

KEEP GRAPEVINE BEAUTIFUL, INC.

Minutes of the October 6, 2014 Meeting

The Board of Directors met on Monday, October 6, 2014 at the Bessie Mitchell House, President Socrates Villarreal called the meeting to order at 6:30 p.m. The following were present:

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

Guests: Lori Clark, Tracy Southers, Tracy Lemerand, and Dave Orphey

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

Socrates welcomed the guests in attendance. The September 2014 minutes were not available yet, but will be provided to the Board soon.

Reports:

President

Socrates discussed how today's meeting would have been the traditional Annual Meeting, but proposed to delay it till the next meeting since the new Keep Grapevine Beautiful (KGVB) Executive Director will not be on staff with the City of Grapevine until October 20, 2014. The proposed date of the Annual Meeting will be Monday, October 27, 2014 and it will take place of the November 2, 2014 KGVB Board Meeting. A motion by Bruce Ogletree, and a second by Mindy Mize was made and the Annual KGVB Meeting was approved to be moved to October 27, 2014. Socrates also mentioned setting up a lunch meeting the Friday prior to October 27, 2014 to meet with the new KGVB Executive Director.

Socrates also took time to discuss succession planning for the Executive Board. He discussed a couple of gaps, including Mindy Mize finishing up her Secretary position. He is looking for any potential candidate recommendations.

Also, Socrates talked about the Word Play agreement lapsing, they provide all KGVB's social media, web and newsletter work. It was recommended to extend their services for the next quarter, since the work is vital to KGVB communication efforts, and there is enough money remaining in the budget under marketing to cover them. The extension of Word Plays services for the next quarter were approved, motion by Raj Rapaka motion, and a second by Bruce Ogletree was made.

Socrates went over the success of North Texas Giving Day, which occurred on September 18, 2014. KGVB raised \$1,350 and due to matching contributions as promised by North Texas Giving Day organizers, was able to take in a total of \$1,463.81.

Finally, he also discussed how the Final budget (actual vs. budget) will presented one week before the annual meeting. Socrates also mentioned how a check from the Bud Light Do Good Event was returned. It was for \$1,000, and he has an email into them to remedy the situation and find out why.

Parks Board Report

Dave discussed the Parks Meeting that will be held on October 23, 2014 at City Hall. He went over that only three boat ramps are open, the rest are closed due to low water. Dave also went over the Sunset Concert Series that happens every Saturday night in October at Grapevine, Botanical Gardens.

Dave went over that during the recent Baseball Tournament held in the City that all 10 fields were open and being played on. He also discussed how the Rose Garden will be taken away in the free mulch area due to a virus that is impacting the roses as well as looking for less water/more drought tolerant plants to take their place.

Dave touched on Take a Kid Mountain Biking Day that was held the previous Saturday and a trail update for the trail going from Ruth Wall to the Mall, and how the contractor abandoned the project half way through.

Finally, he brought up a few festivals being held in the area. The October 18, 2014 Nash Farm even and the Butterfly Flutterby being held on the same day as well as the Grapeyard Event taking place on October 24th and 25th.

Marketing/Website Update Report

Raj mentioned how he was moving forward on the KGVB mobile app. Some of the new Grapevine apps were also discussed. Raj is determining an ETA on the KGVB app.

Raj also discussed looking into fundraisers with some of the local grocery stores and to have their reward cards tied back to KGVB. Raj is reviewing forms and hoping to get them approved by the stores soon.

Environmental Services

Jimmy discussed Grapevine Recycles Day and how Environmental Services and KGVB are hosting it on November 15, 2014 from 8-11:30 am. Ray will be organizing the KGVB volunteers for this event. Jimmy was unable to get a food sponsor for the event, and Socrates mentioned that KGVB has about \$350 left under events & recycling and that maybe we could use those funds for donuts and coffee for the Nov. 15th event. Jimmy mentioned that last year around 300 card came to the event. Socrates asked about having the KGVB trailer and truck out to help bring people over, and Raj asked about putting these events in publications like *Community Impact*, *Grapevine Courier*, *Fort Worth Star-Telegram* (Grapevine section,) etc. Bruce asked about signage the day of the event, and would more of it help drive traffic. Tracy Lemerand, guest, mentioned she could work to get it in the Dove Elementary School Take-Home Folders. Mindy Mize mentioned working to get it to Grapevine Middle School.

New Business/Discussion Items

Bruce Ogletree made a motion to adjourn and Ray Ramon seconded it. The motion to adjourn was approved. Meeting adjourned: 7:03 p.m.