

**KEEP DUNCANVILLE BEAUTIFUL  
ANNUAL RETREAT & PLANNING SESSION  
Council Briefing Room  
203 Wheatland Road  
March 13, 2015  
Minutes**

Board Members Present: Madeline Kelley Schwoch (Chairperson), Bobby Cutler Hill (Vice-Chairperson), Frank Alegria, Lee Burton, Patricia Clemmer, Barbara McComb, Lonnie McKnight, Pamela Murray, Dotti Pennebaker, Joe Veracruz, Brenda Wilson, Dorothy Wolverton, Mayor David Green and Council Member Liaison Dr. Ron Dotson

Board Member Absent: Bradley Green

City Staff Present: Timothy Hamilton, Parks/Athletics Manager and KDB Staff Liaison (SL); and Pam Willis, Administrative Secretary (AS).

**Meeting was Called to Order – 9:10 a.m.**

**1. Introduction of New Board Members:**

As of February 26, 2015, six (6) new members have been added to the KDB Board. Each new board member with the exception of Bradley Green, Frank Alegria, Lee Burton, Lonnie McKnight, Patti Clemmer and Joe Veracruz introduced themselves to the current board members by giving some information about themselves and why they chose the KDB Board.

**2. Consider Approval of Minutes of the Regular Meeting held February 13, 2015:**

Chairperson Schwoch asked if there were any corrections. Board member Wolverton motioned that the minutes be accepted as is; a second was given by Board member Murrariy. Minutes were approved with a vote cast of 12 for; 0 against.

**3. Receive Guidance from Mayor Green and Council Member Dr. Dotson:**

SL Hamilton asked what their views were on what KDB should try to focus on. Because Board Liaison Council Member Dr. Dotson came in later in the meeting, Mayor Green began the discussion. Mayor Green noted that KDB was a service board not an advisory board like the other boards which were given tasks of goals to accomplish. KDB is already servicing to the City. He suggested that the Board work closely with the Parks & Recreation department because some of our parks are deteriorating, KDB could come up with lists to get the parks back in shape. He also asked the Board to think about ways to get the citizens of Duncanville more involved with their City.

When Dr. Dotson joined the meeting, he first told the Board a little bit about himself. He then reiterated what Mayor Green had said regarding engaging 6% of the city population. His ideas were to possibly have a Christmas Light Competition or to have the storefronts on Main Street decorate for 4<sup>th</sup> of July competition.

SL Hamilton informed the Board that they placed 3<sup>rd</sup> scoring above 90 on the GCAA Grant.

Mayor Green said that was a good start into finding grant funding.

**4. Discuss Lions Park Drainage Issues:**

Board member Wilson wanted to discuss the condition the creek is that backs up to the park. She said it is overgrown with vegetation, underbrush and it is rodent infested. Board member McComb reaffirmed Board member Wilson's assessment. Board member Wilson stated that it looked like the stream was blocked and could cause mosquito infestation. SL Hamilton confirmed that the drainage issue belonged to the City and would be handled by the Public Works department. He reassured that places holding water or standing water were a top priority for the City Health department. He also noted that the erosion to the creek bank is on Public Works radar of areas to watch. SL Hamilton commented that residential property that backs up to any creek will have the normal phone calls regarding snakes and rodents, but these are a natural phenomenon.

**5. Discuss Board's Responsibilities for Household Hazardous Waste (HHW) on March 28, 2015 and Operation Clean Duncanville (OCD) on April 11, 2015:**

Chairperson Schwoch went over the details of these events for the new board members. On the HHW event on Saturday, March 28, 2015 at the Duncanville High School from 9 AM to 3 PM, SWC Smith has requested six (6) volunteers to meet/greet residents. The following Board members volunteered to help: Barbara McComb, Pamela Murray, Patti Clemmer, Bobby Cutler Hill, Joe Veracruz and Lee Burton. They will meet on the side of the school the ball fields are on. Board member Murray noted that the residents need to bring their driver's license and a utility bill. Board member McComb requested that these events be held more than once a year.

The next event is the Operation Clean Duncanville (OCD) that will take place on Saturday, April 11, 2015 from 8:30 AM to 1:00 PM at Armstrong Park. SWC Smith also requested at least six (6) volunteers for this event. The following Board members will meet/greet residents and direct traffic: Dotti Pennebaker, Madeline Kelley Schwoch, Dorothy Wolverton, Brenda Wilson, Barbara McComb and Lonnie McKnight. The following Board members will help at the pavilion: Frank Alegria, Pamela Murray, Bobby Cutler Hill, Patti Clemmer and Lee Burton. SL Hamilton announced that he had secured hot Chick-fil-a sandwiches for the volunteers.

SL Hamilton stated that this was a big city-wide event and that there was a signup sheet on the flyer for resident volunteers to fill out. Board member Alegria suggested that the Board partner with the churches of Duncanville possibly getting this on their websites. SL Hamilton suggested that someone on the Board work up a Facebook page for KDB as a possible means of communication for the events.

**6. Discuss Projects/Events for Calendar Year 2015 and Fiscal Year 2016:**

SL Hamilton passed out several handouts to the Board including KDB title page, board roster, mission statement, resolutions regarding the Board, a copy of KDB webpage, Property of the Month Guidelines, Curb Appeal Guidelines and a list of Keep Duncanville Beautiful Projects.

The Board reviewed a list of past and current programs/projects to determine if they want to include in the 2015 Plan of Work and possible revisions:

- Property of the Month – Continue: SL Hamilton that from last year’s minutes the Board was going to rename the Property of the Month to “Keep Duncanville Beautiful Business Beautification Award”. The Board voted 13-0 in favor of the change. SL Hamilton told the Board that he would prepare a Council Agenda item for Council approval of the change. The new Board members were asked to look over the Property of the Month Guidelines that were handed out. Board member Wilson will be the “Keep Duncanville Beautiful Business Beautification Award” contact person.
- Curb Appeal – Continue: Chairperson Schwoch thought that it might be helpful for the new board members a chance to become better acquaint themselves with the city by having them take over the Districts that current Board members have. The following board members will take over the following Districts:
 

<u>District 1</u>	Lee Burton	<u>District 4</u>	Joe Veracruz
<u>District 2</u>	Patti Clemmer	<u>District 5</u>	Lonnie McKnight
<u>District 3</u>	Pamela Murray (will remain)		

SL Hamilton explained about the master list of previous winners. He also noted that if there were any questions to refer to the guidelines that were handed out. Board member Murray if the award letters could go out sooner in case that person didn’t want to participate. If that happened, could the Board member go to their next choice? A discussion began on how long to leave out the recognition signs? Our letter says one (1) month; however, board members are leaving them out until the next recognition comes up in three (3) months. A vote was taken on whether to leave the recognition sign out for one (1) month or three (3) months. The vote for one (1) month recognition won with 13-0.
- Adopt-A-Park – Continue: Follow Adopt-A-Park guidelines

**School Programs**

1. Recycling/Litter Prevention Education: – Continue: The Board decided that there were no changes to be made. Mother Nature (Dorothy Wolverton) and Recycle Man (Mayor Green) will continue to make class presentations on recycling, litter prevention and keeping our City clean.
2. Toy and Coat Recycling Drive: – Continue: Chairperson Schwoch asked the Board if they thought the toys and coats were going to the best locations. Most current members believed that they were. SL Hamilton explained to the Board that the reused toys go out to those less fortunate and the Board partners with Santa Cop to distribute the new toys. Board member Murray wondered if the Board could try the “Toy Store” again. She commented that the first time the Board did it that there were lots of people; however, the next time was not as successful. Chairperson Schwoch assigned Board member Murray to research information regarding the “Toy Store”. It was decided that the toy issue be revisited at a later meeting. Mayor Green suggested adding adult coats also in the collection not just children.

**Community Engagement/Education Programs**

3. Flavor of Duncanville: - Continue: SL Hamilton explained to the new members that the Flavor of Duncanville is usually on a Thursday during spring break in March. There are restaurants/businesses that participate in the Chamber of Commerce event. The KDB usually has a table with giveaways. SL Hamilton noted that the tape measurers were a big hit as a giveaway.

4. National Night Out: - *Continue*: Each October the City Police Department hosts the National Night Out which focuses on safety issues. This is usually held at the Duncanville Fieldhouse. KDB Board members set up a table and will need volunteers to work that evening. It was also suggested to expand on the giveaways. The date this year is Tuesday, October 6, 2015.
5. Garden Workshop: - *Continue*: Board member Alegria asked if there was a plan for a community garden? Chairperson Schwoch responded that not at this time. It was suggested that Chairperson Schwoch and the following Board members, Murray, Pennebaker, Burton, Alegria and Veracruz get together as a committee and discuss this project further.
6. E-Waste Recycling/Texas Trash Off/Sweep It Out Saturday/Don't Mess with Texas: *Continue*: These are programs that happen at various times of the year and critical for our City to maintain our current standing in Keep Texas Beautiful (KTB). Operation Clean Duncanville (OCD) is on Saturday, April 11, 2015.
7. Litter Index: *Continue*: This program began in January 2015 and requires KDB Board members to specific areas of the City and rate (according to a measurement provided by Keep America Beautiful) our City's litter index. This is a program that is critical to maintain our current standing with KTB. SL Hamilton stated that Council asked that if a litter area was noticed to report the problem area. Board McKnight commented that the residents know what is expected of them, but they practice it; they need more education. Board member Murray asked about using the Public Service Announcements (PSA) might help in educating the residents.
8. Park Clean-up Events: *Continue*: Board members would continue to volunteer as requested to assist in any of these events.
9. Keep Texas Waterways Clean Event: - *Continue*: The event addresses a waterway in the City (Lakeside Park, creek areas). KDB members support this by showing up to assist with registration, actual trash clean up and providing food if appropriate.
10. Don't Mess with Texas Elementary School Coloring Contest: *Continue*: In the spring of each year, KDB facilitates a coloring contest in which the entries are mailed to Keep Texas Beautiful for judging to determine the winning are that will be featured in the next year's Don't Mess with Texas calendar. SL Hamilton anticipates that this year there will be many more to send to KTB. Board member Alegria asked if there could be a project for Duncanville proper. SL Hamilton responded that he had met with the art teachers for designing a trash can for others to be judged.
11. Approval of mural requests: *Continue*: Board member Alegria asked if there were walls in Duncanville that could be prepared as canvases. Mayor Green suggested that this could be a project for the board for beautification.
12. Did You Know Campaign: *Continue*: The PSA's are posted on the City's website. It was the consensus of the Board to have the PSA's updated. Mayor Green suggested that the Board get with the Social Engagement Committee and see what they suggested. Board member McKnight informed the Board that he had made a commercial for Kia and would be glad to help.

## **Recommendations for New Projects/Activities for 2015**

### **Recycling:**

- America Recycles Day: Participate: November 15 of each year. Board member Wolverton recommended that KDB sponsor a recycle event like a City-wide garage sale/resale/recycle. Chairperson Schwoch replied that there is not a good vehicle for marketing. Board member Alegria commented that maybe the Board should get on the "edge" of advertising with something such as "Do It More Often#recycle" which would then take you to the KDB website.
- Green Bag Grants: No
- Promote Texas Recycles Computers.org: No
- Research methods to engage more citizens, city offices, businesses and schools in recycling: Participate: Chairperson Schwoch wanted this added to projects to encourage schools into recycling. Discussion began on why/why not schools were currently recycling. Chairperson Schwoch responded that it had been done before, but not all of the schools participated. Board member Murray said it works better if you get a teacher or staff member to head it up. Board member Murray proposed that the Board talk to cities that already have schools that recycle then that would give the Board possible ideas on getting the school district involved.

### **Beautification:**

- Get Growing – National Planting Day: Participate: September 7<sup>th</sup> through November 30<sup>th</sup>: This is a KAB program and should be done as a project. Board member Murray stated that this could be covered in the Garden Workshop.
- Graffiti Prevention: Participate: Need to get schools involved.
- Native and Adapted Plant Demonstration Garden Grant: Participate:
- Work with DISD Middle Schools on trash barrel art contest: Participate: Get with the school art coordinator to get the project going.
- Work with Parks Department to enhance Armstrong Rose/Butterfly Garden: Participate: Board members Murray and Alegria advised that they would like to spearhead this project with volunteers help.

### **Litter Prevention:**

- Adopt-A-Street and Alley: Participate: start research to add this to 2016 projects.
- Include litter reports to city when Curb Appeal nominations are submitted: Participate:
- SL Hamilton recommended that when Board members were out looking for Curb Appeal nominations that littered areas be noticed as well and turned into the City.
- Promote "Report A Litterer": Participate: Get the phone number out and check for apps for phones.
- Proposal to ban plastic shopping bags: Not at this time.
- Research with Solid Waste, Republic, and City Departments to change to covered trash containers for garbage and recycle; present proposal to City Council/Residents: Participate: Board member McKnight commented that he had spoken with SWC Smith regarding this subject. Board member McKnight and Board member Burton agreed that education was the key for this to be successful.

- Engage Civic groups, churches and schools to promote and work with City and KDB to prevent litter: *Participate:* The Board discussed working on a marketing strategy for litter prevention using website, Facebook and Twitter.
- Engage other boards to promote a litter prevention message: *Participate:* SL Hamilton proposed that the Board meet with other boards such as Social Engagement, Virtual Reality, the Duncanville Senior Advocacy Commission and possibly the Neighborhood Vitality Commission.

### **Communication:**

- Board members would submit an article for the *Champion* each month that focused on KTB mission: *Participate:* Chairperson Schwoch volunteered to do the first article; however, she would like others to volunteer for other times.
- Review current PSAs and KDB website for improvements: *Participate:* As of right now, AS Willis handles the current KDB website and is taking any suggestions for improvement. AS Willis asked the Board members for permission to add their names to the website. All members agreed to have that done.
- Review how other K B organizations use communication tools: *Participate:* No definitive decision was made regarding this project.

### **Board Member Training/Project Assignments:**

The KTB Annual Conference will be held June 2015 in Ft. Worth. All Board members who have not attended should go. The conference will be discussed at a later date when more information can be given.

Board members should sign up and take at least one (1) webinar a year.

Each new member should be assigned a mentor from existing board staff. Chairperson Schwoch stated that she would get back with the Board regarding suggested assignments.

Ask Board members to take responsibility for handling specific tasks/projects; for example when a project is started a board member would be assigned the communication/coordination responsibility and other members would volunteer to assist that member.

All Board members must complete Open Meetings Act training by May 29, 2015. Please provide Mary Jones, City Secretary with your certificate of completion or you can e-mail to AS Willis who will forward it to Mary Jones on your behalf.

## **7. Receive Staff and Committee Reports/Updates:**

- **SL Hamilton:** SL Hamilton stated that he appreciated everyone who signed up for the Household Hazardous Waste and Operation Clean Duncanville events. He is looking forward to working with the new members as well as the current ones in creating a great year full of projects and events.
- **Mother Nature and Recycle Man:** Board member Wolverton and Mayor Green advised that they will become busier especially with Earth Day approaching.
- **Volunteer Hours Tracking Sheet:** Chairperson Schwoch explained the Volunteer Hours Tracking Sheet to the new members while the current members filled it out.

The meeting was adjourned at 1:15pm with a motion from Chairperson Schwoch and seconds from Board members Wolverton and McComb.