

Minutes
KEEP ARKANSAS BEAUTIFUL COMMISSION
Virtual Meeting
January 26, 2023

Commissioners Present

Vice Chairman Sparks
Laurie Black-Hamilton
Carol Lloyd
Bethany Swindell
Brenda Fendley
Paula Linder
Clara Carrol

Commissioners Absent:

None

Commission Staff Present:

Robyn Taylor, Volunteer Program Manager
Colbie Jones, Executive Director

Guests Present:

Julie Robbins, MHP/Team SI
Katelyn Myers, MHP/Team SI
Beverly Parker, Keep Jonesboro Beautiful
Lorraine Mohamed, Keep West Memphis Beautiful

Meeting Opening:

Commissioner Sparks opened the meeting at 10:00am and welcomed everyone. Director Jones called the roll. Commissioner Sparks gave the invocation.

Action Items:

Commissioner Sparks asked for approval of the October 27, 2022 Minutes; Commissioner Sparks asked for approval for January 03, 2023 special session Minutes.

**Commissioner Hamilton made a motion to approve the October 27, 2022 Minutes;
Commissioner Hamilton made a motion to approve the January 03, 2023 special session
Minutes;
Commissioner Linder seconded both motions; the motions passed.**

Program Reports:

Executive Director's Report:

Director Jones spoke about her previously submitted report, elaborated, and answered questions. She spoke about traveling across the state including speaking with the Stuttgart Rotary, Robyn presenting at Southwest High School Career Day, and Robyn and Michael at the Arkansas Municipal League Winter Conference. She spoke about a grant given to Springhill Elementary to use on campus for creation of a beautiful space for their students. She spoke about the new Clean Eats and Streets initiative debut. She spoke about her upcoming speaking engagements to promote the Clean Eats & Streets program at different locations across the state including State Parks. She spoke about the heavy traveling itinerary for Feb. She informed the commission about the upcoming presentation to AR Tourism Conference presenting a Beautiful Spaces/Better Business session during the Tuesday lunch general session. She also spoke about the Keep America Beautiful National Conference presenting with Otto the Otter. She shared that additional partnerships are being fostered with state divisions and departments across the state. She spoke briefly about getting the KAB foundation up and running again. She reminded the commission that the Arkansas Department of Energy and Environment has agreed to waive dump fees for cleanups and that Goodwill of AR has partnered with us to help boost recycling efforts across the state during our events. She spoke briefly about the closing of the grant for continued education for the Keep America Beautiful National Conference. All KAB staff will be present at said conference. She ended her report speaking about the 94th general assembly starting, and she will be doing bill tracking to follow bills that may impact our division.

Volunteer Program Manager's Report:

Volunteer Program Manager Robyn Taylor spoke about her previously submitted report, elaborated, and answered questions. She spoke about the huge success of the 2022 Great Arkansas Cleanup including having all 75 counties involved for the first time in the department's history. She spoke about the program's fall growth, reporting a 66% increase in volunteerism and 73% increase in volunteer hours. She also gave a 2022 Year in Review Report. She spoke about the Litter Grabber Program and Newsletter subscribers. She gave a report on the 2022 Volunteer impact and program growth. This included a 30% increase in volunteerism, 57% increase in volunteer hours, and a 375% increase in youth educated. She spoke briefly about the cost-benefit analysis of 2022 including budget spends, donations and marketing promotions. She reported a more than \$4.7 million return of value to the State of Arkansas. She stated that for every \$1 spent by her department, a \$2,168 value was returned. She spoke about the upcoming 2023 Great American Cleanup in Arkansas and gave a brief overview of tactics being implanted for recruitment of spring volunteers and events.

Marketing Report and Presentation:

Katelyn Myers from MHP/Team SI gave her report, elaborated, and answered questions. She spoke about spreading the word on the all green Challenge Map reflecting all 75 counties involved in fall cleanups. She spoke about paid media including the busses across the state and the KAB digital billboard with an estimated 1.9 billion cars seeing it. She gave an overlook of the RARN Mascot of the Week program, ABA partnership, printed ads, display ads, streaming, and radio ads. She spoke briefly about earned media placements. She spoke briefly about the Clean

Eats & Streets initiative and the media news release at DAH that went live all over the state from multiple news stations. She shared graphics for cleanups results that get shared over social media and other outlets. She turned the media over to Julie Robbins. She spoke about her hitting her 20-year anniversary with KAB and MHP's commitment to our mission. She shared their holiday ornament they donated to the KAB Foundation. She turned the presentation back over to Katelyn Myers who shared upcoming tactics for the spring cleanup season including a goal of all 75 counties registered. She answered questions and concluded the presentation.

Meeting Break:

A break was taken at 11:15. Meeting resumed at 11:20am.

Business Items:

Old Business

No old business.

New Business

Election of new chairman. Vicechair Sparks opens nominations. Commissioner Hamilton nominates Commissioner Sparks for Chairman. Commissioner Fendley seconded. Commissioner Hamilton moved to close nominations and vote by acclamation. Commissioner Lloyd seconded. Motions passes. Vicechair Sparks unanimously voted to Chairman.

Election of vicechair. Dr. Carrol opens nominations to vote Commissioner Hamilton to Vicechair. Commissioner Lloyd seconds. Chairman Sparks calls for the vote. Motions passes by unanimous vote.

Commissioner Reports:

Oral reports were given by Commissioners Laurie Hamilton, Carol Lloyd, Brenda Fendley, Paula Linder, Dr. Clara Carrol, Chairman Jeremy Sparks.

Affiliate Reports:

Oral reports were received from Beverly Parker from Keep Jonesboro Beautiful.

Adjournment:

**Commissioner Linder moved that the meeting be adjourned;
Commissioner Hamilton seconded; the motion passed.**

The meeting adjourned at 11:59.

X Colbie Jones

Colbie Jones, Executive Director
Keep Arkansas Beautiful Commission

X
Jeremy Sparks

Jeremy Sparks, Chairman
Keep Arkansas Beautiful Commission