

KEEP GRAPEVINE BEAUTIFUL, INC.

Minutes of the November 4, 2013 Meeting

The Board of Directors met on Monday November 4, 2013 at the City Hall, President Socrates Villarreal called the meeting to order at 7:07 p.m. The following were present:

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

Guests: Karen McKergrow and Dave Orphey

Absent: Gene Bledsoe and Vacant Youth CHSS Chair

Socrates welcomed the guests in attendance. The August 2013 and October 2013 minutes were approved as written, a motion by Bruce Ogletree and a second by Jana Villarreal. Socrates asked if there were any Citizen Comments, and there were none.

Reports:

President

Socrates reminded new board members that they should have gotten their Keep Grapevine Beautiful (KGVB) binder for the 2013-2014 year. He also referenced the sign-in sheet that was being passed around to collect shirt sizes of the board members. Socrates discussed with the group the Keep Grapevine Beautiful Board Contribution and Commitments form for 2013/2014. He stated that board members should reflect on what they can bring and/or get from the board when filling out the three areas on the form. He emphasized the importance of these commitments. Socrates requested that the commitment form be submitted to Mary-Jo or him before the December 2013 board meeting.

Next, Socrates confirmed the acceptance of the calendar of events and its tie to the budget for 2013-2014. He stressed how the calendar of events was much more streamline and focused for 2013-2014. Socrates did mention there were a few adjustments made, which included the North Texas Giving Day. Additionally, Earth Day Expo showed no budget currently. Socrates stressed that another budget review meeting could always be held if needed. Raj recommended adding online fundraising, such as Google One Today. Mary Jo will research this option and bring it back at the December 2013 meeting. The Calendar of Events was approved with the addition of the North Texas Day of Giving, a motion by Mindy Mize and a second by Raj Rapaka.

Socrates went on to discuss Christmas Parade Plans. The parade will take place on Thursday, December 5, 2013. Setup/Lineup is 5:30 p.m., and the parade runs until 7:30 to 8:00 p.m. KGVB is setup to be in the parade and will use its newly wrapped truck and trailer. He mentioned how Mindy had arranged for cheerleaders to escort KGVB. Mindy stated that the cheerleaders come from Infinity Cheer Force based in Grapevine, TX. They will wear their uniform, but wear green accessories. Mindy asked if KGVB would like the cheerleaders to carry signs that talk about supporting and volunteering with KGVB. The board felt like that would be a great idea. Mary Jo mentioned that they need a driver and someone can ride with the driver. The rest of the board members that can attend will ride in the bed of the truck. Socrates asked those members participating to wear their KGVB polos and if colder, Mary Jo will bring the black KGVB windbreakers. An email will go out in early December with more parade details.

Finally, Socrates discussed the Christmas Party Plans. The party will take place on Monday, December 2, 2013 at the Villarreal's home. This will be in lieu of a standard KGVB Board Meeting. The party will be a pot luck with KGVB providing the main dish. Mary Jo will send out a sign-up sheet for sides and desserts.

Financial Report

Jana went over the Financial Reports for August, September and October 2013. In August, KGVB spent \$1,747.59 in the city account, and had a balance of \$4,775.18 remaining. Jana stressed how they started 2013 with \$10,500 in the city account. KGVB also had over \$15,000 in the Legacy Bank Account, and over \$2,900 in the PayPal account, and \$7.75 in petty cash for a total of \$22,884.08 in funds available in August 2013. Jana and Mary Jo gave new board members a quick overview of the differences between the three accounts, and how the PayPal account is more for credit/debit card donations, and the Legacy Bank account is more for check/cash donations, but that Jana will move funds from PayPal to Legacy from time to time. They also discussed what they typically pay for with each account.

Jana mentioned that in September, KGVB spent over \$3,000 in the city account, and had a balance of \$1,713.12 remaining. She mentioned that KGVB had some big expenses, such as the display board and shower timers. Additionally, \$2,500 was transferred from the PayPal account to the Legacy Bank account, so a total of \$17,150 is remaining in the Legacy Bank account, and \$469.75 in the PayPal account for a total of \$19,341.15 in funds in September 2013.

In October, the new fiscal year for KGVB began, so the new balance in the city account is now \$7,750 since it was determined by the City of Grapevine to allocate a smaller amount, since funds had unspent in previous years. The Legacy Bank account has \$11,469.47 with expenses from Trash and Treasures Event and the KGVB truck and trailer wrap taken out of it. The Pay Pal account remained at \$469.75, and the petty cash remained at \$7.75 for a total of \$19,696.97 in funds in October 2013. The financial reports can be referenced for more detail.

Some discussion arose regarding the Verizon Grant, and how those funds will need to be spent by the end of November 2013. Mary Jo mentioned the bulk of it will be spent on a Mobile App for KGVB, but if it is needed an extension could be filed for the grant completion.

Socrates mentioned that a separate meeting would need to be held by the KGVB Executive Committee and any interested chairpersons to discuss the final budget it for Fiscal Year 13-14. It was determined to hold this meeting on Wednesday, November 13, 2013 at 6 pm at an offsite location. More details to come.

Executive Director Report

Mary Jo provided some more updates pertaining to the Verizon Grant. All work has been completed on the Verizon Grant except for the app for KGVB. Raj and i5 Web Works are working on that project currently and blending their work together. The app is designed to encourage volunteerism in KGVB per the mission of the grant. There was a lengthy discussion on if it should allow users to sign up for other city events (not KGVB related). Additionally, there are currently 3 apps being developed for the city of Grapevine, including KGVB app, and it was discussed if these should be blended. Mary Jo will finish up a chart regarding the development of the app and will email it out. It can be reviewed for what needs to be added and/or deleted and will then be sent to the programmer.

She also discussed that 300 volunteers from Verizon will be going to the Vineyards Campgrounds on November 14 to do beautification work. Mary Jo explained that the KGVB name is on the grant and that funds will funnel through the account but no labor is requested.

Park Maintenance Report

Rusty mentioned that the city is currently putting up Christmas decorations so that the City is ready for the November 25, 2013 lighting ceremony. He also mentioned that Heritage Park is almost done. The new tennis and basketball courts are almost ready, and the irrigation is redone. He also mentioned that clean up around sidewalks was taking place.

Parks Board Report

Dave mentioned that work continues on the Community Activities Center plans, and the City will break ground in January or February 2014. He also mentioned that they City is working on the Meadowmere Park Master Plan, and several meetings will be held soon. They are very interested in what type of revenue can be generated from the park. He also mentioned how nice The Grapeyard Event went until the weather turned. Finally, he mentioned the neighborhood meeting on the Oak Grove Soccer and Softball Field lighting remodel. There will be a lot of new technology and the neighborhood had some concern about lighting pollution. The Grapevine-Southlake Soccer Association will pay for currently unlit fields 1 and 2. The update will include new technologies, which will help with lighting pollution, at a cost of ~\$425,000. The plan will go to Grapevine City Council at the end of November and start by early January 2014 so that is done in February 2014.

Environmental Services Report

Jimmy mentioned that all the plans for the Saturday, November 9, 2013 Grapevine Recycles Event are being finalized. There have been 58 rain barrels sold, and the event will feature 8 exhibitors. Mary Jo inquired if City staff will be handing out the rain barrels, and Jimmy confirmed they would. Jimmy anticipates that between 300-400 people will come to the event. KGVB will have a booth at the event and attendees can spin a wheel to win prizes.

Marketing/Website Update Report

Raj and Socrates mentioned that a lot had already been discussed related to the mobile app for KGVB. Mary Jo mentioned that the KGVB brochure is being redesigned to a nice 4 panel piece. She mentioned that it is being proof read and will go to the writer soon. She will send out for approval and will order for KGVB.

Raj did add that he has spent a lot of time researching mobile apps across the United States for several of the cities. He has made a list of what was good about them and good functions of each. He has provided this document to Mary Jo and they will hash it out together.

Socrates mentioned that the new KGVB display board has been updated and already sent back to KGVB for use.

Litter Report

Terry discussed the training session that he and Gene had with Mary Jo on October 16, 2013. They discussed Adopt an Area (handled by the City), the Litter Index, Keep Texas Beautiful, EPIC Earth Day Event held in April, Trash and Treasures Event, and the Anti-Littering Campaign. Terry is going to research what laws there are in Grapevine related to littering. It was mentioned that they are open to any ideas for the Anti-Littering Campaign. In January work will begin on the EPIC Earth Day Event.

Mary Jo gave an update on Adopt an Area. Currently, there are 73 teams. Mary Jo has the GIS team at the City developing a map of all the Adopt an Area routes for the KGVB website. This will show availability. There have been 2 new Adopt an Areas submitted. One is at Hall-Johnson and Parr to Pool. The other is Lake Dove Loop Boat Ramp to McPherson Slough Boat Ramp. She had also just gotten a call that day from someone interested in Mustang Drive behind Tinstletown. Mary Jo mentioned that Highway 26 to Grapevine City Limits (at Coppell) is available. She mentioned that the Adopt an Area Program will be frozen until additional staff is acquired.

Mary Jo also provided an update on the Trash and Treasures event. She attended a meeting with Southlake, Trophy Club, and Flower Mound to discuss wrap-up of the events. Flower Mound participation increased by 34% and Grapevine's went down by 33%. A third event was added at a later date with the Grapevine Runners and Walkers and Sealife Aquariums Young Environmentalists which helped improve Grapevine's participation numbers. It is thought that bad weather was to blame for the turnout on the day of Grapevine's Trash and Treasures event. There were 189 signed up, and there is usually a large amount of walk-ups, but only 138 came. Several partners in

the event did little to no marketing as well. Mary Jo was able to stop production of ½ of the t-shirts for this event, and so ½ were able to go to the Grapeyard Event. Trophy Club did give \$1,000 to Grapevine for Trash and Treasures and is requesting an invoice. Southlake provided \$500 for food and drinks. All partners agreed during the wrap-up meeting that they would like to continue the partnership in the future. They would like to move the event to September 26 and add more education booths, which is something Flower Mound added to their event this year. They would also like to add some competition elements (i.e. most unusual thing found, most school participation, etc.) Mary Jo also mentioned having one large prize, a car or fancy bike) vs. several smaller ones. There was discussion over concerns related to having only one large prize vs. a few prize options.

Terry asked about participation from the Gaylord Texan with KGVB. Mary Jo discussed the history and how the hotel was recently bought by Marriott. Mary Jo asked Terry to work with a contact he has at the Gaylord and see if he can get a contact for volunteers.

Recycling Report

Ray discussed Grapevine Recycles Day. This will be his first event to work and Mary Jo will show him how it works so he can handle the event in the future. The event will take place across the street from the Municipal Service Center. There will also be an animal adoption event going on that day as well. Mary Jo mentioned the event will be a success if they can recruit one new board member or volunteer. There are thirty swag bags left over from Trash and Treasures that will be used at the event. Rag suggested getting help from partners such as the Chamber of Commerce to promote KGVB events such as this. Mary Jo highlighted the neat Recycling Only flyer provided by Republic, it was exciting to see items like plastic bags and pizza boxes that can be accepted now. Mary Jo mentioned that this event has gotten very efficient and only needs around 20 volunteers now. Maria mentioned that she could have an announcement be made at Grapevine High School for volunteers for the event and Mary Jo agreed.

Sustainability Report

Bruce discussed the KGVB Storage Shed. The Vineyards Campgrounds has available land behind service building that they can place the shed on. Several designs had been reviewed for the shed, and the Recreation Department mentioned that they had a building that KGVB could have for the shed. It will house the Green Demo House and other KGVB materials. This will hold supplies and then KGVB be relieved of the now \$137 a month it pays for storage space. Jana asked Mary Jo if the storage shed had an annual contract, and Mary Jo confirmed it was a month to month contract. Public Works will help move the building and Verizon volunteers that will be at the Vineyards Campgrounds next week will paint, fix wood, etc.

Bruce then discussed the Sustain the Vine Initiative. He has been working with Mindy and Raj on the Codification of the Program Structure and believes we are 90% complete. This work included the final outline of the program (mission statement, overall goals, specifics regarding recruitment of partners and recognition for their participation, and plans for long-term viability of the program and ongoing significance.) Bruce discussed the online Scorecard Questionnaire as well, which he believes is 40% completed. He mentioned how it will have a password for each participating entity and is similar to the Austin Green Business Leaders initiative. He mentioned that an initial draft of questions has been created, and he is envisioning a lot of yes and no answers, and links within the questionnaire to helpful resources. There also are modules within the questionnaire. He wants to make sure the logistics are worked out so everyone who participates is scored fairly. Bruce also discussed how Mary Jo introduced him to Joan Meeks with Commodity Recycling Solutions who is a consultant with Great Wolf Lodge. She has agreed to help with questions and offer her expertise. He will be meeting with her on Wednesday. Bruce mentioned approaching other companies as beta testers/future mentors for the program. A lengthy discussion was held on how many to approach as beta testers and what types of businesses to approach for a good sampling. Raj asked about the timeline of this project, and Bruce would like to see it complete by the end of the 1st quarter of 2014. There was discussion if that timeframe was too aggressive due to the amount of data behind the survey.

Raj mentioned how he would like to see the yes or no questions not be so obvious. Bruce also discussed the need for accountability, and that there should be an aspect of auditing. Socrates mentioned that maybe a spot check could be done on the answered questions when the business is to get their Sustain the Vine decal.

Beautification Report

Monique mentioned how Friday, November 1, 2013 was Arbor Day and that Grapevine was dedicated as a Tree City USA for the 28th year in a row. Seventy-five trees were dedicated that were granted by the Texas Trees Foundation. The only city that has a longer Tree City USA designation in the area is Fort Worth. The event was kicked off by Councilwoman Spencer, who was the person who kicked off this initiative in Grapevine 28 years ago. A proclamation was read and ceremonial gold shovels were used to place mulch on the trees. Oncor purchased trees for give away and Grapevine gave away daffodils. The 75 trees were planted by TD America in Meadowmere Park. Monique hopes to make this event bigger next year, and they are also considering another day next year.

Monique also discussed an Oncor Reforestation Project and since there was a not a lot of interest, the trees have been reallocated to cities. There are 300 trees currently and several area slotted for elementary schools in the spring. Some will also be planted in green spaces in the City. Kevin is providing her a GIF of all the green spaces in Grapevine, and she is going to drive around and identify the areas that could be good. Monique thought it could be good to partner with the Garden Club for the plantings.

Youth Report

Maria mentioned that things were going well. She is going to have an announcement made at Grapevine High School on Tuesday about the November 9, 2013 Grapevine Recycles event. She has also placed flyers in the Counselors office for events such as The Grapeyard and she saw a lot of interest in those events.

Maria mentioned how she is starting the Beach Club at the high school. They will be picking up trash once a month, most likely on Saturday mornings, and will start with Meadowmere Park. She just needs to get dates approved by the Park. Her first Beach Club meeting is the following Thursday, and she hopes to have the first clean-up in December 2013. The plans are that once the clean-up is done the group will go do something fun afterwards, and she is also excited that Meadowmere Park has offered free use of the kayaks for the club.

Maria also offered to try to find a Colleyville High School Representative for KGVB.

New Business/Discussion Items

The End of Year Giving Campaign was discussed. KGVB is looking at pulling data on the last 3 years of donations made. It was discussed the importance of fund raising and what KGVB may have forgone due to not having the funds. Terry mentioned that a nice tie would be a letter explaining how the money would be used to benefit KGVB and the community, and an idea was raised to tie it to the new Anti-littering Campaign.

The Business Recycling Event was mentioned. Bruce mentioned that Joan Meeks could possibly give insight to KGVB on this event. Ray and Socrates will be discussing next steps.

The Litter Prevention Campaign will start to be tackled, and should it be tied in with Don't Mess with Texas. The Don't Mess with Trash Can Campaign was briefly discussed. It was discussed how the trash cans for that program really pop, but research needs to be done on how these trash cans are managed/emptied.

Meeting adjourned: 9:03 p.m.