**Meeting Minutes**

**Keep Lexington Beautiful Commission**

**July 18, 2019 at 8:30 a.m.**

**VISIT LEX – 215 W. Main Street; Suite 150 (Old Courthouse)**

**Attendees: Arin Arnold-Davis, Amy Sohner, Greg Butler, Ryan Sandwick, David Elsen,**

**Susan Plueger, Mac Ferguson, Mark Brand**

**Staff: Louise Caldwell-Edmonds, Commissioner Nancy Albright**

**1. Call of the roll of members**

**2. New Business:​**

1. **Current Financial Report**

Ms. Plueger presented the financial report, and informed the Commission that FY2018 is complete and all funds are transferred to new FY2019 accounts. There are no changes from previous report for FY2018.

Ms. Plueger stated that there was one transaction in FY2019 for $4.42 for social media boosting.

Ms. Plueger reports that KAB owes $500 in funds to KLB for the CLPP grant, and that she will continue to contact KAB.

1. **Neighborhood Outreach Considerations**

Ms. Arnold-Davis explained the value of social media boosts. The average post reaches 150 people, with a boost over 10,000 touches for a very small investment. Ms. Arnold-Davis recommends continuing to use social media boosts. Ms. Sohner asks how much the boost cost. Ms. Arnold-Davis said the boost was approximately $30. Ms. Arnold-Davis focused on the topic of litter because of our car ashtray grant.

Ms. Arnold-Davis reminded the Commissioners to participate on social media with likes, ideas, etc.

1. **Neighborhood Outreach Considerations**

Ms. Arnold-Davis suggested focusing on specific neighborhoods that we sign up. Mr. Ferguson agreed that KLB should work to get our name out there. Ms. Arnold-Davis stated that the GAC events are focused on certain neighborhoods, and that we could identify areas that are not receiving attention.

Ms. Plueger suggested meeting with TreesLex to see what programs they offer. Mr. Elsen stated that we met with Trees Lex for support on a Lowe’s grant application.

Mr. Ferguson suggested contacting the 2nd and 11th council district members. Mr. Elsen stated that we need to be prepared to inform them what we can do and what we need.

Ms. Sohner suggested inviting Trees Lex to a meeting. Ms. Sohner recommended using data from the litter index to identify potential areas of focus.

Mr. Elsen recommended identifying some funds that we can use on cleanup projects, potentially with a 50% match from the City Council.

Ms. Arnold-Davis asked for next steps. Mr. Elsen recommended contacting CM Gibbs and Trees Lex, and to review the 2019 Litter Index. Ms. Arnold-Davis will review the litter index. Mr. Sandwick asked where the litter index results are located. Ms. Arnold-Davis responded that the index is on the website with all of the other materials.

Ms. Plueger reported that many KAB affiliates focus on commercial properties, and that LFUCG is equipped to handle public spaces and roadways. Ms. Plueger asked how can we shift focus to those areas that LFUCG cannot access. Ms. Plueger suggested that we develop a program to focus on private property cleanups.

Ms. Arnold-Davis asked what kinds of businesses would benefit. Ms. Plueger replied that high traffic retail generates the most trash, like convenience stores and fast food restaurants. Mr. Elsen asked if there is a national program to model this work after. Ms. Plueger provided an example of a KLB partnership with McDonalds. Ms. Sohner has the contact information for a convenience store association representative who spoke at the 2019 KLB conference.

Ms. Plueger said there are many affiliates with America In Bloom that focus on ‘no litter zones’ and that she can reach out to AIB for more information. Ms. Plueger says it could be similar to the GreenCheck program, in that the businesses who are most interested are most inclined to be involved.

1. **Volunteer Contacts**

Ms. Arnold-Davis reported that a UK student representative from Fusion reached out for a potential volunteer project on August 23. Mr. Elsen says that it’s a great program and that the YMCA has used the group on several occasions. Ms. Plueger stated that it would be very simple to setup a project, and listed several potential locations.

Ms. Arnold-Davis reported that UK Sustainability does not list KLB as a volunteer resource. Mr. Sandwick will reach out to UK.

Ms. Arnold-Davis asked if there is KLB swag we can give Fusion volunteers. Ms. Caldwell-Edmonds stated that Fusion provides a lot of swag, like t-shirts.

1. **Sub-committee Sign-ups**

Ms. Arnold-Davis recommended KLB revisit the existing sub-committees. Ms. Arnold-Davis asked that we develop 2020 plans for each committee.

* Philanthropy (DE, MB, SP, KP)
* Communications (GB, AAD, JP)
* Programs (CE, RS, MF, LCE, AAD)

Ms. Sohner recommended placing CLPP grant under programs.

1. **Other New Business Items from Members**

There was none.

**3. Old Business:**

1. **2019 CLPP Grant**

Ms. Sohner and Mr. Ferguson report that dealer contacts are continuing. Ms. Arnold-Davis will schedule a Programs Committee meeting to discuss the CLPP grant.

1. **Sub-committee Updates**

There were no updates.

1. **Status of Great American Cleanup**

Ms. Caldwell-Edmonds provided a report on GAC events completed in 2019. 52 events so far. The report is attached. Ms. Caldwell-Edmonds added that the report will include Adopt-A-Spot events. The final report is due in August. Ms. Plueger verified that Adopt A Spot events should be counted as GAC.

Mr. Elsen suggested that the commercial cleanup program could be modeled after Adopt-A-Spot.

1. **Review and approval of prior minutes**

Ms. Plueger motioned to approve the minutes as amended. MC seconded the motion. The motion passed unanimously.

1. **Other Old Business Items from Members**

Ms. Plueger provided an update on the ordinance amendment process.

Mr. Ferguson motioned to approve the minutes as amended. Mr. Sandwick seconded the motion. The motion passed unanimously.

**NEXT MEETING: August 15, 2019 (Visit Lex)**