



## Keep Marshall Beautiful Board Meeting

January 5, 2021, 4:30 p.m.

### Meeting Minutes

Board Members in attendance: Cheryl Carpenter (Zoom), Ashli Dansby, Angelita Jackson, and Susan Marshall. Staff: Stormy Nickerson

Board Member Ashli Dansby called the meeting to order at 4:46 p.m. on January 5, 2021, in the second floor conference room of City Hall.

- I. Introductions were made by each member.
- II. There were no minutes to approve.
- III. New Business

A. Election of officers.

Member Susan Marshall asked if any member had an interest in serving as 2021 Keep Marshall Beautiful Board Chair. Ashli Dansby expressed her interest to serve in the role as 2021 Chair. After discussion, it was agreed by all members to wait for the election of officers until the full Board of seven members and Staff Liaison Mallori James could attend the February meeting.

B. Review proposed 2021 budget

Mrs. Dansby stated the total budget for 2021 as follows from fund 13-0358-00-00 Litter Control-Streets was \$6,700. On the agenda, there was an asterisks to note "There is some discussion with Public Works on if this total can be divided out between their efforts and ours. Once that is confirmed, a more detailed budget will be provided." Mrs. Dansby stated her recollection was an initial allocation of \$5,000 was made from the City of Marshall. Members gave ideas for funding program opportunities. Mrs. Marshall stressed her desire to see education to students as a preventative measure to littering. All members expressed concern at sharing Keep Marshall Beautiful dollars with the Public Works. Staff member Stormy Nickerson presented the 2020 City Budget to confirm 13-0358-00-00 is not a dedicated KMB line item. It is a "Litter Control-Streets" line item with an allocation of \$47,000 in 2020. Mrs. Nickerson did not know the 2021 allocation at that time. Mrs. Dansby will speak directly with Mallori James regarding the allocation, income, and expenses since KMB inception. No motion was made at this time on accepting the budget as presented.

C. Review and consider beautification awards program policy and process

Mrs. Dansby read the beautification awards program policy to all members. While this is a KMB partnership with the Greater Marshall Chamber of

Commerce, Mrs. Dansby stated she was included in discussions that the Chamber did not have an agenda to promote Chamber members through this program. The current proposal lists April-October as recognition months. Members agreed that it would be appropriate to consider April-December as November and December. November presents an opportunity for fall landscaping and December is an opportunity to promote Wonderland of Lights. Agreement was made by members to discuss the months of the program and make this decision at the February Board meeting. A revision to the program description is needed on the annual awards as there will be one presented to a residence and one to a business.

D. Discuss programming for 2021 year

- Required programming: Fall Sweep (September-November 2021) and Don't Mess with Texas (Spring or Summer 2021).
- Programming opportunities:
  - Keep Texas Waterways Clean (March 2021)
  - National Arbor Day (City of Marshall has this program planned on Friday, April 30, 2021, with the planting of trees as directed by the City Manager. KMB will be included in advertising and the event.)
  - Texas Arbor Day (1<sup>st</sup> Friday in November – Education opportunity)
  - Keep America Beautiful Great American Cleanup (March – May 2021)
  - Adopt A Block Program – Staff Member Stormy Nickerson stated this program is already scheduled for 2021 in the City of Marshall volunteer program. KMB will be included in advertising, publicity, and asked to recruit sponsors.