

## **Keep Lexington Beautiful Commission Meeting Minutes April 18, 2012**

The Keep Lexington Beautiful Commission (KLB) met at the LFUCG 5<sup>th</sup> floor conference room, 200 E. Main Street at 9:30 a.m.

Commission members present: Amy Sohner, Mark York, Blake Eames, Chris Schnelle, George Ely, James Pendergest, Patricia Knight

Guests: Jennifer Myatt (LFUCG)

Patricia called the meeting to order.

The commission reviewed the minutes from the February 21, 2013, meeting. There were no changes or corrections and on a motion by Amy, second by Blake, the minutes were approved.

Mark gave the financial report. As of April 1, the KLB fund contained \$20,134.42. A motion to accept the report was made by Jim, second by George, and the motion passed.

### Old Business

A. Mark gave an update on the Lowe's Richmond Road project. He is trying to schedule a follow-up cleanup event, but the apartment complex has recently come under new management, delaying the cleanup. This cleanup may be KLB's "signature event" for the GAC season.

B. Criminal Littering Ordinance update: A news conference to announce the new enforcement initiative was held on March 13. Mayor Gray, Patricia, Peggy, Amy and Sheriff Kathy Witt participated in the news conference. The Fayette County Sheriff's Office has agreed to send out the littering letters based on complaints received by Bluegrass PRIDE and LexCall.

C. Mark gave a Finance Committee/Partnerships update.

KLB gave a \$250 donation to the Arboretum for Arbor Day and a \$500 donation toward Reforest the Bluegrass.

As of April 1, the treasury contained \$20,134.42. Some of the funds are left over from the Lowe's project and donations from Pepsi and Keeneland. Funds have recently been spent on the Community Appearance Index, the Great American Cleanup kick-off meeting, Keep America Beautiful hats and donations to Arbor Day and Reforest the Bluegrass. Other than for additional work on the Lowe's project and the Legacy Trail, funds are not committed toward anything.

There was a discussion on providing t-shirts for commission members so they are visible at public events. There are shirts left over from the Lowe's project with the Keep Lexington Beautiful logo on the front, so commission members can wear those at public events for now.

There was also discussion about KLB providing t-shirts to volunteers at events. Mark mentioned that Louisville has a big cleanup and the first 5,000 volunteers receive t-shirts, so KLB could do something similar with the Great American Cleanup.

There was a discussion on having a t-shirt design contest, possibly for elementary, middle and/or high school students. Local businesses could sponsor the t-shirts, and a local t-shirt company might be willing to participate. George made a motion to establish a t-shirt contest for schools, second by Blake, and the motion passed unanimously.

D. Mark gave an update on the Great American Cleanup (GAC). It appears that there are fewer GAC projects than last year, but events, including a Girl Scout troop cleanup, are still being scheduled for May.

Keep America Beautiful (KAB) is promoting use of the social hub, and KLB has been sharing photos and events on Facebook and Twitter.

Last year, KLB was able to table at a Fayette County Neighborhood Council (FCNC) meeting, but FCNC has not had a meeting this year. This could be a reason for lower participation, although Mark has attended several neighborhood meetings to promote GAC.

Blake mentioned a cleanup near Boone Creek that has been rescheduled due to time conflicts with neighbors. KLB is participating in the Downtown Trash Bash on April 19, 2013. There are many other GAC events coming up: the County Attorney's diversion program is having a cleanup at the Picadome Golf Course on April 20, 2013; Girl Scouts are having a cleanup at Shillito Park on April 18, 2013; The Women's Garden at Wellington Park is having a beautification and cleanup day on April 21, 2013.

The GAC runs through May 31, but KAB has said that events held throughout the year can count. For example, the Kentucky River Clean Sweep on June 15, 2013, is a GAC event.

### New Business

#### A. Cigarette Litter Prevention Updates:

This summer, a CLPP Grant of \$1,000 will be used at Picadome Golf Course. At least fifty percent of the grant must be spent on pole-mounted ash receptacles. Pocket ashtrays will be given away, and auto ashtrays will be placed in the golf carts. There will also be anti-litter signage. On May 13, Parks and Recreation will perform a cigarette litter scan at Picadome. A public launch of the program is anticipated in early summer.

The 2012 sustainability cigarette litter scan is due on May 1. Amy will ask Jane Eller what areas are left.

Patricia and Mark met with Dr. Ellen Hahn and Anthony Beatty from the University of Kentucky. Because of UK's tobacco-free campus policy, they are unable to entertain anti-litter initiatives that focus on cigarette butts anywhere on campus. They explained that UK purchased

equipment to clean up cigarette butts but they understand funds are needed to help operate it. While this concept does address cigarette litter, it does not align with KLB's mission.

There may be opportunities to partner with UK on other anti-litter initiatives. For example, the College of Agriculture's minority student organization was involved in the Lowes-Richmond Road project last fall.

#### B. Community Appearance Index Update:

Patricia encouraged everyone to be involved next year. There was a discussion about how to assess a mile that is 90% clean but has a small section with significant litter. Comments could be added to the rating to clarify why a seemingly clean area had a high score, and those littered areas could be targeted for outreach. The surveys must be random, so picking roads that are consistent (mostly clean or mostly littered) could affect the integrity of the scoring. Additionally, if the streets are manipulated, it could make year-to-year comparison difficult.

The index has been tweaked in the past to fully represent downtown, suburban and rural areas as well as neighborhoods, side streets and major thoroughfares.

It was recommended to revisit the map during the December meeting for discussion. Mark indicated some of the roads on the rural maps this year were private roads. He will work with the city's GIS office to make sure that all rural roads included in the index are public.

C. Patricia called for volunteers for upcoming events. Blake volunteered to table at Arbor Day at the Arboretum on April 27, 2013.

KLB will table at Thursday Night Live at least once per month and at the Farmers Market on a few Saturdays. Dates TBA. KLB will also use some funds for planting on the Legacy Trail.

Patricia tabled at the St. Patrick's Day festival and gave out all of the auto and most of the pocket ashtrays she brought. She also gave out "Report a Litterbug" cards and mentioned that a woman told her that she received a \$500 fine for littering and doesn't litter anymore.

D. Election of officers will take place at the June meeting. Patricia shared that Jane Eller has resigned as an at-large member, and Patricia indicated she has another candidate interested in this position.

This is the last term as KLB officers for Patricia, Amy and Farley. Patricia asked members to let her know if they are interested in serving on the Executive Committee.

#### Other Business

A. Amy mentioned that the KLB brochure needs to be updated. A suggestion was made to have two brochures, one for education and one for fundraising. Additionally, the updated brochure should avoid information that becomes dated and should have more graphics.

B. The next Gallery Hop will have recycling at all locations.

The next Keep Lexington Beautiful Commission meeting will be on June 20, 2013.

Chris Schnelle motioned for the meeting to be adjourned, second by Blake, and the motion passed.

Meeting adjourned at 10:45 a.m.