

Minutes
KEEP ARKANSAS BEAUTIFUL COMMISSION
Queen Wilhelmina State Park; Mena, Arkansas
April 27, 2023

Commissioners Present

Chairman Jeremy Sparks
Vice-Chairwoman Laurie Black-Hamilton
Carol Lloyd
Brenda Fendley
Paula Linder

Commissioners Absent:

Bethany Swindell

Commission Staff Present:

Robyn Taylor, Volunteer Program Manager
Colbie Jones, Executive Director
Michael Barger, Education Coordinator

Guests Present:

Julie Robbins, MHP/Team SI
Katelyn Myers, MHP/Team SI
Beverly Parker, Keep Jonesboro Beautiful

Meeting Opening:

Commissioner Sparks opened the meeting at 10:02am and welcomed everyone. Robyn Taylor called the roll. Commissioner Sparks gave the invocation.

Action Items:

Commissioner Sparks asked for approval of the January 26, 2023 Minutes;

**Commissioner Linder made a motion to approve the January 26, 2023 Minutes;
Commissioner Fendley seconded the motion; the motion passed.**

Program Reports:

Executive Director's Report:

Director Jones spoke about her previously submitted report, elaborated, and answered questions. She talked briefly about the Food Hall of Fame press conference for finalists, the ASP Annual Food Service workshop presentation and KAB's appearance with Otto the Otter at the

Keep America Beautiful National Conference in D.C. and the partnerships that are being fostered with other national affiliates. She spoke about our partnership with Trex Company and Robyn's expert panel appearance at the national conference with Trex. She spoke about our presence at Arkansas Governor's Conference on Tourism with our full lunch session called "Cleaner Spaces Better Businesses". She continued her reporting on community outreach including Don Roberts Elementary Truck Days, Little Rock Zoo Earth Day event, Commissioner Linder at Keep Van Buren Beautiful Earth Day event, and Robyn at Russellville Kiwanis Club. She spoke of businesses partnering with us for the Eats & Clean Streets initiative and showcased Commissioner Lloyd's involvement in her city with the program. She spoke about a new video series called "You "Otto" Know Show" featuring an educational lesson on ways Arkansans can integrate sustainability and conservation practices into their lives. It will also feature AR businesses that practice sustainability. She spoke briefly about KAB's tornado relief efforts. She talked about Bill tracking through the 94th General Assembly including KAB's transformation to Arkansas State Parks. She spoke about budget impacts and increases including an increase in the annual budget to \$1.02 million. She spoke about reviving the KAB Foundation and new members getting onboard.

Volunteer Program Manager's Report:

Volunteer Program Manager Robyn Taylor spoke about her previously submitted report, elaborated, and answered questions. She spoke in detail about the Great American Clean Up Go Green Challenge, spring 2023: 74 counties with one more on the way, Monroe County and highlighted which towns and cities are in that county. 290 coordinators, over 14,000 estimated volunteers, significant increase from 2022. She spoke briefly about the loss of trash bag donations from Keep American Beautiful and spoke about how increase in demand will increase the need for supplies will be to support these communities and how the increased KAB budget will help support volunteers. She expressed encouragement for commissioners to take 2023 flyers to drop off in home counties supporting the Great American Cleanup. Paula Linder mentioning volunteer hours needed for National Honor Society and Robyn spoke about other groups commissioners can reach out to. She spoke about attending the Keep America Beautiful National Conference, building relationships, and realizing we are a national leader in cleanups and volunteers. She spoke briefly about attending the 2023 Governor's Conference on Tourism and how it offered great visibility and networking including the 2024 Eclipse planning. She recognized we have interest from new AR administration and new energy supporting the KAB mission. She spoke about attending Women in Outdoor Recreation Leadership Conference at ATU. Empowering conference featuring Sarah Keating, Mt. Magazine State Park Superintendent and other female leaders sharing encouraging stories from women making a difference in the outdoors. She spoke about speaking at the Arkansas Recycling Coalition Professional Recycling Summit. Connections to recyclers like those working in the school's furniture industry. Earth Day 2023 Robyn got to be a participant and see the Keep Arkansas Beautiful team in action with the public making seed bombs at the Little Rock Zoo. She briefed the commission on the upcoming April 29 South End Neighborhood Coalition 20th Great American Cleanup. She spoke briefly about upcoming media appearances including May 1 THV 11 the Vine and Engage AR and special guest Otto performed by Director Colbie Jones and May 3 Good Day NWA. Robyn shared her gratitude for having a team to accomplish attainable goals.

Education Coordinator's Report:

Education Coordinator Michael Barger spoke about his previously submitted report, elaborated, and answered questions. He introduced himself to the commission and gave a brief history of his career background. He spoke about aligning our mission to Arkansas State Standards in Education. He talked about out-of-the-classroom ways KAB can teach conservation including community events that embrace the larger communities. He spoke about attending Don R. Roberts Truck Day, delivering supplies to Monticello, Earth Day at the LR, Paragould's weeklong cleanup kickoff painting dumpsters, the Little Rock Marathon Kids Race 2023 with Otto the Otter. Commissioner Hamilton asked to consider Otto appearing at the AR Special Olympics. He spoke about the Keep America Beautiful National Conference and how AR is a leader nationally. He spoke about KAB accounting got 5% of the return on invest and 10% of the national volunteers. He spoke about redirecting some of the educational materials including activity books, poster demands up 500% stickers and trash and recycling labels. He asked commissioners to reach out to school districts for larger distribution of materials and opportunities to activate Otto. He spoke about positive feedback with involving local political figures and community figures in helping present our mission and materials to schools and communities. Director Jones spoke about how well Michael maximized a large order and turned it into a community engagement and Otto appearance. He spoke briefly about ramping up distribution of the Spanish workbooks including 5,000 delivered since January 2023 to Arkansas Children's Hospital and the Arkansas Travelers Spanish team, Diamantes de Arkansas. He highlighted the new Children's Hospital digital book reading. The storybook is available in video form for patients to watch in their rooms. He spoke about the new partnership with PBS in their Rise and Shine Program and development of a new early learners storybook for K-2nd Grade. The book is being written by PBS writer Corey Womack & illustrated by Ron Wolfe. He spoke briefly about a pilot project of traveling trunks which will be educational tools organizations and schools can request, creating a renewable source of education.

Marketing Report and Presentation:

Katelyn Myers from MHP/Team SI gave her report, elaborated, and answered questions. She spoke briefly about new billboards featuring slogans like "c'mon Y'all" with an estimated 11.2 million cars to have passed by them so far. She spoke about the AR Traveler's billboard featuring "Feed a Hungry Trashcan" and then Great American Clean slogan with 1.9 million cars estimated to have seen it so far. She spoke about an ad in AGFC fishing guidebook with over 500K copies. She spoke about success of the responsive display ads, streaming radio ads, and earned media placements. She spoke briefly about earned media placements during the GAMC including 60 placements. She spoke about Challenge Maps and their success on social media including Facebook. She spoke about continued support at KAB events including the upcoming Crump Park Cleanup.

Meeting Break:

Chairman Sparks called for a short break to allow commissioners and staff to check out of the lodge. Commissioner Hamilton motioned for break. Commissioner Lloyd seconded. A 10-minute break was taken at 11:45am. Meeting resumed at 10:58.

Business Items:

Old Business

No old business.

New Business

No new business

Commissioner Reports:

Oral reports were given by Commissioners Laurie Hamilton, Brenda Fendley, Carol Lloyd, Paula Linder, and Jeremy Sparks.

Affiliate Reports:

No oral reports were given.

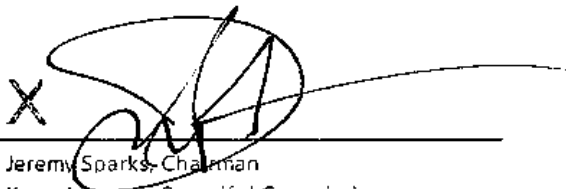
Adjournment:

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

The meeting adjourned at 12:42pm.

X 

Colbie Jones, Executive Director
Keep Arkansas Beautiful Commission

X 

Jeremy Sparks, Chairman
Keep Arkansas Beautiful Commission