

Keep Lexington Beautiful Commission Meeting Minutes
April 21, 2016
Government Center, 200 E. Main Street, 9:00 a.m.

Attendees: Amy Sohner, Blake Eames, Chrissie Tune, David Elsen, Patricia Knight, Peggy Henson, Salvador Sanchez, Mac Ferguson, Susan Plueger, Clinton Woods

Staff: Louise Caldwell-Edmonds

1. The meeting started at 9:00am with introduction of new member Clinton Woods and call of roll members.
2. Meeting Minutes: Corrections were proposed. The approval of February 18, 2016 meeting minutes, with correction, was unanimous with motion made by Amy and seconded by Blake.
3. Financial Report (see attached): Patricia gave the financial report. It was unanimously accepted by the commission with motion to accept by Blake and seconded by David.
4. Old Business:
 - A. Status of Commissioners (see attached): Commissioners were given the current list of Commissioners. Please review for expiration date for each position. Note that Patricia is not listed but she currently remains active in the tourism seat until either the vacancy is filled or she resigns.
 - B. Reports from subcommittees:
 - a. Executive Subcommittee (Patricia): The subcommittee met (Susan, Patricia, Jim, Louise) to review CLPP grant schedule and logistics of today's meeting.
 - b. Communications Subcommittee (Blake): Subcommittee actively working on social media. Purchased hacksacks with KLB logo as a promo item. First round were printed incorrectly, but they were reprinted. We have 300 correct hacksacks and 150 that say "Eep Lexington Beautiful." Ordered 500 seed packets for children (tomatoes and zinnias). Spent \$548.05 and still have \$400 set aside for tote bags. Chrissie met with Angela and helped with info graphics. The KLB display was updated with information on the Greenup for Breeders' Cup projects, the CLPP grant, and GAC events. Blake discussed the new easel boards and faux moss initials. Patricia suggested tailoring the table items for the different events. Susan reported that one of the KLB banners was lost at Reforest the Bluegrass. Subcommittee will brainstorm ways to tailor the display items for area size, audience etc. with a "roadmap" description of supplies for different audiences. Louise mentioned it would be good to have the roadmap before April 30th (Arbor Day). Blake mentioned they are not planning to repurchase the sprouting pencils.
 - c. Program Subcommittee: no report
 - C. Facebook Update (Chrissie/Blake): Blake and Chrissie have been working on the facebook page. Over last 8 weeks we have seen a 5% growth in viewership. Posting on average 3 times a week. Two community groups asked to create GAC events open to public (litter cleanup/storm drain stenciling, community garden). As a comparison, we increased by over

200 followers prior to February during an initial outreach push by Blake. In February, we went from 824 followers to now 866 followers. Currently KLB only has a facebook page and no other social media. Blake and Chrissie will look into what KAB may offer for facebook post content and links. We often share KAB posts.

5. New Business:

A. Meeting Schedule: KLB's standard meeting schedule was discussed. Corridors Commission has a standing meeting every third Thursday at 11:00 in the 5th floor conference room. This meeting tends to push KLB to finish earlier than 11:00. Peggy motioned to move the meeting times back to 8:30 a.m. but maintain the third Thursday. Mac seconded the motion and it was approved unanimously.

B. KAB Cigarette Litter Prevent Program Grant Action Items (Patricia): Patricia discussed the grant and reviewed the action items, which were modified (see current version attached) per the discussion. The goal is to recruit 20 bars and restaurants in the downtown area. Patricia is drafting a Statement of Agreement that the participants will sign to commit to maintain the urns. Amy suggested a photograph of the urns included in the agreement. The urns are the freestanding ones used at Cheapside Pavilion. There have been no issues with them being stolen even though they are not bolted down. Commissioners were encouraged to reach out to restaurants and bars that they know – Louise/Patricia will follow up with a packet of information for interested businesses. Chrissie suggested advertising in the Downtown Lexington Corporation e-newsletter.

Louise showed examples from Winston-Salem and their EveryButtHurts.com campaign. She will reach out to KAB to see if that is a template we could use or if they have other graphics. Blake agreed to work with Louise on a graphic for the grant items. It was requested that Angela Poe look into changing the logo on the city's cigarette commercials to match KLB's graphic at least during the grant period.

C. UPS Tree Planting Grant: Susan passed out information about a tree planting grant opportunity through KAB. Submittal is due by April 25th and Susan will submit the application. Locations for tree plantings were discussed, including Citation Blvd., Elm Tree Lane, and Legacy Trail. It was decided that Polo Club Blvd. was the most suitable location as it currently has no trees but has wide grassed medians. The grant submittal will be written in a broad way to allow options for location of the planting.

D. Review of Recent Events:

- a. St. Patrick's Day Parade: Chrissie and others gave an update. There was very good participation by commissioners, but there were issues with having to haul supplies long distances from the booth to parking.
- b. Legacy Trail Planting: Amy gave an update. She thanked staff from the Div. of Environmental Services, especially Rob Ballard, for their help with purchasing and planting the trees and plants.
- c. Reforest the Bluegrass: Susan gave an update. Even with the snow over 3,000 seedlings were planted. The seed packets and ash trays were popular.

- d. Recycle Bowl results: Susan gave information on this program. Several Fayette County schools won awards. LFUCG posted information on facebook.
- E. Community Litter Index Survey Results: Louise reviewed the survey results and compared it to other years. Two areas stood out for future investigation due to larger changes in the litter index values since last year. Sector C had a decreased litter index from 2.2 (2015) to 1.25 (2016). Sector H had an increase from 1.28 (2015) to 1.725 (2016).
- F. Great American Cleanup Status Report: Louise gave an update on the GAC. To date, since March, we have received reports including: 804 volunteers working 2,078 hours, 14 groups, removal of 3,024 lbs. of litter, 24 road miles and 2 acres of land and 5 nature trails cleaned; 3,005 trees planted (including Reforest the Bluegrass).
- G. Amended Bylaws: Susan requested this item be moved to the next meeting.
- H. Review of KLB Purchasing Protocols: Susan provided information on KLB purchasing protocols. This will be discussed in more detail at the next meeting.
- I. Upcoming Events: List was reviewed, including Arbor Day, Greenfest, Papershred and the CLPP grant litter scans. Patricia mentioned the Bluegrass Birding Festival May 14-15 at McConnell Springs but this isn't an official KLB event.
- J. 2016 Project Planning:
 - a. Auto Ashtray Distribution: Discussed reaching out to Don Jacobs for charity of choice opportunity this year. Also Quantrell Subaru as they were a Greenup Sponsor. If KLB purchases its own then they can be green instead of the free black ones.
 - b. Litterbug Program: Consider using the Lowes grant to revitalize this program in 2016.
 - c. Other:
 - i. Bluegrass Greensource is hosting a regional litter discussion meeting. KLB will be invited.
 - ii. David Elsen mentioned the Downtown Management District – which is meeting to determine best ways to manage the \$100,000 annual appropriations. He will talk to them to see how KLB can get involved.

The commission adjourned at 10:50 with motion by Amy Sohner and seconded by Peggy Henson and passed unanimously.

NEXT MEETING: June 16, 2016