

August 3, 2015 KGVB Board Meeting

Meeting Date: 08/3/15

Place: Grapevine REC

Time: 6:30 PM

Board members in attendance:

Bruce Ogletree – President

Dave Orphey – Treasurer

Mendie Schmidt – Executive Director

Jimmy Brock – Environmental Services

Rusty Walker – City Parks and Recreation Liaison

Dave Buhr – Vice President

Ray Ramon – Recycling Committee Chair

Lori Clark – Sustainability Committee Chair

Alison Shumaker – Secretary

Board members unable to attend:

Raj Rapaka - Marketing Committee Chair

Education Committee (vacant)

Youth Committee (vacant)

Beautification Committee – (vacant)

Litter Committee (vacant)

Guests:

Kathy Nelson

Brittini Barnett

Brandi Reynolds

The meeting was called to order at 6:30 PM.

Approval of Minutes

June 29 meeting minutes were approved.

Reports

President: Bruce Ogletree reported the following:

- Bruce has been fielding inquiries from interested parties about the open board positions.
- Exploring fundraising/website software.
- Bruce shared prototypes for the Sustain the Vine window clings. There will be bronze, silver and gold participant levels.
- Dave Buhr asked about the status of considering alternatives for the KGVB website hosting. Mendie and Raj had a website task force meeting and Mendie will provide an update in Raj's absence.

Financial: Dave Orphey reported the following:

- The \$10,000 grant check from REI was deposited
- Small contributions received from Fidelity and AT&T employee giving funds
- Unrestricted fund balance of \$16,252.97

Executive Director: Mendie Schmidt reported the following:

- Mendie's time has been focused on the flood clean-up
- There's a list of ~ 200 volunteers that has been compiled comprised of families, groups, individuals, businesses and flood clean-up is becoming very active
- The goal is to get the volunteers assigned to various clean-up events based on when they are available to help (week day, weekends, etc.). A lot is dependent on when the lake drops enough by area to clean up. It has been dropping ~ 1/3 foot a day, on average. The amount of trash and litter left behind is enormous.
- Mendie prepared a brief presentation to share the city and KGVBs approach to the flood clean-up. We are bound by circumstances such as being reimbursed by FEMA, and trying to match 25% of the reimbursement costs with volunteer hours. The more volunteer hours KGVB has towards the 25% match, the less costs the city will have to incur.
- Working very closely with Peter Doyle who manages the lake parks, to develop the best recovery plan for the lake parks, including both the land and the water clean-up.
- A mailer was sent to the Chamber membership to communicate the needs for the clean-up and how they can help.
- Mendie is talking to churches, the schools, and other community connections and asked that we reach out to any community connections we have.
- Mendie reviewed the kayak system for collecting trash from the water, and a successful test was conducted with 10 volunteers from the TCEQ (Texas Commission on Environmental Quality) DFW Region Office. In a 4 hour period, they collected 6 bins of recycling, 11 trash bags, and many large bulky items. All supplies will be provided to volunteers.
- A separate clean up event, in addition to Trash and Treasures, is being planned for September 12. This will be a very large event with large groups, individuals, etc. to try to get as much clean up done as possible in one large concerted effort. The individual clean ups will continue as well based on needs and volunteer availability.
- A Brownie troop came and did some clean up at Katie's Woods along with getting a lesson on water as a resource and how their efforts were impacting our water, and gathered 4 bags of recycling and 2 bags of trash and a wooden pallet.
- There is a system in place also for gathering very large items (like tractor tires, etc.). The city's GIS department developed an app where a "pin can be dropped" at the location of the item, and a picture can be taken of the item, and the information can be sent to whatever group will be collecting the large items. A limited number of team leads will have access to this application.
- Other ideas were explored for finding partners to help with lake clean up, such as contacting game wardens, North Texas Trail Runners, the Sierra Club, etc.
- Mendie passed out a map prepared by GIS that breaks the project areas up around the lake, and discussed the process for tracking clean up at each project area.
- It is anticipated that in 2 weeks KGVB will be in full active clean up mode.
- Kathy Nelson talked about the support of the city and the city council for the volunteer clean up effort, and Mendie is speaking at the city council meeting on August 4. This is a great opportunity for KGVB to champion this incredible community effort.

- Mendie will send the digital flyer for the clean up effort to the board, to use to reach out to community contacts, businesses, neighbors, etc.
- We discussed using social media channels with pictures of the clean up efforts to get the word out and educate the community on the importance of clean up and keeping the waterways clean
- We developed a hash tag to promote our efforts as well: #lovethelake All volunteers will be encouraged to post pictures to their social channels and use this hash tag
- Volunteer Impact software is a package the info technology department has purchased and uses to track volunteers and for volunteer sign-up opportunities. There was training on the software for numerous departments that deal with volunteers. Brittini will be working to get this software up and running so KGVB can take full advantage of what the software offers, such as tracking the number of hours each volunteer group works, community service hours for those volunteering from the court, etc. The software allows easy reporting tools.
- It's time to do the litter index survey again. This is a litter assessment survey that is conducted yearly. 6 to 10 volunteers are needed. We need a diverse set of volunteers – city staff, community, KGVB, etc. Grapevine typically has a good litter index. The volunteers drive the city in a bus for approximately 6 hours, and rate the conditions in various areas. A date for the litter index will be forthcoming. It needs to be complete by the end of September.

Environmental Services: Jimmy Brock reported the following:

- CVB likes ideas from the recycling task force. The “sandwich board” idea for having a walking billboard will not be executed. They like the artwork provided for recycling signage to be displayed at large events, and provided minor feedback. We will have 22 recycling receptacles for collecting trash at the events. KGVB volunteers are needed for the peak hours at a minimum (6 pm to 11 pm) of the festival to gather the recycling materials and replace recycling trash bags. Volunteers will wear Grapefest festival t-shirts. Volunteers need to sign-up on the CVB website. We discussed needing 6 volunteers per peak hour shift, for 3 nights (Thursday, Friday and Saturday).
- Mendie suggested the volunteers should also be prepared to educate the public and point them in the direction of the recycling trash bag “rings”.
- The volunteers are responsible for separating recyclables from trash if the recycling bags are contaminated with non-recyclables.

Parks and Recreation: Rusty Walker reported the following:

- Much clean up is going on from the lake flood. The lake is still 17.5 feet above pool level, and is dropping ~1.5 feet per week.
- Oak Grove soccer is un-playable until at the earliest, spring of 2016.
- The bathrooms at the various parks will not have repairs complete for ~ 6 months.
- The Meadowmere soccer fields look good – but there are hundreds of pockmarks that need to be smoothed.
- Should have some softball fields open by the fall season.
- Landscaping still proceeding at the REC.
- New soccer fields at the REC are proceeding (synthetic grass fields).
- The trails on 26 going to the Gaylord/Embassy Suites are in progress.

- Still lots of playgrounds and trails to clean-up from the flood and those efforts will be continuing.

Vice President/Parks and Recreation Board: Dave Buhr reported the following:

- Added a new Parks and REC board member – Christina Platt
- The trail under the 121 frontage road, which connects to Western Hills, is partially re-opened.
- Colleyville has purchased the land on 26 that will connect to Cotton Belt trail to all the Colleyville and NRH trails. Colleyville will be working to finish the trail connections.

Marketing: Mendie, on behalf of Raj Rapaka reported the following:

- Mendie stepped in for Raj and reported that Raj, Mendie and Lori have been working on the website task force. Priorities have been identified, and functionality is a top priority, along with ensuring all the info on the website is current and relevant to the public.
- The consensus is KGVB would like to move the hosting and updating of the website directly to KGVB and the board for better efficiency and control over updates to the content. KGVB needs to decide on the software to move to.

Litter: Brandi Reynolds introduced herself. The board approved Brandi as the new Litter Chair.

Recycling: Ray Ramon:

- Ray asked Mendie to send him an email about the September 12 clean-up event, and he will ask the CVB to send it to our sister cities to get volunteers for the effort

Sustainability: Lori Clark reported the following:

- Lori will work with Bruce on finalizing the Sustain the Vine window clings. We will proceed with the clear (vs. the white) clings
- We will focus on the sustainability plan at another meeting

New Business and Discussion:

- New board member approval, Brandi Reynolds for the Litter Chair. Brandi will also serve on the Education and Marketing committees. We talked about using the hashtag #lovethelake in our communications and about opening an Instagram account for KGVB.
- Trash and Treasures planning (event is October 10) – Mendie asked about getting the prizes for past events and how the event worked. Bruce provided information about the logistics of the event and about contacting local businesses for donations. Lori volunteered to develop a list of businesses and to assign board members to businesses to solicit for donations. Bruce will help procure a band (Southern Karma) for the event. We will have a special planning meeting for Trash and Treasures.
- Fundraising/sponsorship discussion – we moved this topic to the September meeting.
- Grapefest – we discussed working the booth that KGVB will share with Parks. The first day of Grapefest is North Texas Giving Day. KGVB will have the iPad in the booth, share pictures of our work and the flood clean up, and ask for donations as part of North Texas Giving Day.