

KEEP GRAPEVINE BEAUTIFUL, INC.

Minutes of the May 5, 2014 Meeting

The Board of Directors met on Monday, May 5, 2014 at the City Hall, President Socrates Villarreal called the meeting to order at 7:02 p.m. The following were present:

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

Guests: None

Absent: Vacant Litter Chair, and Vacant Youth CHHS Chair

Socrates recognized that no guests were in attendance. The March 2014 minutes were approved with changes, a motion by Bruce Ogletree and a second by Jana Villareal.

Reports:

President

Socrates discussed how things had been quiet since the EPIC Earth Day event, but the Color Up 5K was coming up. Mary Jo mentioned how the City of Grapevine Council presentation on Sustain the Vine was postponed to May 20, 2014 and that she wanted at least half of the Board at the presentation.

Financial Report

Jana discussed that the March 2014 financials would be coming since all bills have been paid and all monies are in from EPIC Earth Day.

Executive Director Report

Mary Jo mentioned how the Color Up 5K was coming up and that a lot of social media was done for the event. She discussed how \$5 from each entry would be given to Keep Grapevine Beautiful (KGVb.) These monies could be used for anything. She talked about she still needed to hear from several KGVb Board Members on if they could volunteer. She still needed volunteers for the Friday night before the race, May 9 from 2 pm – 7 pm, to work packet pick-up at the Hampton Suites in town. There were still 28 shifts available on Saturday morning, May 10 from 7:30 am – 11:30 am, for several jobs. Mary Jo answered questions on volunteer opportunities and race route. She also stressed that is Board Members could not volunteer that they needed to ask family and friends to help out. Mary Jo also discussed how she was email by the Monday after the race on how much money was made by KGVb.

She also discussed the Do Good. Have Fun Grant from Anheuser Busch/Bud Light. Keep America Beautiful called and asked Mary Jo if KGVb would take this opportunity. There is a huge marketing effort behind this grant program. It covers 49 states and 64 cities have projects, but only 5 are highlight cities and Grapevine is one of the five. Mary Jo mentioned that KGVb will get \$10,000, but feels like there is a chance a little more could be given. There were a few ideas sent over to Anheuser Busch/Bud Light and they selected a sand volleyball court and beach project at the Vineyards Campgrounds. The volunteering associated with this grant is targeted to male millennials (21-27 year olds.) These are the biggest litterers in America. Mary Jo mentioned that Bud Light will send 200 volunteers and hold an after party once the project is complete. June 21, 2014 is the target date for this project.

May Jo also discussed how Raj was able to get a match from his company based on the time he spent volunteering. Raj stated that for every 20 volunteer hours he works they will donate \$500 to the charity. He said they will do this four times a year.

Environmental Services Report

Jimmy discussed how he was working with Republic Services on Grapevine's upcoming Main Street Days event. Mary Jo asked Jimmy about recycling at City festivals, and if there was any role KGVB could play in bringing in more recyclables/compostables to festivals. It was mentioned that the City of Grapevine does audit all the trash from the festivals.

Jimmy also mentioned that the mosquito surveillance program had started and all samples so far were negative. Socrates asked Jimmy if he hears from other cities in the areas on their results, and Jimmy said yes and so far things were good in our area. He also discussed how they were waiting to hear from the North Central Texas Council of Governments on a recycling grant they had applied for and were hoping to hear by the end of the month. The grant they had written focused on approaching the apartment complexes in the City of Grapevine about educating residents on recycling.

Marketing/Website Update Report

Raj stated how the mobile app project progress had slowed slightly, but had picked up the past week or so. He wanted to sit down with Mary Jo about the project. Mary Jo stated that if Raj would work with the app folks she would work on making updates to forms for the site. Mary Jo covered some updates needed for the KGVB website, including working with i5webworks on a possible platform change and waiting to hear about cost for such a project.

Litter Report

Litter Chair position is still vacant

Recycling Report

Ray mentioned that further in the agenda a recycling tour would be discussed. He also needs to get with Golf Galaxy on a recycling event. Jana asked Jimmy about how the Household Hazardous Waste event went. He stated he would provide a report next meeting. Jimmy also mentioned that Verizon got 3,400 lbs. at the recycling portion of the EPIC Earth Day event. Jimmy stated that attendance seemed slightly lower at the Household Hazardous Waste event. Ray stated that traffic at the outreach tables was lower, but felt that not having the KGVB trailer on display may have impacted drawing interest in the booths. Jimmy mentioned he will add signage next time.

Mary Jo mentioned how an event with Golf Galaxy around Father's Day could be good. The event could focus on electronics and paper and everyone would be invited, and the event can also be spun that during the event golf clubs could be recycled. It was mentioned how Republic would pay for the paper shredder (~\$1,000.) Raj raised the question about doing a Golf Tournament associated with this event. A few Board Members mentioned that a Golf Tournament can be a lot of work. Mary Jo said that she and Ray would come up with some ideas off line and come back to the Board.

Sustainability Report

Bruce stated that Sustain the Vine had gotten a decent response from Charter Members. Bruce discussed new award options for participants. He also mentioned he got a few more participants from the presentation Mary Jo and he gave to the Grapevine Chamber of Commerce. Bruce mentioned how he wanted to get Raj and Mindy together to review responses and decide who gets what level. He stated how it was time to move to the second phase and award participants and that he would work with Rhonda at the Chamber about bringing on more participants. Bruce asked Jimmy if there was a formula to show businesses if they pay for recycling the benefit they will get, and if we could ask participants in Sustain the Vine if they would be interested in an audit. Socrates mentioned maybe do a case study first, and Bruce asked if there was a type of business that would be better to target first. Socrates asked about the Sustain the Vine award and what happened with the original idea of a

window sticker. Bruce mentioned how he and Mary Jo were discussing a really nice item that could go on display and the company would be proud of, such as a wall clock. Raj asked about the budget for the Sustain the Vine awards, and Mary Jo mentioned how the clocks seem to be around \$50. Bruce mentioned that they had 16 charter members and 3 came from the launch. Bruce mentioned that they had purchased 288 Sustain the Vine mugs for marketing purposes and that it totaled \$568. Bruce will get together some ideas on the award and bring it back to the Board for a vote. Mary Jo mentioned again how the Sustain the Vine initiative will be presented to the City Council on May 20, 2014 at 7pm. Certificates will be handed out to charter members and a group photograph will be taken with Mayor Tate. Monique asked if the Sustain the Vine Charter Partners will be mentioned on the website after the Council meeting. Mary Jo said that the Sustainability page is being redone and that they will add the partners.

Beautification Report

Monique mentioned how Peter was now working on the REI grant, and Mary Jo mentioned how they still want Monique's help. Mary Jo stated how 8 Eagle Scouts are doing projects for the REI grant. She also mentioned how KGVB has also gotten some great tools through this grant. Monique mentioned that a nice ribbon cutting needs to take place with the REI Grant/Katie's Woods project. Mary Jo also mentioned the Grapevine Elementary Garden and Monique is looking into it.

Youth Report

Maria mentioned how not a lot has been happening due to tests and finals. She is hoping to have Beach Club meeting on the May 17th, and that she hopes it won't conflict with Main Street Days festival. Mary Jo mentioned to let her know how KGVB can help.

New Business/Discussion Items

Mary Jo discussed with the Board about changing the meeting time and including a dinner. She and Dave had been discussing this, and how other boards include dinner. Socrates mentioned how the Board could eat together from 6 – 6:30 pm and then start the meeting at 6:30 pm. Socrates asked Mary Jo to get a confirmed attendance for the dinner/meeting.

Mary Jo mentioned how Brian will be hired on full-time and will be doing a lot of field work. She stated that he was a hard worker and done very well. She also stated how they currently have 27 Eagle Scout projects taking place and that he is really involved in them. Brian will also be trained on an Adopt-A-Area Program. Mary Jo went over an Adopt-A-Area update.

Mary Jo also mentioned the recycle center tour. Ray said she emailed him on it. Republic said they could do a tour and were happy to do it. It was discussed if it would be a weekend or week day and could citizens be invited for educational purposes. Bruce mentioned this tour could be good for high school students and Maria agreed. Mary Jo mentioned that KGVB would have to pay for the students busing if that was the case. Mary Jo and Ray will discuss and get back to the Board.

Socrates mentioned how KGVB was officially involved in the North Texas Day of Giving. He stated that a month prior to the day KGVB will start heavily marketing the event. He stated that if you were going to give to KGVB that this event would be the time to do it. Raj mentioned that the North Texas Day of Giving takes places on September 18th.

Rusty mentioned that Kevin would be the new Parks Director and Raj mentioned how we haven't come up on Google One yet. He has been checking every day. Mary Jo was going to check into it.

Bruce Ogletree made a motion to adjourn and Raj Rapaka seconded it. The motion to adjourn was approved. Meeting adjourned: 8:18 p.m.