

KEEP MESQUITE BEAUTIFUL, INC.
Board of Directors' Meeting
City Hall Training Room A & B
757 N. Galloway
Mesquite, TX 75149

11:30 am

July 12, 2021

Present: Glendens Bazuaye, Susie Court, Beverly Danaher, Sammie Earl, Sarah Ehlers, Angel Gregory, Jana Hubacek, Andy Kwart, Sharon Roy, David Sheppard, Marilyn Tarver, Joy Vroonland, Terri White, Selket Daese (Executive Director).

Absent: Henry Brown, Donna Smith, Nancy Felix, and Jennifer Sloan.

Call to Order: Susie Court called the meeting to order at 11:34 a.m.

Recitation of Mission Statement – The mission statement was recited by all board members.

Welcome Visitors: Lisa Wilson.

Regular Agenda Items:

- **Approval of April Minutes:** Sarah Ehlers moved to approve the minutes as written; Joy Vroonland seconded. The motion carried.
- **Review/Approval of Financials:** The KMB balance sheet was reviewed. Joy Vroonland moved the Balance Sheet be approved; Terri White seconded. The motion carried.

New Business:

- **Vote on potential new member(s)** – Lisa Wilson was approved and welcomed as a new Board Member.
- **Vote on removal of non-participating members** – The Executive Committee removed Donna Smith from the Board under KMB Bylaws Article 5.9.B Automatic Resignation. The Executive Committee will consider Henry Brown's continued board membership at the KMB Board Meeting in August.
- **Update on banking business / Vote to move banking business** – Due to recent fraudulent activity on the KMB bank account, Susie Court and Selket Daese suggested KMB move its accounts to a larger financial institution with better account safeguards. Sammie Earl moved, Glendens Bazuaye seconded, and the motion carried.
- **Committee Briefs (3 minute limits per committee).**
 - a. **Marketing and Education** – Jana Hubacek outlined the need for funds for promotional materials and social media accounts and asked that \$3,000.00 be approved for same. Joy Vroonland moved for approval and Glendens Bazuaye seconded. The motion carried.
 - b. **Fundraising** – Sarah Ehlers reviewed her Committee's ideas for fundraising which include selling rain barrels, raffling prizes, selling T-Shirts, and holding a Disc Golf tournament. She asked that \$3,200.00 be approved for purchasing T-Shirts. Motion to approve funds was made, seconded, and approved.
 - c. **Youth Outreach** – Susie Court discussed plans to meet with MISD to restart the Youth Environmental Leadership (YEL) program, efforts to re-start Green Teams, and goal to establish leadership teams at all MISD elementary school campuses.
 - d. **Community Vitality** – Andy Kwart explained the length of driving time needed to evaluate the City. The next ride around for Board Members to help with assessments will be August 14, from 9:30 a.m. – 1:00 p.m. Selket Daese is working with other volunteers on this project, as well.

- e. **Beautification** – Terri White presented her committee’s plans, ideas, and discussions for working with the City to enhance and expand use of native plants in the community; identifying and expanding pocket prairies and native prairie remnants; developing native plant and invasive species lists for educational distribution; rescuing native plants from future project developments; and submitting budget request at next board meeting for seed, seed bomb supplies, and tools for maintaining the Butterfly Trail plantings.
 - f. **KMB Cleanup Initiatives** – Joy Vroonland stated her committee has removed trash receptacles, and waterways from their focus since these are City of Mesquite responsibilities and not KMB’s. Recycling initiatives have been moved to the Marketing and Education Committee. Joy reminded the Board of “First Mondays” for assembling supplies for cleanup groups. The next day will be Monday, August 2 from 1:00 – 3:00 p.m. in the Community Services conference room. Beverly Danaher was added to this committee.
 - g. **KMB Contests and Awards** – Sarah Ehlers announced 2 Yard of the Month winners and 1 Business of the Month winner were selected for July. Release forms will be acquired from the winners to allow for announcing on social media. Display signs have not yet been acquired. The photo contest was renamed “Take A Pic” and the Board approved allocation of funds for awards of \$500 1st Place, \$300 2nd Place, and \$100 3rd Place. Entry fees for this contest are waived for this year only. Discussions are underway for displaying this year’s winners and contestant photos Downtown and, for future contests, at the Mesquite Arts Center. Planning for an event to present contest awards is also underway.
- **Board of Directors Training:** Training for Board Members will take place at the next scheduled board meeting on August 9, from 11:00 a.m. – 1:00 p.m. in the City Hall Training Room. Lunch will be provided.

Old Business:

- **KMB Logo Selection:** The Butterfly logo was selected to be the official Keep Mesquite Beautiful logo.
- **Continue with Committee meetings and planning:** Selket Daese and Susie Court thanked board members for their committee work and encouraged continued planning efforts and committee meetings.
- **First Mondays:** Joy Vroonland reminded board members that August 2, from 1:00 – 3:00 p.m. will be the next date and time for organizing trash pick-up supplies.

Executive Director’s Report

- Selket Daese thanked the Board Members for their hard work and accomplishments. She is reaching out to communications department regarding yard and business of the month signs. Clean City Initiative vests will be provided to Board Members and profits from vest sales will go to KMB. Links to the Keep Texas Beautiful annual conference presentations will be sent to Board Members. Contracts are back from the legal department for the Adopt-A-Spot program; promotion of the program can now begin with hopes to expand to MISD schools. Google platforms are suggested to be used for centralizing and improving Board communications; WhatsApp was recommended as well. Selket is getting quotes to replace or cover the KMB trailer with our new logo. She is in communication with the Arts Council about exhibiting photo contest winners and holding an artist’s reception. Recent fraudulent activities on the KMB bank account were explained.

Reminders:

- The next KMB meeting will be August 9, 11:00 a.m. – 1:00 p.m., City Hall Training Room A

Adjournment: The meeting was adjourned at 1:00 p.m.

Call for Community Announcements: None.

Respectfully submitted by David Sheppard, Secretary