

Meeting Minutes
Keep Lexington Beautiful Commission
June 20, 2019 at 8:30 a.m.
Visit Lex – 215 W. Main Street

Attendees: Amy Sohner, Susan Plueger, David Elsen, Arin Arnold Davis, Mac Ferguson, Coe-Ee Shelby, Greg Butler, Jim Pendergest

1. Call or Roll of Members
2. New Business

- a. Current Financial Report

Ms. Plueger presented the current financial report.

- b. Election of Officers

Ms. Sohner presented a slate of proposed officers for the 2019-2020 term:

- Chair – Arin Arnold Davis
- Vice Chair – David Elsen
- Secretary / Treasurer – Greg Butler

Ms. Plueger expressed gratitude to Ms. Sohner for her dedication and service and expressed excitement that she will remain on the board.

JP motioned to approve the slate as presented. Ms. Shelby seconded the motion. The motion passed unanimously.

- c. Social Media Strategy and Accounting

Ms. Arnold-Davis presented social media update, and proposed to develop a social media strategy with thematic approaches to each week. Ms. Arnold-Davis requested help with ideas and articles. Mr. Elsen likes what he sees so far. Mr. Elsen suggested that Louise is always looking for GAC events, and that they should be a monthly theme.

Ms. Plueger suggests a spotlight on a community or a business.

Ms. Sohner announced that it's hard to remember to send ideas, but stated she is more responsive to specific email requests.

Ms. Plueger reported that LFUCG will facilitate payment for facebook posts.

Ms. Arnold-Davis asked about how website is maintained and the approval process for updates and changes. JP explained that Johnny Martinez maintains website and will make any updates on request.

- d. 2019 CLPP Grant

Ms. Plueger and Ms. Sohner announced that KLB received a grant to partner with car dealerships to distribute cigarette ashtrays for vehicles. The grant goal is to identify 20 partners. KLB must also place permanent ash urns at the dealerships.

Ms. Sohner said KLB will place displays inside dealership, indicating that ash trays are available, and that KLB will receive 600 car ash trays up front.

Ms. Shelby said the next step are to identify car dealership partners, install ash urns, perform initial scans, and then distribute car ash trays. Ms. Sohner said the total grant is for \$10,000, with 20% allocated to administrative costs, 20% to marketing and publicity, and 60% to support the grant mission. Ms. Sohner recommended a focus on publicity, such as billboards.

Ms. Sohner stated that 3 scans are required: Before, 30 days, 1 year.

Mr. Ferguson recommended Hall Media to assist with public relations, since they can coordinate with radio, tv, and outdoor media.

Mr. Elsen asked how dealerships will feel about it, specifically will they be on board with litter prevention and delivering the message. Ms. Shelby replied that they will be on board since there is limited cost to the dealers.

Ms. Sohner stated we can order ash urns for free through another KLB grant. Ms. Sohner stated that this is an opportunity to initiate a substantial and visible litter prevention program, and challenge will be figuring out what messaging appeals to non-smokers and smokers.

Ms. Sohner recommended a committee meeting flowing the regular meeting to divvy up responsibilities.

3. Other New Business

a. Tree Planting Grants

Lexington has a tree planting grant available, and Ms. Plueger suggested a second Polo Club project. Ms. Arnold-Davis recommended a new site, that is somewhere different. Ms. Plueger informed the Commission that there is a tree canopy plan with recommendations.

Mr. Ferguson suggested the Legacy Trail. Ms. Sohner says we should revisit Legacy Trail in totality.

b. Southland Street Fair

Mr. Butler and Ms. Sohner provided an update on the event, swag usage, and current stock.

c. Independence Day

Ms. Arnold-Davis asked if we have we participated in the past? Ms. Sohner says no, but that it fits the KLB strategy. Ms. Sohner suggested that we use the November meeting to schedule all 2020 events. Mr. Butler says that will give us time to purchase supplies prior to the Spring events.

Ms. Sohner says new purchases are great. Mr. Butler says we need a wind proof idea, that flying fliers and coloring books are a constant battle. Ms. Arnold-Davis recommended buying stickers.

d. Partner Program with Corridors

Ms. Plueger will meet with someone to discuss partner program, and how to identify corporate partners.

Mr. Elsen stated that it's a lot of work to identify and recruit partners, and that we will need support from the City outside of KLB. MAC agreed that the Commission would need support. Ms. Sohner said we need to express a clear idea of what we want to do with money we have. During Breeders Cup we presented specific planting plans at 10 corridors.

Ms. Arnold-Davis asked if Keeneland would support KLB. JP replied that Keeneland would support for the Breeders Cup, but Breeders Cup would not.

Mr. Elsen said Corridors Commission wasn't very receptive to KLB presentation. Ms. Sohner replied that may be because Corridors is the issue.

Ms. Arnold-Davis suggested Railbird festival. Ms. Sohner and Mr. Butler replied that it's a good venue for cigarette users.

Ms. Sohner suggested continuing to seek a way to partner with Corridors.

4. Old Business

a. Minutes

Ms. Sohner motioned to accept the minutes as amended. Mr. Elsen seconded the motion. The motion passed unanimously.

b. Meeting Location

Ms. Arnold-Davis volunteered the Visit Lex conference room as a continual host for Keep Lexington Beautiful Commission meetings.

c. Other Old Business.

Mac approached Pepsi, but has not heard back. Ms. Sohner says we do need to identify new and interested volunteers. Ms. Sohner updated KLB on ordinance changes to date.

Mr. Butler motioned to adjourn. Mr. Ferguson seconded the motion. The motion passed unanimously.