals and plans for 2016 for each committee and developing a baseline to start the new fiscal year. What Dave Orphey sends the team will help facilitate this process. Dave Orphey's budget file indicates which programs are annual (recurring).

Executive Director: Kathy Nelson reported the following:

- Kathy communicated our Keep America Beautiful affiliate status is current based on recent due payment and we are finalizing the Keep America Beautiful mid-term report. We also need to complete the annual report, which will include the Litter Index. KAB is working with us to extend deadlines for these reports since we are working diligently to complete the various reporting requirements.
- Related to the position of Executive Director, the position will change and be broken into two positions. The Capital Improvement Projects and Planning Manager (Kathy Nelson) will also have the responsibility of the Executive Director of KGVB. The second position will be a supervisory position but will not interact as closely with the board. This position will work very closely with the volunteer groups to include recruiting and tailoring events for the volunteer groups. The position will also be responsible for grant writing, mainly for beautification and environmental projects. The position is the volunteer liaison and will coordinate volunteers for KGVB and the other city departments that depend on volunteers, such as the Parks and Rec department for their events such as Grapeyard.
- The board expressed concern about the volunteer coordinator not interacting significantly with the board and not attending all of the KGVB board meetings. Kathy talked about the fact she attends all the meetings and will communicate with the volunteer coordinator. Some occasions will include the coordinator, such as talk of Epic Earth Day, Trash and Treasures, annual events, the Litter Index, etc. It will be positive to have two positions.

Environmental Services: Jimmy Brock reported the following:

- Recap for Grapefest – recycling went well, the contamination was better than years past. The staff hours will be reduced for next year based on learnings from this year. Staff is primarily needed in the evening until close to manage recycling.
- November recycling day is on the 14th at the service center. A flyer is being developed and it will be advertised on the website. Volunteers are needed for this event. Ray Ramon is working with Chick-fil-a to try and secure food for the event.

Parks and Recreation: Rusty Walker was on vacation

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

- The new artificial turf field at the Rec is complete and being used.
- Fall volleyball has started.

- Partnered with Baylor Hospital and offered a concussion baseline test at the Rec. 80 kids participated.
- October 17th is a Halloween event at the REC pool from 6:30 to 8:30.

Marketing: Raj Rapaka reported the following:

- Great meeting with Bruce, Lori, Travis and Raj on the development of the new website. Reviewed the proposed structure in great detail and agreed on the structure needed. Raj will be finalizing notes and send to the team. The existing site requires manual updates, and the new structure will allow for automated updates (current events, past events, etc.). The selected platform for the new design has not been finalized. Each chair will be able to update and manage their own committee content.

Litter: Brandi Reynolds reported the following:

- Focus is on Trash and Treasures event, October 10. The meeting place will be at the Oak Grove soccer complex. There are many beautification projects for volunteers rather than litter projects, as the litter situation is good based on previous events and numerous volunteers helping in the clean up from the spring flooding. We will have raffle tickets for prizes and will not hide Mardi Gras beads like in years past since litter will not be the focus of this year's event.
- Grapevine Subs will provide the food for lunch at Trash and Treasures, and live entertainment will be provided too.
- The restoration projects will be at Oak Grove and Vineyard Campground. Picnic tables, pipe rail, cable, a playground at Oak Grove, shade structures, fire rings, grills, etc. will be tackled with restoration projects.
- Several prizes have been secured from local merchants, with more coming. We will ensure we have prizes for children as well.
- Board volunteers need to report to Oak Grove at 7:00 AM for Trash and Treasures and help set up and do registration of volunteers.

Recycling: Ray Ramon reported the following:

- Ray obtained several prizes for Trash and Treasures. Ray also told the group about an opportunity for fundraising at Wise Guys Pizza. On Monday – Wednesday, they will donate a percentage of sales to KGVB if we promote the opportunity. We can also attend and talk to the guests about the mission of KGVB. There are numerous restaurants in town that offer this type of fundraising. Ray will talk to Kevin at Wise Guys about moving forward with this idea.
- Ray had an adopt-a-road crew pick up on NW Highway. 15 volunteers through the Sister City program came and picked up trash.
- During Grapefest our friends from Mexico were in town, and Ray showed them around the city and they are interested in starting a beautification initiative in Mexico.

Sustainability: Lori Clark reported the following:

- Nothing to report other than gathering prizes for Trash and Treasures.

New Business and Discussion:

- We will discuss the Litter Index in the next meeting.
- Brandi Reynolds volunteered to handle social media for KGVB.

- Travis discussed the GV city website and the absence of upcoming KGVB events being posted on the city calendar of events. Kathy will see if we can start being a part of the city's calendar of events. KGVB is already very integrated with the Parks and Rec calendar and social media activities.
- We discussed needing to continue with the monthly KGVB newsletter, and the board needing to contribute content for the newsletter on a monthly basis. There has not been a newsletter issued since summer. The president of KGVB will coordinate gathering content on a monthly basis, and Kathy Nelson will have the newsletter compiled and issued.
- Raj asked about a database of volunteers and donors. Constant Contact is the source of the volunteer database. Dave Orphey can provide information about individual donors. Raj wants to develop a robust database of volunteers and donors. Raj and Lori offered to also track the metrics from clean-up and volunteer events: number of volunteers, pounds of trash and recycling picked up, hours volunteered, etc.
- Brandi will do social media posts around National Make a Difference Day about how to help keep the city clean and how to make a difference in the community.
- Kathy requested a new website link that is a conspicuous "volunteer sign-up" link to get volunteers to the right page to sign up for volunteering. Volunteers get to our site and get lost and don't know to go to the volunteer opportunities to sign up to volunteer. Bruce will get this done.
- Bruce announced he is stepping down as president of KGVB. He will continue stay involved in KGVB and asked board members to get with him if they are interested in being president of KGVB.