



KEEP AMERICA BEAUTIFUL AFFILIATE

Minutes of the Thursday, April 14th, 2021 Meeting

Virtual, Zoom Platform

Persons in attendance:

Marilyn Ailes, President
Alan Silverman, Vice President
Shannon Alexander, Treasurer
Jessica Steelman, Secretary
Dirk Lynch
Jean Freeman
Pedro Baez
Betty Martin

Call to Order

President Ailes called the meeting to order at 11:38AM.

Minutes of March 10th, 2021 Meeting

Secretary Steelman presented the minutes of the March 10th, 2021 meeting.

Vice President Silverman moved to approve the minutes as presented. The motion, seconded by Treasurer Alexander, carried unanimously.

Treasurer Report

Treasurer Alexander presented the treasurer's report. There have been no expenses or revenues since the March report. Upcoming expenses include June – potential costs for CTBD/GAC; August – PO Box dues; and Fall – essay contest winners.

Unfinished Business:

Social Media & Outreach

Secretary Steelman provided a brief report:

GreenNews – 735 sent; 20% open rate; 7.6% click rate.

GreenNews will be shared via facebook as well to promote viewership and increase organic sharing of the GreenNews.

Faith & Community Engagement Update

Secretary Steelman shared her communication with Mr. Whitaker, who will no longer be able to attend the Waste Watchers meetings, but will (as capable) continue his own personal clean-

up efforts.

OOCR Events Update

CTBD and GAC – Scheduled for June 5th, 2021 from 9:00AM – 12:00PM with rain date of June 12th; home base will be Exmore Town Park (this has been approved by Mr. Dukes).

- Secretary Steelman is waiting for confirmation from VDOT for selected roads to include in the large clean-up event.
- ES Post has agreed to run a Press Release featuring the team who cleaned up the most litter and potentially offered their photographer on the day of (dependent upon availability.) Secretary Steelman also reached out to Eastern Shore First for the same purpose.
- Potential door prize: Green reusable bags (in storage) filled with gloves, orange trash bags, and promotional material on how to plan your own clean-up through OOCR.
- There is a possibility that VESLT will be collaborating to facilitate this clean-up.
- Volunteers will be needed to set up and break down (set up 7:30AM, break down 12:30PM.) Secretary Steelman volunteered to manage the sign-in table. Additional members (Dirk Lynch & Pedro Baez) volunteered to be a part of the set-up/break-down team.

Members discussed inquiring with VDOT if those who were responsible for some of the adopted roads in Exmore would be willing to allow WW to include them in this clean-up or join us on the day. Secretary Steelman will inquire with Brook Byrd-Joynes who manages the Adopt-A-Highway program through VDOT.

Essay Contest

The Essay Contest has been moved to the Fall season. Members are asked to bring possible (recycling) essay questions to the May meeting. President Ailes will facilitate the outreach to schools upon finalizing the question. A team of judges is yet to be determined; Dirk Lynch & President Ailes both volunteered.

Litter Survey

President Ailes will begin outreach efforts to the county for use of the county van for the Spring (early-mid March) Litter Survey 2022.

Rebranding

Secretary Steelman will develop a draft plan to share at the May meeting. With committee support, Secretary Steelman will then review this plan with Isaac Nicholson of KAB to flesh out the plan and begin implementation. Secretary Steelman has begun process to acquire the Articles of Incorporation (501©3); awaiting responses.

New Business

Vice President Silverman announced he is stepping down and will be moving out of state in the coming months. **Secretary Steelman nominated Dirk Lynch for Vice President. This motion, seconded by Treasurer Alexander, carried unanimously.**

Other Items

None.

Next Meeting

May 12th, 2021; time and place TBD.

Adjournment

President Ailes adjourned the meeting at 12:47PM

President Ailes

Secretary Steelman

DRAFT