



**Keep Mesquite Beautiful
Strategic Plan
Approved October 8, 2012
REVIEWED October 9, 2017**

The Mission of Keep Mesquite Beautiful is to educate and engage individuals to take responsibility for improving the community environment. Its vision is to make Mesquite the cleanest, most beautiful city in which to live, work, and visit.

Together with its Board, Executive Director, and Volunteers, this all-volunteer non-profit community 501(c)3 organization meets its goals of litter prevention, beautification, reduction of use of resources, reuse of resources, and recycling through education and outreach opportunities in Mesquite.

This is a working document designed to change over time; many of the goals are ambitious. A yearly review of these goals will take place at the August annual meeting to determine any changes that should be made as a result of the prior year's activities.

The Board of Directors of Keep Mesquite Beautiful will meet its overarching goals over the next five years by using the following strategies:

KEY:

- Unmet goals
- ✓ Met goals
- ~~Previous goals that have been eliminated from the plan~~
- ✓ **Items accomplished during the year that were previously not in the plan**
- *New suggestions*

Strategy 1

Build and maintain a strong Board of Directors that is accountable to itself by full participation in meetings, events, fundraising, and public engagement.

Desired Result

Achieve a 20-member engaged board of Directors that achieves Keep Mesquite Beautiful Goals.

Pathway to Result

Years 1-2 (2012-2014)

- ✓ Executive Committee strives to maintain leadership of organization by:
 - ✓ Planning and running board meetings
 - ✓ Communicating with one another to provide consistency of message
- ✓ The Board of Directors becomes cohesive, motivated, and engaged by:
 - ✓ Getting to know one another through a members' potluck event, ice breakers at the beginning of every meeting, and communicating with one another on a regular basis
 - ✓ Working to further the board mission on a personal level with encouragement from peers

- ✓ Enjoying the excitement produced through success on events and programs
- ✓ The Board participates in self-evaluation and recognition by implementing a point participation system.
- ✓ The Board achieves an 80% active capacity through bringing in new members who give of time, talent and treasure to achieve board goals.
- ✓ The Board recognizes the accomplishments of itself, individuals and the overall community by becoming recognized at City events and submitting two nominations for each the Keep America and Keep Texas Beautiful Awards. The vice-chair becomes responsible for ensuring awards are complete, reviewed by board, and submitted on time.
- ✓ The Board produces and publishes a semi-annual reporting of its work
- The Board re-establishes "Friends of Keep Mesquite Beautiful" for participation by donors, past members, and volunteers.
- ✓ Expand board member education to maximize understanding of City goals in order to develop common goals and a better working relationship. Initiate speakers for KMB meetings.

Years 3-4 (2014-2016)

Prior efforts and an outstanding submission merit a GCAA award.

- The board achieves a 100% active capacity
- The Board of Directors continues to be cohesive, motivated, and engaged by:
 - ✓ Getting to know one another through a members' potluck event, ice breakers at the beginning of every meeting, and communicating with one another on a regular basis
 - ✓ Working to further the board mission on a personal level with encouragement from peers
 - ✓ Enjoying the excitement produced through success on events and programs
- ✓ The Board recognizes the accomplishments of itself, individuals and the overall community by becoming recognized at City events and submitting three nominations for the Keep Texas Beautiful Awards and two nominations for the Keep America Beautiful Awards. The vice-chair ensures awards are complete, reviewed by board, and submitted on time.
- ✓ The Board reviews and updates by-laws as necessary.
- ✓ Board members are assigned to standing committees for upcoming year.
- ✓ Develop and implement a document retention policy for KMB.
- ✓ **Obtained permanent use of a City vehicle for transporting KMB goods to events (cost: \$3000)**
- ✓ **Maintained KTB Gold Affiliate Status and KAB President's Circle designations**
- ✓ **Achieved a score of 93.70 on GCAA Application, maintaining a sustained excellence score**
- ✓ **Organized 25 years of KMB Photos, cataloged by year**
- ✓ **Assist KTB by scoring GCAA applications to help see what judges like to see.**
- ✓ **Obtained part-time help to achieve better program delivery.**

Years 5-6 (2016-2018)

- The overall membership of Keep Mesquite Beautiful expands due to the efforts of the KMB Board.
- The Board re-evaluates and activates new plans for the next GCAA award submission. (Cannot be attempted until 2018)
- The Board continues to foster ongoing friendships amongst Board members to engage members

Strategy 2

Become the premiere environmental education and engagement resource for Mesquite residents

Desired Result

Mesquite residents look to Keep Mesquite Beautiful *as a premiere resource* for environmental education and feel responsible for litter prevention, recycling and beautification of their homes and community environment.

Pathway to Result

Years 1-2 (2012-2014)

- ✓ Plan and execute monthly education classes at City Hall to support initiatives
- ✓ Increase Lucky the Ladybug classroom visits to a minimum of 11 per year
- ✓ Increase Lawrence Outdoor classroom visits to a minimum of 8 per year
- ✓ YEL students held an Earth Day event to increase local awareness of outdoor classroom.

Years 3-4 (2014-2016)

- ✓ Increase private sector education and partnerships to expand anti-litter campaigns *what does this look like? What steps are next?*
- ✓ Increase educational opportunities at LHOC to expand opportunities for learning at every age
- ✓ Offer programs in conjunction with Texas Agri-Life for more outdoor education
- ✓ Devise a program to address the seven sources of litter
- **Form partnership with Code Enforcement to write Mainstream and newspaper articles to educate the public about maintaining properties**
- ✓ Donate to and monitor Keep America Beautiful's Blight Study as it relates to Mesquite
- ✓ Increased safety for KMB Volunteers by adding new safety vests to the supply (cost: \$1000)

Years 5-6 (2016-2018)

- ~~Keep Mesquite Beautiful brings TX-DOT's Litter Force Back for a visit.~~
- Keep Mesquite Beautiful contributes substantially to the construction of the LHOC outdoor amphitheater by obtaining funds to help build it.

Strategy 3

Increase beautification efforts in the city by focusing on native plantings, water-wise landscaping, and environmental responsibility

Desired Result

City businesses and residents enjoy a beautiful environment while using fewer resources.

Pathway to Result

Years 1-2 (2012-2014)

- ✓ Adopt an AMD home for a native planting show site (looks somewhat different, but done)
- ✓ **Increase native plantings at LHOC**
- ✓ **Build participation in the Business of the Month and Yard of the Month programs by focusing on more publicity and public recognition for their efforts**
- ✓ **Maintain outdoor classroom to keep nature effect present**
- ✓ **Receive recommendations from parks planners to beautify Community Services building planting areas. (completed by Parks department with help from KMB Board)**

Years 3-4 (2014-2016)

- ✓ Expand the outdoor classroom to increase native plantings and educational opportunities for students.
- ✓ **KMB works with community to develop public and private beautification spots.**
- ✓ KMB aids the City of Mesquite Parks department to promote the reforestation program by assisting with tree planting program as water restrictions allow.
- ✓ **Began planning for GCAA Plantings: \$290,000 + \$150,000 Green Ribbon Funding to place native beautification in the I-635/US-80 interchange**
- ✓ **Distributed over 2000 seed bombs to encourage native planting in the city.**

Years 5-6 (2016-2018)

- ✓ Keep Mesquite Beautiful continues to expand the outdoor classroom to make it the premier destination for outdoor education for students in Mesquite.
- ✓ Keep Mesquite Beautiful assists community by appointing a tree-trimming brigade to help local residents trim trees when need occurs.
- **Offer Native Beauty of Mesquite photo contest again to promote beautification in city.**
- ✓ **Build a supply trailer to assist with public cleanup efforts funded by grants (\$39,480).**
- ✓ **Build a tool-lending program for public groups to assist with neighborhood cleanup programs.**
- ✓ **Promote a major cleanup for the Paschall Park Butterfly to assist with drainage in the channel.**
- ✓ **Undertake a public planting effort funded by grants to assist with plantings at the Butterfly Trail (\$20,000 Lowe's/Keep America Beautiful grant obtained in 2015-2016)**

Strategy 4

Build and sustain Board initiatives financially by setting financial goals achieved through a variety of funding sources.

Desired Result

Achieve all Keep Mesquite Beautiful goals while maintaining a state of financial stability.

Pathway to Result

Years 1-2 (2012-2014)

- ✓ Increase Board's annual working budget by \$1500 (see below.)
- Increase private sector partnerships to expand anti-litter campaign
- Get sponsorships from businesses and individuals to expand programming
- Write letters to thank businesses and individuals for their impact on the environment
- ✓ Plan and execute compost bin and rain barrel fundraiser
- ✓ Collect annual board dues in the amount of \$25 per person.
- ✓ YEL Students held fundraisers to help with their portion of costs.
- ✓ Obtain \$20,000 Lowe's/Keep America Beautiful grant for pocket park

Years 3-4 (2014-2016)

- Increase Board's annual working budget by \$3000
- Obtain online bill pay options for donations and participation.
- Collect annual board dues in the amount of \$25 per person.
- Increase private sector partnerships to expand anti-litter campaign
- Get sponsorships from businesses and individuals to expand programming
- Write letters to thank businesses and individuals for their impact on the environment
- ✓ **Planned and executed Applebee's fundraiser (\$1240)**
- ✓ **Started Kroger passive fundraising (\$422/year)**
- ✓ **Secured anchor sponsor for Recycling Fashion Show (\$1000)**
- ✓ **Received grant for participation in KTB Youth Resource Library (\$250)**
- ✓ **Eliminated need for offsite storage by moving KMB offices (savings of \$775/year)**

Years 5-6 (2016-2018)

- Increase Board's annual working budget by \$4500
- ✓ Collect annual board dues in the amount of \$25 per person.
- Increase private sector partnerships to expand anti-litter campaign
- Get sponsorships from businesses and individuals to expand programming
- Write letters to thank businesses and individuals for their impact on the environment
- Partner with businesses to bet donations, financial or in-kind.

Strategy 5

Leverage the success of current programs to build the organization

Desired Result

Existing programs increase in reach and success to bring new stakeholders into the organization.

Pathway to Result

Years 1-2 (2012-2014)

- ✓ Complete an after-event review for every event that includes recording hours and impact on public
- ✓ Redesign Trash Bash giveaway
- ✓ Update Christmas in the Park plan to grab educational opportunity
- ✓ Increase YEL membership numbers by 25% to 15 active, regular members
- ✓ Expand Recycling Fashion Show to reach out to more youth by adding a Trash Transformed event. Move Recycling Fashion Show to Town East Mall to get more participation.
- ✓ **Review plantings at Butterfly Trail and do more things to attract butterflies**
- ✓ Win Recycle Bowl for Texas. (have won 4 years straight)

Years 3-4 (2014-2016)

- ✓ **Complete an after-event review for every event that includes recording hours and impact on public**
- ✓ Increase YEL membership numbers by 50% to 24 active, regular members
- ✓ Continue to expand Recycling Fashion Show to reach out to more youths.
- Work through Recycles Day vendor ECS to offer drop-off recycling at the local ECS plant and at Mesquite's Convenience Center.
- Use KMB Safe and Secure program to encourage neighborhoods to take on more plantings, using KMB financial resources to offer grants to beautify neighborhood entrances.
- ✓ **Work through Recycles Day vendor ECS to expand more regular recycling activities for electronics.**
- ✓ Work with Mesquite Police to expand the Keep Mesquite Beautiful, Safe and Secure program, meeting with neighborhood watch groups to educate and engage neighbors on the broken windows theory as it relates to KAB initiatives and crime.

Years 5-6 (2016-2018)

- Increase YEL membership numbers by 50% to 36 active, regular members
- Continue to expand Recycling Fashion Show to reach out to more youths.
- ~~Work with Recycles Day vendor ECS to build a household electronics pickup on a regular basis.~~
- Use KMB Safe and Secure program to encourage neighborhood partnerships with KMB on multiple levels to include participation in both KMB and neighborhood watch events.

Strategy 6

Strengthen the KMB brand through increased communication and collaboration with community partners.

Desired Result

Strong media, internet, verbal and printed communications bring the desired participation into KMB programs.

Pathway to Result

Years 1-2 (2012-2014)

- ✓ **Redesign KMB Website**

- ✓ **Design KMB Brochures**
- ✓ Design, copy, implement new teacher bookmark
- Develop an educational magnet for teachers about recycling
- ✓ Expand publicity for Recycling Fashion show
- ✓ Increase Facebook following by 25% to 400 members. (514 as of 7/18/14)
- ~~○ Attend 25% of MISD Health fairs with Lucky the Ladybug~~
- ✓ E.D. participation in TREES, PTA Council, and Eastfield Green team to maintain partnerships.
- ✓ Work to place a magnet advertising Keep Mesquite Beautiful on city vehicles

Years 3-4 (2014-2016)

- Develop and use an advertising budget with donations by community partners to expand community presence through the use of multimedia opportunities.
- ✓ **Increase Facebook following by 50% or 600 members.** (781 as of 8/27/15)
- Attend 25% of MISD health fairs with Lucky the Ladybug and Recycle Michael

Years 5-6 (2016-2018)

- Continue to develop and use an advertising budget with donations by community partners to expand community presence through the use of multimedia opportunities.
- Increase Facebook following by 50% or 900 members.
- ~~○ Attend 25% of MISD health fairs with Lucky the Ladybug and Recycle Michael~~