



KEEP AMERICA BEAUTIFUL AFFILIATE

## **Minutes of the Thursday, March 10<sup>th</sup>, 2021 Meeting**

Virtual, Zoom Platform

### Persons in attendance:

Marilyn Ailes, President  
Shannon Alexander, Treasurer  
Jessica Steelman, Secretary  
Dirk Lynch  
Tori Spence

### Call to Order

President Ailes called the meeting to order at 11:35AM.

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

Secretary Steelman presented the minutes of the January 14<sup>th</sup>, 2021 meeting.

**Treasurer Alexander moved to approve the minutes as presented. The motion, seconded by Chairman Ailes, carried unanimously.**

### Treasurer Report

Treasurer Alexander presented the treasurer's report. There was a \$100 donation from a long-time supporter. The storage unit has been paid for 13 months; the Post Office would not take payment for the P.O. Box until it is within 30 days of expiration.

### Unfinished Business:

#### *Social Media & Outreach*

Secretary Steelman provided a brief report. Led discussion on revamping of the website and seeking member to act as Social Media Manager. Discussion ensued for update to name of WW; ideas included Keep the Shore Clean, CleanESVA, and several others. There was support for this change to enhance community engagement, awareness, and increase membership.

#### *Faith & Community Engagement Update*

Treasurer Alexander offered an update on the Rails to Trails project; discussion of potential cleaning efforts when the trails are complete.

#### *OOCR Events Update*

CTBD and GAC – Tori Spence shared ideas for Shore-wide cleanup; discussion ensued sharing ideas, potential dates, and community engagement. Treasurer Alexander, Secretary Steelman, and Tori Spence to meet in April for planning committee of the CTBD/GAC clean-up.

*Essay Contest/SOL Materials*

Secretary Jessica to review the SOL materials developed by Bill Dyas and engage with ESEEC to update/combine with any material they have already, and distribute.

*Litter Survey*

Staff will be planning a 2021 Litter Survey for the month of April, practicing social distancing guidelines.

New Business

Welcome new member, Victoria (Tori) Spence. Tori shared her ideas on team clean-ups and ways to engage entire communities across the Eastern Shore.

Other Items

Treasurer Alexander to reach out to Jenny O’Neil for the Articles of Incorporation (501©3)..

The next meeting will be held on April 14<sup>th</sup>, 2021 virtually, 11:30-1230PM.

Adjournment

**Secretary Steelman made a motion to adjourn, seconded by Treasurer**

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

12:20PM.