



Keep Pilot Point Beautiful Advisory Board Meeting Minutes of May 1, 2018

Members present: Charlotte Bridges, Debbie Edwards, Sandra Lapsley, Alexis Martinez, Charlotte Petermeier and Stephanie Porter. Also in attendance were Lenette Cox, Main Street Director; Alan Guard, City Manager, and volunteer JoAnn Wright.

A. Call to Order

Meeting was called to order at 9:00am by Lenette Cox.

B. Discuss, consider, and possible action on 2018 events

Lenette reported there were 46 volunteers that attended the Trash Off event on April 7, 2018. We collected 96 bags of trash collected on the roadways. There were 42 truck & trailers filled with brush, 39 truck and trailers filled with trash, and 24 truck and trailers filled with metal taken to the Waste Water Treatment facility. We collected 1,920 lbs. of debris, 420 lbs. of recyclables, and 5,915 lbs. of electronics.

C. Strategic Planning Workshop with Alan Guard

Alan reviewed the Mission and Vision statements for KPPB.

The group liked the existing Mission Statement: To help make Pilot Point a cleaner, healthier, safer and more beautiful place to live and work. We believe that concentrated cleanup, beautification, and anti-litter programs develop a feeling of community pride among our citizens.

The board agreed the Vision Statement should be: To be the cleanest, most beautiful city in the State of Texas

Alan then discussed with the group what they thought their Strengths, Weaknesses, Opportunities, and Challenges are:

Strengths:

- Committed board members
- Dedicated to the cause
- Identified projects
- Friendly, not hostile
- Committed core of volunteers
- Good code enforcement
- Council Support
- City Support

Weaknesses:

- More volunteers needed
- Not interaction between the different boards
- Apathy in the community
- Lack of awareness among businesses
- Better marketing of the group

Opportunities:

- Joint board meetings
- Social media for marketing
- Update social media
- Recycling programs for commercial and apartments
- Engaging more community involvement
- Beautification opportunity
- Grants
- Partnerships
- Incentives

Challenges:

- Finances
- Community garden
- Weather
- Community engagement
- Private property

The board then discussed their short term and long term goals:

Short Term (6 months-1 year)

Marketing plan – social media
Continue Yard of the Month
Joint board meeting
Continue Trash Off event
Work towards the GCAA Keep Texas Beautiful Grant
Wildflowers
National Recycles Day
City Park work day
Volunteer recruitment

Long Term (Longer than one year)

Wildflowers at city gateways
Increase public awareness
Build volunteer database
Involve schools – build partnerships
Improve coordination of information among different boards
Build partnership with Tulip Farm
Build partnership with businesses – wildflower gardens

D. Discuss, consider, and possible action on changing the date or cancelling the June meeting

Charlotte Bridges made a motion to have a work day at the Old City Park garden rather than having a meeting on our regularly scheduled meeting date in June. Sandra Lapsley seconded. Motion passed. Lenette will schedule a work day and let everyone know. Alexis Martinez mentioned she had noticed bugs on the plants at the Old City Park garden. Since pesticides are outlawed for city use, she suggested we purchase lady bugs on Amazon and try that. Charlotte Petermeier made the motion to buy the lady bugs and Sandra Lapsley seconded. Motion passed. Lenette will make the order.

E. Adjourn

Motion to adjourn at 10:07am by Charlotte Bridges, seconded by Charlotte Petermeier.


Secretary


Chair