



KEEP AMERICA BEAUTIFUL AFFILIATE

## **Minutes of the Thursday, January 14<sup>th</sup>, 2021 Meeting**

Virtual, Zoom Platform

### Persons in attendance:

Marilyn Ailes, President  
Alan Silverman, Vice President  
Shannon Alexander, Treasurer  
Jessica Steelman, Secretary

### Call to Order

President Ailes called the meeting to order at 12:00PM.

### Minutes of March 11<sup>th</sup>, 2020 Meeting

Secretary Steelman present the minutes of the March 11<sup>th</sup>, 2020 meeting.

**Vice President Silverman moved to approve the minutes as presented. The motion, seconded by Chairman Ailes, carried unanimously.**

### Treasurer Report

Treasurer Alexander presented the treasurer's report.

### Unfinished Business:

#### *Social Media Marketing Strategy & GreenNews Report*

Secretary Steelman provided a brief report. GreenNews January 2021: 25% open rate, 6% click rate, 740 sent, & 599 successfully delivered

#### *Faith Community Engagement Update*

President Ailes discussed opportunity to engage with the faith community in planting gardens in an effort to promote and increase community beautification. Potential to encourage members of the faith community to apply for KAB's 30-in-30 Green Grants.

#### *Grants Update*

Secretary Steelman provided a brief update on potential for Marine Debris grants/funding through the NOAA/CZM Marine Debris Program.

#### *OOCR Events Update*

Waste Watchers “Member Only” Secret Retreat Clean-Up: GreenWorks/Waste Watchers to host a collaborative event with NHP, DCR, and Ecotour Guides providing outreach and education for Waste Watchers members, exclusively, to clean an area not open to the public. *This is an effort to build partnerships and increase membership.*

#### *Essay Contest*

As a result of the pandemic and public schools closing, the 2021 Essay Contest has been postponed. In lieu of the Essay Contest, members will develop a SOL aligned curriculum resource for teachers and homeschool parents alike. **Secretary Steelman committed to reaching out to the Environmental Education Council and individuals Julie Head and Bill Dyas.**

#### *Litter Survey*

As a result of the pandemic regulations, a litter survey is unable to be conducted. **Staff committed to inquiring with KAB for their guidance.**

#### New Business

None.

#### Other Items

None.

The next meeting will be held on February 10<sup>th</sup>, 2021 virtually, time to be announced based on polling members.

#### Adjournment

**Vice President Silverman made a motion to adjourn, seconded by Treasurer**

**Alexander, the motion carried unanimously.** The meeting adjourned at

12:46PM.