

## KEEP GRAPEVINE BEAUTIFUL

### Minutes of September 10, 2012 Meeting

The Board of Directors met on Monday, September 10<sup>th</sup> at City Hall. Vice President Tim Hamilton called the meeting to order at 7:02 PM. The following were present:

Board Members: Tim Hamilton, Rusty Walker, Ben Dyer, Tracy Southers, Socrates Villarreal, Jana Villarreal, Kathy Reece, Hira Saleem, Bruce Ogletree, Maria Pohlman and Dave Orphey.

Guests: Hank Morse, Adrienne Stamp and Elizabeth Temple.

Executive Director: Mary Jo Tellin

Tim called the meeting to order at 7:04. He introduced Maria as our new Youth co-chair and Elizabeth as slated new Beautification chair. Minutes from the August 6<sup>th</sup> meeting were reviewed. Tim noted a misspelled name and Kathy requested a change from "traffic management was lacking" to "traffic management was not as good as last year" in her comments in the Parks Board section. Socrates asked about the changes to the Standing Rules and the consensus was to refer to the Board packet that was distributed for review before the meeting. The minutes were approved as corrected after a motion by Kathy and a second by Socrates.

#### Reports:

President. Tim announced he had changed jobs and will not be able to continue on the Board. The next meeting will be his last.

Finance. Jana reviewed August's financial activity. Based on a review of past expenditures, \$1,500 was transferred from City funding to Volunteer Management to reimburse it for expenses incurred on KGVB's behalf. The \$3,000 grant was received from Levi Strauss; Mary Jo will contact them to see if any stipulations apply to it. We had total funds available of \$13,436.66 at August 31. Jana also presented and discussed two other documents: a Fiscal Year 2011-12 comparison of Actual vs. Budgeted expenditures and a proposed Fiscal Year 2012-13 Budget. It was noted that the new Budget does not yet contain any City funding. Also, budgeted expenditures related to the Verizon grant were separately listed. Mary Jo estimated that we will have \$3,500 total funds available at September 30, our fiscal year end. Mary Jo asked everyone to study the proposed Budget and contact her with feedback by September 19<sup>th</sup>. Please use "Reply All" when e-mailing feedback to Mary Jo. If needed, the Executive committee can meet prior to our October meeting.

Executive Director. Mary Jo met with 15 Eagle Scouts and six projects were assigned to them. The National 'Get Growing' event was held last Saturday and two areas behind the Torian cabin were prepped for future planting of native and period appropriate plants. On Wednesday (9-12) Virgin American Airlines volunteered to clean shoreline at Scotts Landing. Mary Jo will host Keep Texas Beautiful training on Thursday (9-20); marketing, recycling, education and outreach will be among the covered topics. Lastly, the Twilight Cruise will be held November 3 from 4-7PM. The boat will hold 100 people and we will look to fill it with the Board, City Council, City management and sponsors (existing & potential). Mary Jo found a windbreaker at Cabela's on sale for \$12.95; she will check one out to see if it would be suitable for purchasing for our cruise guests.

Parks Maintenance. Rusty reported that bids are in and being reviewed for the Dove Pool redo. Soccer and baseball seasons started – two 'clamshell' backstops will be replaced by a dirt infield hopefully by the end of next week. Next fiscal year, the second half of the new signs will be installed at City parks.

Parks Board. Ben noted that no meeting was held last month. Testing for West Nile virus has continued but no mosquitoes tested positive for it. Plans for Casey's Clubhouse will be on the September 18<sup>th</sup> City Council agenda. An open house will be held at the Vineyards Campground on September 30<sup>th</sup> from 1-5PM. On October 14<sup>th</sup>, Cast For Kids and Take a Warrior Fishing events will be held. Progress is being made on the project to landscape Highway 26 medians from SH114 to Pool Road. Lastly, Ben announced that he is leaving the Board due to moving out of Grapevine. The October meeting will be his last (if he can make it).

Environmental Services. Mary Jo received Dewey's report by phone. Dewey stated that the City Council did not like the \$1.50 monthly charge associated with the rollout of large recycling containers and they did not approve it. Work continues on it. Also, Dewey is working on getting a mobile app on recycling dates, trash dates, etc., and asked if KGVB wanted to get involved with it.

Marketing. Socrates noted that an e-mail was sent to the Board regarding the contacting of two dozen potential sponsors for the October 6 Trash & Treasure event. Our current focus is on this event and Mary Jo added that assignments were made to contact all potential sponsors in the e-mail. Marinas International gave us \$2,500 last February and \$1,000 of it will be used for their sponsorship of the Trash & Treasure event.

Website. Mary Jo reported that Karen will be back next month. The new website is built; Tracy and Mary Jo are rewriting copy. Tomorrow, Mary Jo will e-mail us with a link to the development site. By the end of October we should have a brand new live website.

Litter/Recycling. Bruce reminded everyone of the 4<sup>th</sup> annual Trash & Treasure event scheduled for October 6. We are contacting potential sponsors to obtain donations; Marinas International and Chick-Fil-A were on board. Mary Jo will be focused on recruiting volunteers for the event. She noted that the Boys/Girls Clubs from Collin County will bring 80 volunteers. The Bogeyman will provide musical entertainment. We are trying to make prizes water-related as much as possible. The flyers for this event need to be finished by Thursday of this week.

Education. Mary Jo noted that Grapevine Recycles Day will be November 10<sup>th</sup>. She will recruit volunteers and give a list to Dewey, who will organize the operations. Mary Jo plans to use the event for education and outreach by getting recycling-related vendors to participate. An Adopt A Pet Day will occur concurrently with our event. She hopes to charge \$100 per table for participating vendors and would like them to also come out for the next HHW Day. Please give Mary Jo ideas for recycling-related companies to contact.

Beautification. Tracy reported the 'Get Growing' event was miraculous in its results. The results of the Litter Index were sent out by Mary Jo via e-mail; we were down in every area of town. Mary Jo noted that if we paid more attention to our Adopt-an-Area participants, we might get them to step up their efforts. Bruce recommended considering an appreciation event for participants in this program and Socrates suggested tying it in with the Don't Mess With Texas event. Kathy suggested we give our Litter Index results to Northgate and ask for their assistance. Mary Jo stated that she will contact Northgate's PR person directly with our results and request for help.

Youth. Kathy noted that getting volunteers out to our events will be a big help.

New Business. Tim referred to the list of expenditures for the remainder of FY2011-2012. Mary Jo presented a list of suggested expenditures for the Volunteer Management budget shared with KGVB. Proposed expenditures in the categories of Educational/Joint Projects and Legacy Bank account were also discussed; refer to the handout included in the Board meeting packet for details. Tim asked for a motion to approve spending \$500 for website copywriting and \$800 for windbreakers for the cruise; Bruce motioned, Kathy seconded and it carried.

Tim reviewed the slate of nominations for the next Board.

Our next meeting will begin at 6:30 instead of 7:00 PM on October 1. The slate of officers and chairs will be voted on, as will a FY 2013 budget.

Tim adjourned the meeting at 8:33 PM.