



KEEP DUNCANVILLE BEAUTIFUL
Annual Retreat and Planning Meeting
Duncanville Fieldhouse
1700 S. Main Street
November 11, 2016
Minutes

Board Members Present: Chair Bobby Cutler Hill , Daneshé Bethune, Lee Burton, Sylvia Clark, Patti Clemmer, Cindy Copeland, Daniel Flores, Emily Gwynn, Barbara McComb, , Dotti Pennebaker, Curtis Smith, Vice-Chair Joe Veracruz, Mayor David Green and Council Liaison Dr. Ron Dotson

Board Members Absent: Frank Alegria, Lonnie McKnight and Dorothy Wolverton

City Staff Present: Timothy Hamilton, Parks Superintendent and KDB Staff Liaison (SL), Pam Willis, Recording Secretary (RS), and Jessica Smith, Solid Waste Coordinator (SWC) were city staff in attendance.

Chair Cutler-Hill noted a quorum and called the meeting to order at 8:35 a.m.

1. Public Discussion Period:

No one was in attendance for public discussion.

2. Consider Approval of Minutes of the Regular Meeting held on October 14, 2016:

Chair Cutler-Hill asked if everyone had had time to read over the September 2, 2016 minutes. A motion was made by Board member McComb to accept the minutes as written; a second was made by Board member Flores. A vote was taken with a unanimous approval of 12 For and 0 Opposed. Board members Alegria, McKnight and Wolverton were absent from the vote.

3. Receive KDB Curb Appeal Nominations from Board Members:

Chair Cutler-Hill asked if those responsible for the winter Curb Appeal Nominations had turned them into the RS Willis. RS Willis commented that she had received nominations from Burton (D-1), Clemmer (D-2), McComb (D-3) and McKnight (D-5). She was waiting for Vice-Chair Veracruz to turn in his nominations for District 4. Vice-Chair Veracruz said he would get them to RS Willis on Monday.

4. Recap Annual Garden Workshop Held October 15, 2016:

SL Hamilton inquired on how the Board thought the workshop went. Chair Cutler Hill commented that she thought the speakers were great and very knowledgeable. Those

who participated agreed that it was a good program and workshop overall. SL Hamilton thanked all those that helped out.

5. Recap Arbor Day Event Held on November 4, 2016:

Chair Cutler Hill announced to the Board that on November 2, 2016 at the City Council meeting she had accepted the Arbor Day Proclamation. SL Hamilton explained that though didn't have 6000 trees to give out as once planned; there 300 trees given out to the community. He continued by saying that a red oak tree had been planted behind the recreation center for the Arbor Day ceremony. He mentioned that possibly next year that they could partner with the school district with the help of Dr. Fanta Fridia, Science Coordinator, and reach out to more children.

6. Review Coat & Toy Recycling Drive Details:

All of boxes for the Toy Recycling drive have been picked up except one for Central Elementary. SL Hamilton asked for a volunteer to take the box to Central. Board member Copeland said she would gladly do it. The Board was reminded to check their schools every other day to keep the boxes empty and available for donations. They were also reminded to contact Timothy for storage of the toys.

Coats are to be gathered and turned into the Dry Cleaning Super Center located at 510 W. Wheatland Road. The coat boxes will need to be monitored as well to keep them from over-filling which can be unsightly.

7. Annual Retreat Meeting Directed by Amy Reed, Guest Facilitator:

SL Hamilton introduced Amy Reed, the guest facilitator. Ms. Reed told the Board a little bit about herself saying that she would say more after the regular meeting had adjourned.

8. Receive Staff and Focus Area Committee Report/Update:

- **Partnership:** – Vice-Chair Veracruz stated that he had met with the school superintendent; however, not had been happening to date.
- **Litter/Recycling:** Nothing to report.
- **Beautification:** Nothing to report.
- **Volunteer Hours Tracking Sheet:** RS Willis passed around the Volunteer Hours Tracking Sheet requesting Board members to list their volunteer hours for October on there.
- **SL Hamilton Staff Report:** SL Hamilton advised the Board that he and SWE Smith were meeting with the DISD Science Coordinator, Dr. Fanta Fridia, in getting the City and School District engaged in activities throughout the school year.

Chair Cutler Hill concluded the regular meeting and stated that the Board was ready to begin the second half of the day. SL Hamilton introduced Amy Reed again. She is the Executive Director of Keep Katy Beautiful and the Community Relations & Volunteer Coordinator for the Parks & Recreation of the city of Katy. Ms. Reed thanked everyone for her invite to facilitate

the meeting. She told the Board about herself and the trials, tribulations and successes she has had with her many jobs. A few things that she did convey were that the Board needs to be strong internally so that it could be forceful externally as in getting volunteers to participate. People don't want to volunteer for the City. It has a negative connotation, but the community of volunteers would volunteer to help Keep Duncanville Beautiful in getting events accomplished.

One of the first things Ms. Reed did was hand out a "SWOT Analysis Worksheet". She explained that "S" = Strengths; "W" = Weaknesses; "O" = Opportunities and "T" = Threats. The Board gave the following responses for each category:

STRENGTHS:

Dedication, enthusiasm, listening, compromise, city cooperation-meeting space, variety of projects, good mix of experience on Board, participation, team work, concern for community, communication, transparency, feeling of accomplishment, volunteering, Keep America Beautiful affiliate, Keep Texas Beautiful affiliate, secured funding, awareness of City and love of City.

WEAKNESSES:

Lack of participation at events from Board members, getting community volunteers, ability to communicate events to community (electronic vs. hard copy), no follow thru from the Board, difficulty finding youth volunteer groups and lacking technology. Lack of social media outlets is hurting the Board. Need to contact the Boy Scouts and Girl Scouts for volunteers creating an investment; contact all teachers, public and private, with email blasts about the events.

OPPORTUNITIES:

Develop communication channels; build relationship with school district and with new businesses, Board engagement and creating EXCITEMENT!

THREATS:

Stagnation; changing of the council; being relevant; change in funding; ever-changing technology, over demand which is a good problem to have, Board burnout, negative perception, refusal to accept change and loss of City staff.

Board broke for lunch.

"Performance expectations of you, the individual as a board member":

Returning from lunch, Ms. Reed handed out a "Performance expectations of you, the individual as a board member". She went over the first three expectations and the last one which are as follows:

1. Believe in and be an active advocate and ambassador for the values, mission and vision of the organization.
2. Work with fellow Board members to fulfill the obligations of Board membership as articulated in the job description of the Board of Directors, in these performance expectations, and in keeping with all other policies.
3. Act in a way that contributes to the effective operation of the Board – and work with fellow Board members and staff to assure that the Board functions well. This includes – but is not necessarily limited to the following:
 - a. Focus on the good of the organization, independent of personal agenda, self-interest, or the influence of others.
 - b. Maintain confidentiality of committee, board, and organization work unless authorized otherwise.

- c. Support Board decisions once these are made. Ms. Reed advised the Board to learn to let it go.
- d. Participate in appraisal of own performance and the performance of the Board and its committees.
- e. Support the organization's policies and procedures for conducting business.

Ms. Reed also went over the last expectation of the list. It is possibly the hardest.

11. Agree to step down from Board position if unable to fulfill these expectations.

Ms. Reed commented that sometimes it's best for you and the Board if you realize you can't meet expectations and step down.

Mission Statement:

Ms. Reed asked the Board if anyone knew the Keep Duncanville Beautiful mission statement from memory which is "To empower individuals in Duncanville, through education, to take responsibility for enhancing their community environment." She commented that each Board member needed to commit that mission statement to memory and believe in it. If anyone should ask, be ready to recite it. She also suggested the Board look at the mission statement at the next meeting; then 3 months after that; then 6; then 12. Does the mission statement still convey the message the Board wants to convey? If it doesn't, then create one that does and check on it in a year to see if it conveys what the Board wants it to convey. Ms. Reed handed out a packet entitled "Stand for Your Mission" and requested the Board to look over page 2. This page discussed the needs of the Board and what roles are played with the community. She requested the Board members read the remainder of the packet on their own.

Pre-Retreat Surveys:

Ms. Reed went over the pre-retreat surveys. She commented that out of 15 members on the Board only 5 responded to the surveys. She expressed that number was disappointing, but thanked those who did participate. Overall those who filled out surveys thought the Board was performing at an "OK" level. Her comment was that "OK" is dangerous and leads to complacency which is not necessarily where the Board should stay focused.

General Presentation:

Volunteers: Ms. Reed explained to the Board that if you need volunteers contact church youth groups, the Boys and Girls Scouts in the city/area, PTA meetings, Rotary and Lions Club, but when you ask them to volunteer be specific in your request. Explain to them what event you are trying to accomplish; don't let them assume; get them excited about helping out. Use the Volunteer resources such as family, water bill mailers, court system, LED sign, website and social media. Tap those resources to find volunteers. Keep volunteers busy. Create a volunteer data base.

Communication: She wants the Board to think about how they communicate with each other; city staff; the community and the community leaders. Is email the best way or should alternative ways be found if the message is not getting out to others? She also pointed out that no meeting should be two (2) hours long unless it is a business meeting or planning the affairs of the community.

Projects: Ms. Reed requested the Board to list their projects. She also commented that the Board had 8 fall events: National Night Out (partnership), Toy Recycling, Coat Collection (partnership), Arbor Day, Litter Index, Adopt-a-Park, Curb Appeal and Business Beautification

and 8 spring events: Texas Trash Off, Keep Texas Waterways Clean, Don't Mess with Texas Calendar Contest, E-Waste (partnership), Flavor of Duncanville (Community), Adopt-a-Park, Curb Appeal, and Business Beautification which was really balanced as far as events go. She suggested removing Flavor of Duncanville and revamping the garden workshop because the Board was spending a large amount of money in advertising, etc. for a minimal turn out for the event. It would be okay to present a small garden workshop monthly or quarterly making it intimate the community attending. Also, she recommended that events should not be promoted the same way every time. Be creative in getting the word out.

Ms. Reed concluded her presentation and thanked the Board for inviting her to be here. The Board was very pleased to have her.

The meeting adjourned at 3:32 p.m. unanimously.