



Meeting Minutes
Keep Lexington Beautiful Commission
February 15, 2018 at 9:00 a.m.

200 E. Main Street, 5th Floor Conference Room

Attendees: Amy Sohner, David Elsen, Greg Butler, Susan Plueger, Jim Pendergest, Coo-Ee Shelby Mark Brand, Jack Hillard, Chrissie Tune

Staff: Louise Caldwell-Edmonds

Guests: None

1. Call of the roll of members

The meeting was called to order at 9:01 AM.

2. New Business:

A. Welcome New Member – Jack Hillard

Mr. Hillard introduced himself and provided a brief background and reasons for joining the Commission.

Commissioners and staff then introduced themselves.

B. Review of 2/14/18 Financial Report (Susan)

Ms. Plueger presented the financial report, and informed the Commissioners that it is identical to the previous report as there have been no expenses or income.

Ms. Plueger added that the city just received a \$1,500 check from KAB for the 2017 CLPP grant, and stated that we have now received funds to close out the CLPP grant and the tree grant. Ms. Plueger pointed out that an old Arboretum PO was removed from the report, since the funds did not come back to KLB when it was closed.

Ms. Plueger reported that the remaining CLPP grant funds rolled back in as an unallocated balance in the general fund. Ms. Sohner clarified that we can still use that money for banners. Ms. Plueger responded that it's our money now, and can be spent as we want.

Ms. Plueger reported that all balances were cross checked, and the current balance is \$19,346.

Ms. Caldwell-Edmonds stated that KAB Affiliate fee will be invoiced soon at \$250 per year.

C. Review of 2018 KAB Annual Conference (Amy)

Ms. Sohner summarized her experience at the 2018 Keep America Beautiful annual conference. Ms. Sohner highlighted the diversity of each affiliate in terms of staff and resources, and stated that most affiliates have at least one full time staff member or executive director. Ms. Sohner added that many were in charge of all litter collections

Keep Lexington Beautiful's mission is to engage individuals, businesses and organizations within Fayette County to take personal responsibility for improving our environment.

in the community, and that collections are completed by volunteers solely. Most affiliates are not reliant on inmates or panhandlers

Ms. Plueger asked about beautification efforts by other affiliates. Ms. Sohner beautification was generally not discussed at the conference.

Ms. Sohner reported that Keep America Beautiful is changing their logo in 2018. KLB is required to state that we are a "Keep America Beautiful Affiliate" but are not required to use the logo.

Ms. Sohner reported some of her takeaways from the conference, including that what is important is that the community responds to pretty, not ugly. KAB recommends promoting the beauty of the community focus, and to focus on the positive, not the negative. "Don't focus on how much was collected, but how many helped to clean up."

Ms. Sohner added that there is the first university affiliate - Sacramento State.

Ms. Sohner stated that Recycling Partnership.org. uses recycling education focused on eliminating contamination. In Atlanta mailers sent out, followed by individual cart checks with a good job/bad job card.

Ms. Sohner stated that the Americorps CCC program (Civilian Conservation Corps) is a volunteer opportunity to consider. Groups of 15 to 20 volunteers come to a community for 6 weeks of service. It requires a lot of work for them to stay busy.

Ms. Sohner provided an update on future CLPP grants. The grant now permits two ballot bins in 2018 application.

KAB has a new cigarette litter campaign, we can use: "Cigarette litter does not go away on its own." #lastslongerthanBLANK is the hashtag.

Ms. Plueger asked how do we compare as an affiliate to others. Ms. Sohner replied that most affiliates have paid staff, so we don't compare very well. KLB does compare to other affiliates who receive CLPP grants. Other activities have more support. KLB does not do nearly as much as affiliates with paid staff. Mr. Elsen asked how affiliates fund themselves? Ms. Sohner stated that most affiliates are funded with contracts from the city. Ms. Plueger clarified that the cities are contracting out volunteer coordination for litter.

Mr. Elsen asked for additional information on Americorps program. Ms. Sohner replied that local hosts provide housing, food, etc. Mr. Elsen suggested we can use these young people to help in our community. Ms. Plueger says housing and food would be challenging for the city. Mr. Pendergest suggests outlying areas could work too. Ms. Sohner will email contact for more information.

Ms. Plueger added that there is ample work to be done, and that the Corridors Commission's goal is to upgrade New Circle interchanges with large native trees. There are private areas that could use litter collection. Ms. Sohner asked Ms. Tune if summer housing is possible at UK. Ms. Tune replied that housing is available, but often booked very early for various groups and classes.

D. 2018 CLPP Grant Proposal – due February 21st

Ms. Sohner and Ms. Caldwell-Edmonds met with LexTran and they were very receptive to CLPP grant proposal. LexTran recommends placing ash urns at the 75 bus shelters, plus ads inside and outside of busses. LexTran discouraged the bus wrap concept as expensive and limiting since it can only be on one bus. LexTran also recommended that focus should be on the riders, not necessarily the general public. LexTran reserves ad space inside bus shelters for non-commercial use, and suggested placing anti littering ads there too. Ms. Sohner recommended writing the grant for the full amount of \$20,000.

Ms. Plueger stated that urns are \$112 each. Ms. Sohner added that LexTran agreed to install and maintain urns. Ms. Plueger asked how much we can spend on advertising. Ms. Sohner equal to urn cost.

E. Council Presentation 2017 in Review (Amy)

Ms. Sohner and Ms. Plueger assembled the Council Presentation. Ms. Sohner will present the heat map from litter reports. BGGG receives 40 calls a month, without any advertising for years.

Presentation is on Tuesday, February 20th at 1:00p. Ms. Plueger will request presentation be moved to first on the agenda. Ms. Sohner invited all Commissioners to join.

F. Other Items from Members

Litter Index

Ms. Caldwell-Edmonds stated that KLB needs to set a March date for the annual Litter Index, and added that GIS is working on new maps for 2018. Ms. Sohner provided program explanation for new members, highlighting that the city provides vehicles and staff and that volunteers are welcome.

The Commissioners identified March 3, 2018 as the Litter Index.

Ms. Caldwell-Edmonds verifying that all roads exist. Mr. Hillard asked how volunteers will find out about it. Ms. Caldwell-Edmonds will send out a call for volunteers. Ms. Sohner volunteered BGGG office to serve as the meeting place again.

Website

Mr. Pendergest stated that the website badly needs updates, as Commission members are not accurate and minutes have not been uploaded since 2016.

Mr. Butler stated that he would send minutes from the previous 6 months to Ms. Plueger and Ms. Caldwell-Edmonds for upload onto the website.

Ms. Plueger will send website updates to Communications Committee for review before updating.

Kentucky River Sweep

Ms. Caldwell-Edmonds requested that Kentucky River Cleanup be posted on social media accounts.

Litter Collection

Ms. Plueger reported that litter collection is being pushed hard by Environmental Services, including a sweep of New Circle and all the ramps. Ms. Plueger reported that the focus is returning the bluegrass savannah back to open areas in Lexington, and that she will present the concept to the Corridors Commission soon.

Legacy Trail

Ms. Caldwell-Edmonds reminded the Commission that Legacy Trail needs mulch. Ms. Plueger suggested that KLB cleanup could be mulch installation.

3. Old Business:

A. Review and Approval of Prior Minutes

Mr. Butler presented the minutes from the November 2017 and December 2017 meetings for review and approval.

Ms. Plueger stated that the date and location for the December 2017 minutes were incorrectly listed as the November date and location. Ms. Plueger will update and have uploaded to the website.

Mr. Pendergest motioned to approve the minutes as amended. Ms. Shelby seconded the motion. The motion passed unanimously.

B. 2017 CLPP Grant Wrap-up (Louise/Susan)

Ms. Plueger we did not do the banners. Parks is implementing a no smoking policy, and requested no cigarette banners. Report sent to KAP and we are done. We have the funds to use as we see fit.

Ms. Caldwell-Edmonds all urns stamped with Don't Flick It and KLB logo affixed to all urns. Ms. Sohner thanked Ms. Caldwell-Edmonds for conducting litter scans, and encourage commissioners to assist in the future. Ms. Caldwell-Edmonds there will be a one year scan in May. Ms. Sohner asked Ms. Caldwell-Edmonds to send out a call for volunteers for next scan.

Ms. Sohner believes we should still do banners without cigarette messaging. Ms. Plueger suggested an advertisement for Great American Cleanup instead. General consent from Commissioners. Ms. Sohner asked where they would sign up. Ms. Caldwell-Edmonds suggests using website, since registration forms are online. Ms. Sohner asks if City can design GAC banners. Ms. Plueger reported that due to weather in 2017 the GAC numbers were way down, and we need to recruit better. Mr. Hillard asks if there are specific dates. No. Ms. Caldwell-Edmonds first even is in Wolf Creek. Ms. Tune asked if there will be a kickoff event in 2018. Ms. Sohner suggested doing so, and requesting Councilmembers to re-advertise to neighborhoods. Ms. Plueger stated that the cost benefit from staff time and funds did not match attendance, and that it is hard to get people to come out on a March night. Ms. Sohner suggested trying again with increased promotion, and plans to mention to Council. Ms. Caldwell-Edmonds suggests a social media campaign.

Ms. Tune asked if it's always been on a weeknight. Ms. Caldwell-Edmonds said locations have been in city offices, senior center, at night or during lunch. Ms. Plueger stated that all program information is online, and the kickoff is less necessary now.

Ms. Sohner said that importance is on promoting to new groups. Mr. Elsen agreed that coordinating with other community events could be beneficial, Ms. Tune stated that the Facebook group could share month long events, Ms. Sohner suggests Council newsletters, Ms. Plueger reported that city staff can place flyers downtown and in other city offices, and Ms. Caldwell-Edmonds added that we can use the website.

C. New Committees Status Updates

Programs Committee

Ms. Shelby reported that the committee will meet before end of the month. Ms. Shelby will begin ordering apparel and swag. Ms. Sohner confirmed that all \$1400 is all for swag.

Communications Committee

Ms. Tune reported that the committee met and discussed upcoming community events, including St. Patricks Day, Arbor Day, and Reforest Lexington. Ms. Sohner volunteered to table St. Patrick's Day. Ms. Plueger verified that we have signed up.

Fundraising Committee

Mr. Elsen reported that he, Ms. Plueger, Ms. Sohner, and Ms. Caldwell-Edmonds met, but does not have written report. The committee established goals to apply for at least three grants, including CLPP and 2-3 more, with hope of two additional funded.

Mr. Elsen and the committee want to build on the historical success over past few years, and they discussed a partnership program that would provide financial and volunteer support from local companies (e.g. UPS). Mr. Elsen reported that the goal was to identify five new partners at \$5,000 each. Mr. Elsen will set a committee meeting up to identify target partners and grant opportunities.



NEXT MEETING:

Social Gathering: February 19, at 5:30p at Mirror Twin for a social hour.

Regular Meeting: March 15, 2018 (9:00 a.m., 200 E. Main Govt. Center 5th Floor Conference)

ADJOURN:

The meeting adjourned at 10:04 AM.