

## KEEP GRAPEVINE BEAUTIFUL, INC.

### Minutes of the March 3, 2014 Meeting

The Board of Directors met on Monday, March 3, 2014 at the City Hall, President Socrates Villarreal called the meeting to order at 7:03 p.m. The following were present:

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

Guests: Jeff Florey

Absent: Dave Buhr, Monique Hester, Maria Pohlman, Vacant Litter Chair, and Vacant Youth CHHS Chair

Socrates welcomed the guest in attendance. The February 2014 minutes were approved with changes, a motion by Bruce Ogletree and a second by Raj Rapaka.

Reports:

#### **President**

Socrates discussed an idea for the litter campaign. It would be Adopt-A-Trash Can. He discussed how local High Schools could adopt a trash can, design it (within guidelines), etc. Socrates felt this would give more ownership to the youth of Grapevine. Socrates asked to discuss steps to initiate this type of campaign, and Bruce asked who would be responsible for any graffiti on the cans and what the maintenance plan for such a campaign would be. Mary Jo discussed how there is currently not a Litter Chair for Keep Grapevine Beautiful (KGVB) and that this campaign idea could be discussed at the upcoming Litter Campaign meeting. Mary Jo raised some issues with this type of campaign, and how it may work best on the High School campuses.

#### **Financial Report**

Jana discussed the January and February 2014 financials. Jana mentioned how a 50% payment was made for the Mobile App Development. Total funds available at the end of January were \$16,932.62. In February the \$10,000 grant from REI was deposited. Also, ~\$1,200 came in for the electronic recycling, as well as some individual donations, and EPIC Earth Day revenue through the PayPal account. Socrates asked Mindy to write a thank you note for the Board to sign at the next meeting to thank Sukriti Lath for the individual donation and corresponding company match made. Additionally, KGVB had to pay a lot of dues during the month of February. Total funds available at the end of February were \$28,011.44. See meeting information for more details.

#### **Environmental Services Report**

Jimmy mentioned that he was gearing up for the March 29, 2014 Household Hazardous Waste Event. Socrates asked Ray if he was all set for the event as well, and he confirmed that he was. Mary Jo mentioned that she would also be there for a bit to help with setup. Mary Jo asked if flyers for EPIC could be given out during the Household Hazardous Waste Event, and Jimmy mentioned that a volunteer was coming in to prep clipboards and they could add the flyer to it as well.

#### **Marketing/Website Update Report**

Raj asked Jeff to pull up <http://millionpc.com/kgvb/> so that the Board could see what the Mobile App developments looked like. Raj went over some of the current issues with the development. It was mentioned that there was a need for a conference call with Mary Jo, Raj, i5, and the KGVB Mobile App Developer.

Raj also discussed some of the forms that are currently on the KGVB website and how they are too detailed for the mobile app website. Mary Jo mentioned how several had to stay as they were due to being contracts, but there

are some that could change. She would work on the Adopt-A-Road application. Mary Jo also confirmed with Raj that the KGVB Board could test the mobile app.

### **Litter Report**

Socrates mentioned that a Litter Campaign meeting was to be held at 6 pm on March 20, 2014, but was indefinitely put on hold until a litter chair was found.

### **Recycling Report**

Ray mentioned there was nothing new to add at the time since the Household Hazardous Waste Event had already been discussed during the Environmental Services Report.

### **Sustainability Report**

Bruce discussed how the Beta Testing for Sustain the Vine went well and they were working on a promotional item, a coffee cup, for it. He also mentioned how he would be taking the Beta Testing language off of the site. Then Bruce took KGVB through the modules of Sustain the Vine, and he discussed the process to get the Platinum level, including having to coach other businesses. Raj asked if the site showed the max highest score that the businesses could get. Bruce said no, and discussed the trip wire questions that were created.

It was discussed how in April, Mary Jo and Bruce were giving a presentation on the 10<sup>th</sup> during the Grapevine Chamber of Commerce luncheon regarding Sustain the Vine. This presentation would be the official kick-off and the coffee cups would be placed on all the tables. Mary Jo mentioned how the Board was invited to attend and sit at the KGVB table, and that the luncheon would be from 11:30 am to 1 pm.

Bruce also discussed the addition of a garage on the Eco House for EPIC Earth Day this year. He said how a water heater and air conditioner would be added to it, and how QR Codes would be placed throughout the Eco House.

Finally, he also mentioned how it doesn't appear that there is anything about electronic recycling on the KGVB website, and he mentioned to Ray how they could look at it together and figure something out.

### **Beautification Report**

It was mentioned how the REI grant was going well. Mary Jo mentioned how twenty people walked through Katie's Woods to look for locations for benches, kiosks, and trails. A map is going to the Grapevine Parks and Rec and they will approve or deny plans. She also mentioned how Eagle Scouts will be building the benches for the project. Mary Jo will manage the Eagles Scout's work and Peter with Grapevine will manage the grant.

### **Executive Director Report**

Mary Jo provided an update on EPIC Earth Day starting with edits to event materials. She discussed how Greenling was doing the sponsorship for the hydration station. She also discussed how things were going well with Chad, EPIC Keynote speaker, and how KGVB was splitting his travel with events in Montana and Shreveport. She mentioned how over the next two days she would be finishing up all sponsorships and vendors, and be working to fill up all the seats for Chad's two speeches. Mary Jo mentioned how the ticket for Chad's speeches were currently being designed, and how she has reached out to the Director of Science Curriculum for GCISD about getting middle school and high school students to attend, and possible get credit for going, but had not heard back yet. She was also considering giving out tickets to groups, such as a Lions Club, Rotary Club, and the Chamber.

Mary Jo discussed EPIC music entertainment as well as the Bucket Auction, which is going well, but she wants ten really good prizes for it. Currently the vendor fair has forty booths and KGVB is going for at least sixty. Mary Jo also talked about how Home Talk Today on 660 AM would be doing a live feed at EPIC Earth Day. Mary Jo also went over sponsorships for EPIC as well as a few changes to the layout of the event as well as some schedule

updates, such as Verizon's Recycling Alley taking place from 9 am to 1 pm and Don't Mess with Texas Clean Up from 8 am to 10 am.

Mary Jo also mentioned the volunteer schedule for EPIC Earth Day. Mary Jo mentioned how the banners on Main Street advertising EPIC were going up about a week before the event. Ray asked if flyers for EPIC could go in convention packets as well. Mary Jo also went over the timeline associated with the projects related to EPIC. Rusty asked about solar being used to provide power to EPIC as well as a live feed from City Hall to the gazebo. A discussion was had over the benefits of using solar to power the event and any associated costs. Mindy and Jimmy felt it provided good PR to the event.

A discussion of food trucks at the EPIC Earth Day event was had, and Jeff offered to help Mary Jo get the word out about EPIC through groups like Green Source DFW and DFW Meet Up.

Mary Jo also talked to the KGVB Board about doing a plant donation to the Community Outreach Center on Mustang Drive. She discussed how an old pool at the apartments was being converted into a community garden. Rusty asked Mary Jo to email him a list of plants needed.

Finally, Mary Jo mentioned that the rain out day for EPIC Earth Day was Sunday, April 6<sup>th</sup>.

Meeting adjourned: 8:51 p.m.