



**KEEP DUNCANVILLE BEAUTIFUL
REGULAR MEETING
Chamber of Commerce
300 E. Wheatland Road
November 10, 2017**

Board Members Present: Daneshé Bethune, Lee Burton, Sylvia Clark, Cindy Copeland, Chair Bobby Cutler-Hill, Emily Gwynn, Julie Lee, Barbara McComb, Margaret Shrum, Liz Smith, Mary Ann Taylor, and Vice-Chair Joe Veracruz were present for the meeting.

Board Members Absent: Dotti Pennebaker and Dorothy Wolverton

City Staff Present: Timothy Hamilton, Parks Superintendent and KDB Staff Liaison (SL) was city staff in attendance.

Chair Cutler-Hill noted a quorum and called the meeting to order at 8:41a.m.

1. Public Discussion Period:

No one was in attendance for public discussion.

2. Consider approval of minutes of the regular meeting held October 6, 2017.

Chair Cutler-Hill asked if everyone had had time to read over the September 8, 2017 minutes. A motion was made by Board member Burton to accept the minutes as written; a second was made by Board member McComb. A vote was taken with a unanimous approval of 12 for and 0 opposed. Board members Pennebaker and Wolverton were absent from the vote.

3. Receive KDB Winter 2017 Curb Appeal nominations from Board members.

Board member Taylor stated that she had already emailed her nominations. Chair Cutler-Hill's nominations were 243 Hamilton St. and 202 Tanglewood Dr.. All others advised that they would have their nominations turned in to SL Hamilton on Monday, November 13, 2017. SL Hamilton reminded the board that the selected properties would be recognized at the December 5, 2017 City Council meeting.

4. Recap Arbor Day event held November 3, 2017.

Chair Cutler-Hill declared the Arbor Day celebration held in the new Police Station parking lot a success and noted that students were in attendance from Central Elementary and Reed Middle Schools. A ceremonial tree was planted and free saplings handed out to all in attendance.

5. **Review Coat & Toy Recycling Drive details.**

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.

All of boxes for the Toy Recycling drive have been picked up except one for Hyman Elementary. The Board was reminded to check their schools every week to keep the boxes empty and available for donations. They were also reminded to contact SL Hamilton for storage of the toys.

6. **Annual Retreat Meeting**

This item was moved to the end of the agenda due to its lengthiness.

7. **Receive Staff Report/Update:**

- **Volunteer Hours Tracking Sheet:** SL Hamilton passed around the Volunteer Hours Tracking Sheet requesting Board members to list their volunteer hours for October.
- **SL Hamilton Staff Report:** SL Hamilton informed the board that he would be attending the KTB Board retreat in Georgetown in mid-December.

Chair Cutler-Hill concluded the regular meeting and stated that the Board was ready to begin the second half of the day. Vice-Chair Veracruz led off the Annual Retreat by engaging the Board in a SWOT Analysis. He explained that "S" = Strengths; "W" = Weaknesses; "O" = Opportunities and "T" = Threats. The Board gave the following responses for each category:

Strengths (Build):

Grant writer, school board member, connections, range of interests, club memberships, garden club, social media interests, love for Duncanville, Curb Appeal awards, Business Beautification awards, partnerships, volunteers

Weaknesses (Shore Up):

Form of communication, advance calendar preparation, KDB logo, database for volunteers/emails, lack of media skills, blast in advance

Opportunities (Invest):

Cooperation with the PIO for the schools and school board, Library partnership, strategic partnerships, social media, guest speakers, PSA revamping, community involvement, Nextdoor, BubbleLife, litter app

Threats (Monitor):

Competition, board member changes, demographic changes, technological abilities, resistance to change, not relevant to community, cultural sensitivity, bilingual isn't enough, lack of communication

Chair Cutler-Hill then led the Board through the existing projects/activities listing followed by the ideas for new projects/activities. All the current projects/activities were

approved with the following notes:

Business Beautification Award, Curb Appeal Award and Adopt-A-Park – involve board members in award presentation, seek out new adopters

Recycling/Litter Prevention Education – not aware of any presentations by Recycle Man/Mother Nature, what might a new program in the schools look like

Toy and Coat Recycling Drive – continue

National Night Out – continue

Annual Garden Workshop – currently scheduled for March 17, 2018 from 9am – noon, will need to assist Frank Allegria who is leading that program

Household Hazardous Waste Cleanup / Don't Mess with Texas Trash Off / Fall Sweep It Out Saturday – continue assisting the City with these events

Litter Index – currently scheduled for January 13, 2018 from 9am - noon

Park Clean-up Events – hasn't happened in a while but still may

Keep Texas Waterways Clean Event – currently scheduled for June 9 @ 8:30 – 11:00am

Don't Mess with Texas K-12 Art Contest – continue, 2018 calendar will feature a Duncanville High School student's art

Approval of mural requests – has not occurred in a long time but a process has been setup by ordinance

Did You Know Campaign – PSAs used to be on our webpage and need updating, make it hip

Ideas for New Projects/Activities for 2018

America Recycles Day (November 15th each year) – scheduled Facebook post, share with DISD

Green Bag Grants – send info to board, board member Bethune to head up application

Promote Texas Recycles Computers.org – delete

Research methods to engage more citizens, city offices, businesses and schools in recycling – board members Burton and McComb to head up efforts with local businesses

National Planting Day (first Saturday after Labor Day) – acknowledge through Facebook

Graffiti prevention – delete

Native and Adapted Plant Demonstration Garden Grant – board member Taylor to lead the grant application effort with an eye to relocation and redesign the Armstrong Park Rose, Butterfly, and Perennial Gardens

Work with DISD Middle Schools on trash barrel art contest – Vice-Chair Veracruz to assist with this effort

Work with Parks Department to enhance Armstrong Rose/Butterfly Garden – combined with above item

Mayor's Monarch Pledge action items - deleted

Actively recruit Adopt-A-Park participants – goal of every park being adopted

Share online the plant selections used by the City in its beautification focus areas – will be done through the KDB webpage, Park webpage, and Facebook if that is permitted

Adopt-A-Street Program – start research to add this to 2019 projects – board member Shrum will lead this research effort

Include litter reports to city when Curb Appeal nominations are submitted – add into the routine when evaluating or driving around town

Research with Solid Waste & Republic how to change to covered trash containers for garbage and recycle; present information to residents to stimulate a grassroots movement to reduce litter in Duncanville – identify advocates and document litter issues to help generate awareness to the problem and possible solution

Promote “Report A Litterer” – through Facebook, social media, etc.

Engage Civic groups, churches and schools to promote and work with City and KDB to prevent litter – promote our mission statement through interactions in our sphere of influence

Engage other boards to promote a litter prevention message – Library, Neighborhood Vitality, etc.

Review current PSAs and KDB website for improvements – possibly create a dedicated Keep Duncanville Beautiful website or at least url, board member Taylor to help with this initiative

Review how other K_B organizations use communication tools – check out other affiliate websites for ideas, utilize Southwest Now if free

Participate in city parades – goal of a float for the 4th of July Parade, board members Gwynn, Lee, McComb, Shrum, Taylor, and Vice-Chair Veracruz agreed to help with this idea

SL Hamilton then asked the board to consider the following areas as identified by Chair Cutler-Hill and Vice-Chair Veracruz as Focus Areas. A request was made to have board members identify the area they felt most passionate about. Board members Pennebaker and Wolverton were absent but the board felt that they would be great fits in the Businesses focus area. The rest of the results are as follows:

Focus Areas

Schools – Bethune, Gwynn, Smith, Vice-Chair Veracruz

City – Burton, Clark, Chair Cutler-Hill, McComb

Businesses – Lee, Pennebaker, Taylor, Wolverton

Social media/Communication – Burton, Copeland, Shrum, Taylor

A motion for adjournment was made by Board member Clark and seconded by Board member McComb. The meeting and Annual Retreat was adjourned at 2:00p.m unanimously.