

KEEP GRAPEVINE BEAUTIFUL, INC.

Minutes of the February 3, 2014 Meeting

The Board of Directors met on Monday, February 3, 2014 at the City Hall, President Socrates Villarreal called the meeting to order at 7:04 p.m. The following were present:

Board Members: Socrates Villarreal, Dave Buhr, Mindy Mize, Jana Villareal, Bruce Ogletree, Ray Ramon, Raj Rapaka, Monique Hester, Mary Jo Tellin, and Jimmy Brock

Guests: Mitchell Ryan and Dave Orphey

Absent: Rusty Walker, Maria Pohlman, and Vacant Youth CHHS Chair

Socrates welcomed the guest in attendance.

Reports:

President

Socrates mentioned how there has been a lot of movement on Keep Grapevine Beautiful (KGVB) efforts and thank you to all that have helped move these initiatives along. He told the story of meeting a volunteer, Scott Ferguson, who in his spare time has been doing a lot of volunteer work at the Bear Creek Disc Golf Course. Mary Jo asked Mindy Mize to write a thank you card to Mr. Ferguson.

Socrates also mentioned the EPIC Earth Day meeting that was held on Sunday, January 26th at 2 pm. He and Mary Jo covered a packet on EPIC Earth Day and asked for the Board to provide any edits. The packet will go to vendors and sponsors. The Board then took time to review the packet and provide edits during the meeting. Mary Jo asked for any additional edits by the morning of February 4, 2014.

Financial Report

Jana mentioned that the January 2014 financials had not been completed yet since the month had just ended. She mentioned that the check from REI needs to be deposited.

Executive Director Report

Mary Jo mentioned a Big Eagle Scout meeting that would be happening on February 10, 2014. She stated that a lot of projects will be handed out.

She also mentioned that all of the Adopt an Areas have been handed out, but that Hwy 26 still needs to be adopted. She also stated that Grapevine Yoga has renewed Wall Street.

Mary Jo discussed how she can't get a hold of Golf Galaxy, so the Business Recycling Event will need to be moved. She will work with Ray and find another date with Golf Galaxy. It was mentioned that perhaps Golf Galaxy have a booth at EPIC Earth Day and do the Business Recycling Event after.

She discussed how the auto lift that was installed on the KGVB truck is great. She also mentioned that the 4 panel brochure is at the printer.

Finally, the KGVB shed is at the Community Outreach Center. It has been emptied out and the power unplugged. Since it would have cost around \$1,300 to move it, Mary Jo is working with Grapevine staff to move the shed, and she needs to work with them on a date. Socrates provided a contact that can provide paint.

Environmental Services Report

Jimmy mentioned that he is working on sponsors for the March 29, 2014 Household Hazardous Waste Event. He also mentioned that the Rain Barrels will not be on sale this time.

Finally, he mentioned that the Brush Diversion Project was approved and goes into effect March 5, 2014. The 1st and 3rd Wednesday each month will be clean brush only, and the 2nd, 4th, and 5th Wednesday of each month will be bulk trash and normal brush. Socrates asked if bags were allowed, and Jimmy will need to check. Mary Jo asked about Republic providing bags and he said no, that Republic worked with local hardware stores to carry them.

Marketing/Website Update Report

Raj discussed how he met with the mobile app vendor a couple of times. He said that it was going very well, and that the KGVB website will feed most of the app. He hopes it will be ready in time for the March meeting. He stated that it has a very clean look with a 9 button grid, and that everything else is on a sub-menu. Raj and Mary Jo met on a Saturday to discuss structure.

Raj mentioned how he downloaded 15 different city and county apps and made lists of what really worked. Mary Jo asked if once it was done can the board beta test it? Raj thinks so. Bruce asked if the app could allow someone to sign up for the KGVB calendar. Raj is still working with the vendor on other issues.

Finally, Raj has reached out to his ExxonMobil contact regarding being a title sponsor for EPIC Earth Day, and his contact will get back to him. He also discussed how he did research on free donor and volunteer management software and Mary Jo is interested in it, but wants to finish up mobile app work first.

Recycling Report

Mary Jo mentioned how the KGVB Booth will be at the Household Hazardous Waste event and how she would like it to be setup. Ray will organize the booth and Mary Jo mentioned how she has all the materials, spinning wheel and giveaways for him to use that day. As the event gets closer she will work with Ray to get volunteers for it.

Sustainability Report

Bruce discussed how the Sustain the Vine beta-testing is going really well, and that he got great response from reaching out to the Chamber to get users. He mentioned how one beta-tester wants KGVB to focus only on landscaping and litter. He said that the site has gotten good response and that he has gotten good feedbacks on tweaks to make. Bruce said that Sustain the Vine is ready to roll out. He mentioned how a logo is being worked out. Mary Jo mentioned that there is the need now for the decal and award (i.e. certificate for users) to be created, but Bruce stated that those hinge on the logo. He would also like a charter member door sticker and certificate for those involved in the beta-testing. Mary Jo is really happy with it and pretty sure that no other Keep X Beautiful has anything like it. Bruce thanked Raj and Mindy for their help with the development of Sustain the Vine.

Bruce mentioned that the roll out is just around the corner. He was hoping for the Business Recycling Event as a promotional point for Sustain the Vine. He needs a completion date for the stickers and certificate before the official rollout. Mary Jo mentioned how it would be nice to personally hand out the stickers and certificates during visits as thank you to charter members. Socrates mentioned that Sustain the Vine could be part of EPIC Earth Day and do some recognition for users at that event.

Beautification Report

The \$10,000 from REI was mentioned, and how a first meeting was held with two city staff and two REI staff members. One of the REI staff members was going to walk Katie Woods and provide ideas. Monique discussed ideas for a trail with a loop, picnic tables, and kiosks. Also, the area needs a lot of clean up (broken glass.) The

thought the trail would be more for walkers than cyclists. It was also discussed to have signs regarding interesting foliage in the area, etc. Trash cans also were discussed and maybe the City of Grapevine will put a fishing pier in the area. Mary Jo and Monique are waiting for a next REI meeting where they will get a report of walking for the area from Travis with REI. Monique mentioned it would be great to start on the project in the spring. Mary Jo thinks it would be good to cut when foliage starts greening up. Then they can see what users think of the area and what they use and finish the trail in the fall. Monique mentioned that she will need to provide a report when done and give REI credit on websites, social media, etc. Also, REI is on board to sponsor the Trash and Treasures Event. Mary Jo would like a photo op and Monique will speak with REI. Mary Jo thinks it would be nice to do in the afternoon and have the Board in their purple shirts. Dave asked about the parks involvement. Mary Jo and Monique both said yes, but the plans need to be laid out and then give to Doug, Joe and Kevin, and that they don't think they are at that point yet.

New Business/Discussion Items

Socrates mentioned that KGVB is now on Google One thanks to Raj.

He also discussed the Color Up 5K that will be held at Meadowmere Park. For every entry KGVB will get \$5. They are expecting 2,000 people to participate. Dave suggested getting the 5K announcement out to cross country teams. May 10th is the date, and KGVB needs to get volunteers for it. Mary Jo will put out her normal call for volunteers. Mary Jo recently found out that the same company has signed up to do Rock the Stone on October 25th. She thinks they will call about KGVB being the charity again. This 5K will be at night and will be at Meadowmere Park.

KGVB also got \$1,200 from Environmental Services for electronic recycling. So it is projected that KGVB will have \$1,200 a quarter that we can count on.

The April 10th Chamber of Commerce Luncheon will feature Bruce and Mary Jo as speakers. The program will focus on Sustain the Vine and the Chamber has given KGVB 20 minutes to present.

Marshall Grain has called Mary Jo about their big store anniversary event, and how they will be having an expo/fair on Saturday and Sunday from 9 am to 6 pm and 10 am to 6 pm respectively. Mary Jo told them KGVB would think about it. She said they have been a great partner, speaker for EPIC Earth Day and early participant for Sustain the Vine, but a big commitment. She is thinking possibly doing 1 day and not both.

Finally a presentation was given by Mitchell Ryan on "Findings on Litter." The PowerPoint was provided at the February 2014 KGVB meeting and covered studies and statistics related to littering, reasons for littering, and suggestions on how to reduce litter.

Meeting adjourned: 8:45 p.m.