On this the 27th day of August 2019 the Keep Corinth Beautiful Board of the City of Corinth, Texas met in Regular Session at the Corinth City Hall at 6:00 P.M., located at 3300 Corinth Parkway, Corinth, Texas with the following members present:

**Board Members Present**
- Amanda Scallon, Chairperson
- Michelle McNally, Board Member
- Lance Hendrik, Vice Chairperson
- Kristen Fisher, Board Member

**Board Members Absent**
- Lindsey Rayl, Board Member

**Staff Members Present**
- Lana Wylie, Sr. Admin Assistant

**Visitors**
- Catherine
- Adam Johnson

**CALL TO ORDER:** Chair Scallon called the meeting to order at 6:04 p.m.

**BUSINESS:**

1. **Approve Minutes**
   - July 16, 2019
     Chairman Scallon made a motion to approve the July, 2019 minutes. Board member McNally made a motion to approve. Board member Hendrik seconded. Motion passed unanimously.

2. **Approve the July Financials**
   - There was a purchase of an edger, Board member Henrik questioned the purchase. Jason Cao will have to substantiate the purchase. Chairman Scallon made a motion to approve the July 2019 financials. Board member Hendrik approved. Board member McNally seconded. Motion passed unanimously.

3. **Budget Overview with Lee Ann Bunselmeyer, City of Corinth Finance Director**
   - Chairman Scallon states that there is confusion regarding how much our budget is, what comes from CWD, the City of Corinth and do we have a rainy day left over budget and how much is it? Also a breakdown of the budget sheet such as categories.
     - Lee Ann discussed the budget explaining the various funds and funds allotted for 2019/2020. There’s approximately $24,000 available at the end of FY 2019/2020. All monies not spent will roll over into the fund balance. If spending over the budgeted amount it requires a budget amendment from the City Council. KCB receives a $5,000 donation from CWD between April and June and there is no supplemental funding from the City of Corinth. It is strictly the CWD donation. The staff liaison will meet with the board to determine spending requirements. The budget is due to the City Manager in March/April, will be reviewed in May and submit to City
Council at the end of July. Council will review, deliberate and will pass the budget toward the end of September.

Julie had requested fund be added into the contingency fund because of the added events to offer flexibility for future events.

Lee Ann confirmed for FY 2018/2019 that if funds were not spent, approximately $2,900 would roll-over to the fund balance. We anticipated KCB would end up with an approximate $30,000 fund balance but with next year’s expenditures versus revenues, the projected fund balance for next year is $24,000.

If you have spent all of the funds and need more you would have to request a budget amendment which details what and why.

Regarding purchasing processes, anything over $3,000 requires three quotes. Items between $3,000 - $7,500 can be three verbal quotes. Above $7,500 - $50,000 requires three written quotes. Above $50,000, a competitive bid is required.

Tree mitigation funds are restricted to use on public property. They cannot be used to on private property. You would need to verify with the City Manager if funds could be used.

4. Adopt-A-Spot
   - The program hasn’t been active and we should revamp. We have boy scouts doing the work but not receiving credit. Chairman Scallon reviewed the application and process. The revised paperwork states the property be cleaned up six times per year. This troop is picking up twice per year. We can provide tools and bags for the adopter. The new application was passed around for board review and comment. We could include parks, the butterfly garden, ball fields and the small community parks in developments. Chairman Scallon would like a board member to volunteer to take over the program. We will also reduce the bi-monthly pick-ups to quarterly.

5. Annual KTB Conference
   - Shelley McCann gave an overview of the KTB conference along with a packet of highlights.
   - Board member Hendrik agreed to review grants offered by KTB and present at the next meeting.
Introduction to KTB

Building A Sustainable Affiliate: Steps to Ensure Years of Success

Focus Areas

Litter Prevention
  Cleanup
  Education
  Awareness

Beautification
  Planting
  Restoration
  Goals

Waste Reduction
  Recycling
  Local Dive
  Reuse

Get the Facts

• What are your community's needs?
• What is the purpose of your organization?
• What does your community already have? – don't reinvent the wheel

Your vision and purpose as an Affiliate should align with the community needs.
Get Involved - Programs

- Don't mess with Texas Trash-Off
  April 7, 2018
- Keep Texas Waterways Clean
- I Recycle
  America Recycles Day
  November 15th
- Keep America Beautiful
  Great American Cleanup
- Keep Texas Beautiful
  Keep Texas Beautiful

Affiliate Coordinator Responsibilities

<table>
<thead>
<tr>
<th>Provide Information</th>
<th>Reporting</th>
<th>Programs</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Keep KTB updated with organizational changes</td>
<td>• Annual Recognition Requirements</td>
<td>• Register for cleanup supplies (if needed)</td>
</tr>
<tr>
<td>• Keep community informed of projects, cleanup, etc.</td>
<td>• Annual KTB Affiliate Survey</td>
<td>• Apply for applicable grants</td>
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<tr>
<td></td>
<td>• Wraps-Up Reports</td>
<td>• Share program successes and ideas</td>
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Trainings

- Benefits of KTB Affiliation
- Intro to KTB Guide to Affiliate Coordination*
- Volunteer Management
- Youth in Place
- KTB Youth Programs
- Awards Training – GAMA and KTB Focuses*
- KTB Affiliate Reporting, Annual Requirements, and Recognition
- Event Tips and Ideas – Great American Cleanup and Don’t Mess With Texas Trash Off
- Tools to Tell Your Story
- Social Media/Networking [Webinar]
Focus Areas
Financial
Programs
Staff & Board
Volunteerism
Marketing & Outreach
Succession Planning & Sustainability

Evaluating Your Programs
-- How do they line up to the changes happening in your community?

How's your training? Do you have the proper education to implement the programs you are running?
Transforming the space into a series of demonstration gardens and teaching areas, while paying homage to the garden’s namesake, Curtis Peterson.

- 2017 KTB Native Garden Grant
- 2017 Water Infrastructure Waiver
- 2017 & 2018 Lowe’s Heroes
- 2018 Daisy Troop Fairy Garden
- 2018 KTB Gardenville Materials Grant
- 2018 H.U.P.A. O.S. Connect Herb Garden
- 2019 Monarch Watch Milkweed Grant
- 2019 Eagle Scout Project

Your Army and Ambassadors: Volunteers

- Make it fun, make it social!
- Enough work to go around!
- Incentivize them!
- Thank them!
- Continue Communication!

Engaging Schools

Higher Education, ISD, Charter Schools, Homeschool

- Annual Trash Off
- Recycle Bowl / Recycle-Mania
- Waste-In-Place
- Adopt-A-Spot
- Art Contests
- Recycling Programs
- Composting Programs
- Booth/Outreach Opportunities
Keep Texas Beautiful

Recycling Education and Outreach: Best Practices for Engaging Recyclers

Recycling is a behavior and a choice

<table>
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<tr>
<th>Why don't people recycle?</th>
<th>Motivations for recycling</th>
</tr>
</thead>
<tbody>
<tr>
<td>It's not convenient</td>
<td>It's easy and convenient</td>
</tr>
<tr>
<td>Lack of knowledge</td>
<td>Environmental concerns</td>
</tr>
<tr>
<td>No space</td>
<td>Guilt about the amount of trash they produce</td>
</tr>
<tr>
<td>Life gets in the way</td>
<td>Marine litter/ocean plastics</td>
</tr>
<tr>
<td>Lack of access</td>
<td>Social pressure</td>
</tr>
<tr>
<td>Don't believe it actually happens</td>
<td>They understand what happens to their recycling</td>
</tr>
</tbody>
</table>

Simple, understandable communication (KISS)

- Use as few words as possible
- Pictures
- Key words like “cans and bottles”, “plastic bottles”
- Make sure the label can be easily seen
- Avoid a long list of dots
- Consistent messaging throughout the city – people work and live in different places
- Replace signage and stickers as they start to wear
Getting the word out

- Partnerships are key
- School districts
- Cultivate ambassadors: green teams at work, block leaders, volunteers at events
- Try to have a booth or table at community events
- Try to coordinate facility tours
- Put together "recycle right" games or virtual facility tours for public events
- Social media

Resources and Industry Groups

- Solid Waste Association of North America/SWANA and the Lone Star Chapter/SWANA (resources on combating bad press)
- The Recycling Partnership (educational toolkits)
- Keep America Beautiful (public space recycling info)
- Recycle Across America (label downloads)
- How2Recycle Labels
- Cooperative Teamwork and Recycling Assistance (CTRA)
- National Recycling Coalition
- State of Texas Alliance for Recycling (STAR)
- Resource Recycling newsletter
- WasteDive newsletter
- Commodity specific groups: Carton Council, Association of Plastic Recyclers, Glass Recycling Coalition, American Forest and Paper Association, etc.

Questions?

Sara Nichols
Program Director
sara@ktb.org
512-961-5260
www.KBT.org

1-800-CLEAN-TX
6. New logo

- The board voted and selected the tree logo

7. Upcoming events and promotional items
   - Lake Cities meeting to be held 9/4/19 to coordinate events. We will market together but hold events separately.
   - UNT volunteer fair – all board members are welcome to attend 09/05/19, we will be marketing KCB
   - Fall sweep event – October 26th, will utilize UNT volunteers, clean trails, parks, roadways and ballfields, trees on Lake Sharon. Lance, Lana, Amanda will be available. Lana will also contact Chick-fil-A for sponsorship of lunch and a small lunch.
   - Pumpkin Palooza – October 19, we will have a table to market the community and will have shifts for the board.
   - Rain barrel class – selected 2/22 or 2/29, contact vendor – provide incentives, free tree for signing up
   - Tree lighting – we will not have a booth at tree lighting
   - For promotional items, we would like to spend $2,000 for upcoming events. Chairman Scallon made a motion to approve the July, 2019 minutes. Board member Fisher made a motion to approve. Board member McNally seconded. Motion passed unanimously.

8. KCB event safety
   - Chairman Scallon is requesting board approval to spend $300 to purchase backpacks and first aid kits for team leads to carry. Backpacks will include vests, gloves, in case of emergency/volunteer list. Board member Fisher motioned to approve. Board member Hendrik seconded. Motion passed unanimously. (17" Classic Clear Multi-Pocket Backpack - Black - CASE OF 20 | eBay)

9. Board Member updates
   - Crayon and marker donation drop offs – Discuss at a later time
   - Corinth Connect – input from KDB – Save the date for the fall sweep
   - Board member volunteer hours – Board member Hendrik, 8 hours/4 bags of trash. Board member McNally
- Small cities water conservation & recycling article – Lana will provide at next meeting
- Facebook posts – Chairman Scallon requests each board member submit four articles/month relevant to litter prevention, recycling, community projects. Please like the new FB page. Board member Hendrik requested trail FB page be turned back over to us. Chairman Scallon supports keeping the page active. Chairman Scallon stated it would transition to the Parks and Recreation Board and suggested Board Member reach out to Lee Ann for direction.

**ADJOURN:**

Chairman Scallon adjourned the meeting at 8:02 p.m, quorum not met at this time.

Approved by: __________________________
Amanda Scallon, Chairperson

Attested by: __________________________
Lana Wylie
Sr. Administrative Assistant