

KEEP GRAPEVINE BEAUTIFUL AGENDA
Board of Directors Meeting – Monday, November 6, 2017
6:30 p.m. at The REC
1175 Municipal Way, Grapevine, TX 76051

- I. Call to Order**
- II. Introduction of Guests**
- III. Approval of Meeting Summary**
- IV. Financial Report**
- V. New Business/Discussion Items**
 - a. Review submitted sponsorship applications and award funding
 - b. Social Media and website update
 - c. Beautification goals for the year including Dove Corner
- VI. Other Business**
- VII. Adjourn**

Mission

Keep Grapevine Beautiful is organized to preserve and enhance the local natural environment by strengthening citizen's levels of commitment through educational programs and engaging volunteer- based projects.

KEEP GRAPEVINE BEAUTIFUL MEETING SUMMARY
Board of Directors Meeting – Monday, October 2, 2017
6:30 p.m. at The REC
1175 Municipal Way, Grapevine, TX 76051

I. Call to Order

Lori Clark called the meeting to order at 6:33pm.

- a. **Members in attendance:** Lori Clark, Kathy Nelson, Cindy Harris, Travis Christman, Ray Ramon, Rusty Walker
- b. **Member absent:** Raj Rapaka, Jimmy Brock

II. Introduction of Guests

- a. Krystyna Plut

III. Approval of September 11, 2017 Meeting Summary

- a. Motioned by: Krystyna
- b. Seconded: Ray

IV. Financial Report

Ray Ramon discussed and handed out budget. Closing balance as of September 30 was \$45,710.50.

V. Discussion Items

- a. Sponsorship Levels and respective levels of marketing - Recognition to sponsors
Send to Cindy for ideas.
 - i. Board suggested to add more logos/links on the home page as well as the footer of the site.



- 1.
 - ii. Suggested an updated sponsorship page on the site
- b. Draft Annual Report
 - i. Kathy and Cindy Will add the litter index to the report.
 - ii. Board to review and send comments by 10/6/17 to Cindy.
 - iii. At the November Park board meeting Kathy will present a high level KGVB overview.
- c. Volunteer T-shirt funding approval for PARD \$3800
 - i. Motion brought up by Travis
 - ii. Seconded - Rusty
- d. Updates of upcoming events:
 - i. Trash & Treasures scheduled for October 7, 275 volunteers signed up
 - ii. Butterfly Flutterby, October 14, along with Fall plant sale, KGVB will have table
 - iii. Grapevine Recycles Day, November 4
 - iv. Arbor Day, November 11

VI. Other Business

- a. Beautification committee chair: Krystyna Plut

- i. Anticipates working with Tim Yatko (citizen) and Grapevine Garden Club.
 - ii. Hopes to conduct business and public outreach for education.
 - iii. Suggest plant markers at Botanical Gardens
 - iv. Would like to beautify Dove Corner planter. Recommended native plants that do well in the area. Adoption area to maintain the section for beautification. Krystyna will reach out to property owner. Travis suggested to use the sponsorship (\$2000 max) with a possible project.
- b. Dec meeting and January meeting
 - i. Dec meeting will be cancelled
 - ii. Jan meeting moved to the 8th
 - 1. Motion - Travis
 - 2. Seconded - Lori
- c. Social Media Marketing: KGVB will take over the license for Hootsuite to run KGVB's social media from the city.
 - i. Hootsuite Training has been provided to Cindy.
 - ii. Lori, Cindy and Travis will meet to discuss. Team will need to provide a spreadsheet of content every 3-4 months to be scheduled.
- d. Lori suggested that we take a new board member picture for the site.
- e. **Side bar:** Lori has requested Travis to provide 90-day reporting on from Google analytics of new and returning users.
 - i. Travis provided a mini Google Analytics demo to the board
 - ii. Can be added to the board packet

VII. **VII. Adjourn**

- a. Travis Christman motioned that the meeting adjourn at 8:15pm, Rusty Walker seconded. Motion carried.