

KEEP GRAPEVINE BEAUTIFUL, INC.

Minutes of the June 2, 2014 Meeting

The Board of Directors met on Monday, June 2, 2014 at the City Hall, President Socrates Villarreal called the meeting to order at 6:41 p.m. The following were present:

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

Guests: Robyn McKinney

Absent: Bruce Ogletree, Maria Pohlman, Vacant Litter Chair, and Vacant Youth CHHS Chair

Socrates welcomed the guest in attendance. The May 2014 minutes were approved as is, a motion by Monique Hester and a second by Dave Buhr.

Reports:

President

Socrates made reference to a lot of changes coming and took a moment to recognize and thank Mary Jo Tellin for her years with Keep Grapevine Beautiful as the Executive Director. He mentioned that on Friday, June 6, 2014 a thank you event for Mary Jo will be held at Willhoite's Restaurant in Grapevine. Furthermore, he discussed how Dave, Mindy, and he met with Kevin, Chris and Mary Jo to discuss the transition. Socrates felt good about the discussion and that we will have a good line of communication with the City still.

A new meeting venue was discussed, and the new venue is looking to be the Bessie Mitchell House located in the Grapevine Botanical Gardens. The July meeting is usually a summer dinner party hosted at one of the Board Members houses. Socrates mentioned he and Jana would be happy to host everyone, but Dave Buhr offered to use his house for the cookout. An email about a week later would be going out with more details.

Next, Socrates touched on the transition with Mary Jo leaving. He mentioned setting up an email with i5webworks for Keep Grapevine Beautiful. He discussed possible additional cost and maybe having one for information/volunteer questions and one for the Executive Board. Raj raised an idea to possibly create an email address for each board member. Socrates also mentioned that Kevin had stated in the transition meeting held earlier in the day that the board could provide some feedback on what we would like to see skill set wise for the person taking over Mary Jo's responsibilities, and that he would provide Socrates with the job description. Socrates also touched on the role of the board and how it has changed over the last few years and focuses more on events. Socrates will put together a list of contacts with the City of Grapevine, so the board will know who to reach out to.

Financial Report

Jana provided and discussed the April 2014 financials, and that the bulk of the expenses in the City Account were EPIC Earth Day related. KGVB got \$6,000 from the Color-UP 5K. The ending balance in the City Account was \$4,450.19, the ending balance in the Legacy Bank Checking Account was \$20,913.88 and the ending balance in the PayPal Account was \$581.83 for a total funds available of \$30,283.35 (including petty cash.) For more details please see financial documents provided.

Jana also discussed and provided details on the EPIC Earth Day revenues. Almost \$13,000 in revenues were made, and ~\$8,000 was sent, which left ~\$5,000 in revenue over expenses. Mary Jo also mentioned \$1,000 coming on for volunteers who had done work in parks on Memorial Day. The Bud Light grant was also discussed. KGVB is provided \$9,000 and will be given the remaining \$1,000 after fill out document with results of the event.

Executive Director Report

Mary Jo mentioned that if the luau was going to be skipped this year the website needed to be updated. She also discussed upcoming events. She mentioned that the cities involved in the Multi City Waterway Clean-Up were looking at the weekend after Labor Day for this event. She discussed how another meeting was coming up on this event on June 17th at Scott's Marina, and that Brian knows about it, and that KGVB may want to think about sending someone to attend. Socrates will send the Board and update on the date of the event.

Mary Jo also stated that the Bud Light grant was going well. Mary Jo mentioned how KGVB name is on the line with this event, so it really needs to happen. The event is scheduled to take place on June 21 at the Vineyards. It will improve the beach, put in a sand volleyball court, and include plantings. Anheuser-Busch is flying in staff to attend, and we are expecting around 200 volunteers.

Mary Jo finally touched on her leaving and how she has setup her automatic responses.

Environmental Services Report

Jimmy talked about the amount of trash collected, 33.10 tons, for Main Street Days. There was 22.8% of recyclables diverted from the landfills.

Parks Board Report

Dave discussed how Kevin came in and introduced himself to the Parks Board. He discussed how the utilities are moving and construction is starting on the trails that will connect Katie's Woods and the Gaylord Texan.

Parks Maintenance

Rusty talked about the construction of the Community Activities Center (CAC). Jana asked how long will it take. Rusty stated that the Main Building ready in ~January or February timeframe. He said the second building is approximately 6 months later. He discussed how a lot of baseball tournaments are coming to may have a slight delay as well as the new playground planned for that area.

Marketing/Website Update Report

Raj discussed some technical challenges with the mobile app and that he spent some time with the GIS Team and how they would like people to go to their site. He is trying to figure out how to join it with the KGVB mobile app. He talked about a discussion with Mary Jo on updates to the KGVB site, and that a quote is needed for that work. Mary Jo go trash and recycling data from Dewey and he still needs a report a problem info from Tony S. and Adopt-An-Area information. He also discussed the My Grapevine app.

Socrates mentioned Word Play service for KGVB, such as their work on our social media, emails, etc. He discussed how we want to sustain this line of service and any expenses will be in the financials. Raj asked who will take over getting them information. Socrates mentioned a biweekly email to Jennifer so that she knows what is coming up and he will get with Raj on this. A discussion as held on Word Play invoicing KGVB for the rest of the year.

Litter Report

Litter Chair position is still vacant

Recycling Report

Ray stated that there are no updates on the Recycle Center Tour. Socrates thinks it would be good for our outreach and education, but with school out maybe not the right time. Mary Jo discussed limiting it to kids, but we

would need to find a way to pay for the bus costs that would be around \$200. The tour is free and about half a day. Socrates asked if we target a group like the Boy Scouts who are doing projects for KGVB or the general public. It was also mentioned if summer school classes could be targeted. Socrates and Ray will brainstorm on who the audience will be.

Sustainability Report

In Bruce's absence, Socrates mentioned the roll-out of Sustain the Vine (StV). He discussed how charter members were announced at the Council Meeting in May. It was raised that the charter members were not sure exactly what they were being recognized for. He thought we should get a 2 sentence value statement and use to target business owners. Socrates will get with Bruce on these ideas. Mary Jo stated that Bruce had determined what level charter members should be and found an attractive wall clock with an area for a plaque that was about \$52. Mary Jo said Bruce and she wrote a marketing plan for StV about two weeks ago.

Beautification Report

Monique asked about the REI grant. It was discussed that a half of the money has been spent and five Eagle Scout projects have been done, such as kiosks and benches. Grills had been ordered, and Monique was going to follow-up on the project. Mary Jo stated that about \$4,900 was left and that she wants to make sure trash cans are purchased.

Monique also discussed how KGVB will provide Milkweed to Grapevine Elementary School's garden. Monique is looking to see how else to get involved.

Youth Report

In Maria's absence, Mary Jo mentioned how the Beach Club went to Meadowmere Park and collected a lot of trash. Maria had eight participants involved.

New Business/Discussion Items

Socrates told the board to look for an email with more details on the July cookout.

Dave Buhr made a motion to adjourn and Ray Ramon seconded it. The motion to adjourn was approved. Meeting adjourned: 7:44 p.m.