



## Draft - KEEP GALLUP CLEAN & BEAUTIFUL BOARD (KGCB) Minutes

Google Meet, April 6, 2021 4-5:30pm

Mission statement: "To inspire and educate people to take action every day to improve and beautify Gallup"

Quorum Members Present by GoogleMeet: Alice Perez, Greg Kirk, Elizabeth Barriga

Guests: Jeff Kiely, Adrian Marrufo, Jennifer Lazarz, Betsy Windisch, Tracy Lassiter, Sherrie McDargh, Cory Lebeck

Members Absent: Kara Smith

### **Agenda Item 2) Approval of February 16, 2021 Meeting Minutes:**

Motion was made by Alice, Seconded by Greg to approve.

### **Agenda Item 3 ) KGCB Strategic Planning Meeting**

**Our Guest Speaker was Mr. Jeff Kiely** – is a Semi-Retired, Organizational Consultant — with 45 years of experience in Community and Organization Planning, Grants, & Related Disciplines.

**Jeff Asks** meeting participants to review the document titled: *KGCB 2021 Strategic Planning DRAFT VISION & GOALS from the Strategic Planning Workshop – February 16, 2021* which he created, with these topics discussed:

- **VISION** - "The Keep Gallup Clean & Beautiful Board envisions a community that takes pride, invests resources and actively engages in maintaining a clean and beautiful community landscape as a contribution to local quality of life, sustainable economy and attraction of business and tourism?"
- **7 Goals include:** 1) End Littering, 2) Empower Youth, 3) Increase Program Capacity, 4) Improve Recycling, 5) Beautify Communities, 6) Promote Community Involvement, and 7) Continue Programs.

*Jeff* also reviewed the FY2021-22 KGCB Strategic Plan: Implementation Template, asking meeting participants to find leaders for each goal, fill out the columns on this Template columns: a) Strategies & Activities, b) Board Liaison, and c) Implementers & Partners - to form goal teams, strategies, and partnerships.

*Jennifer* asks participants to isolate projects and have strategic plans in place for future grant funding projects opportunities, planning for one year, 3 years and 5 years out.

*Alice* would like our community know who we are, What we do, What are our Goals, Vision and Mission

### **Agenda Item 4) Choose KGCB Award Nominees:**

*Elizabeth* asked today's attendees to - **please submit your KGCB Award Nominees form** to *Elizabeth* - so we can order these plaques with names on them as soon as possible.

### **Agenda Item 5) Ideas for KGCB Facebook page - "Facebook@kgcb505" –**

*Cory* asks - please contribute to the page by emailing her, or it can be access by all board members. She has questions about Dog Waste Disposal station locations which she will coordinate with our Parks Director.

### **New FY22 NMCB Grant Application Opportunity:**

*Elizabeth* mentioned for the new FY22 NM Clean & Beautiful grant application, to please email her project priority quotes due to her by the end of the week that are within the NMCB Guidelines of: 1) End Littering; 2) Reduce Waste; 3) Beautify Communities; 4) Empower Youth; and 5) Increase Program Capacity.

*Jennifer* mentioned she would email *Elizabeth* local Media and Social Media contacts for KGCB to propose a marketing / social media campaign grant line item to reduce litter, recycling, and beautification project for at least \$ 6 K.

Signage was mentioned for the grant. *Jennifer* asks - How frequently are signs read? *Jennifer* has contacted the NMDOT to discuss repairing concrete murals on Maloney which is a \$1 million project. Possibly, in the future, the COG could apply for an Endowment of Humanity grant for this project. She does not recommend adding road signs into this FY22 grant application. A broad based encompassing KGCB media advertising campaign would be a better program to apply for. Consider promoting and collaborating with businesses, Adopt-A-Highway, Adopt-A-Spot, or Trash Dash clean-up events, and coordinate with the NMDOT Clean & Beautiful contact person. We can add this to *Jeff's* Template. *Greg*- has been coordinating clean-ups on Munoz and says we Have to Do Something. He will help with coordinate another clean-up in two weeks.

*Betsy* said that PSAs are free, and would like to include advertising for recycling as one of MCRC's recycling goals. MCRC will send a list for this FY22 grant. Downtown Recycling bins would be another goal. The Pantry would like to include on-property beautification signs, and supplies and will send a list.

Jennifer says to use Amazon Wish List and offers her lawn mower for beautification projects, and suggests to plan and unify our objectives will help everyone build a narrative to have it all come together.

*Jennifer* says she is grateful and excited about our KGCB volunteers, board members, and persons attending today's meetings. She will invite Al Abeita to host an Open Meetings Act KGCB meeting in the future.

Greg asks if we will include "Empower Youth" goal in this grant opportunity. *Elizabeth* replied that yes we will be asking for \$ 8 K for 4 to 8 youth groups to help Clean-up Gallup. The reallocation of FY21 NMCB grant is complete and this line item no longer exists this fiscal year.

**Action Items:** Meeting adjourned at 5:15pm.

Please attend our next KGCB meetings –

1. Monday, April 12<sup>th</sup>, 2021 at the Community Pantry & Zoom meeting to discuss FY22 NMCB grant application, and
2. Tuesday, **May 18<sup>th</sup>, 2021** regular KGCB meeting @ 4-5:30pm at the **COG Event Center** & Zoom meeting.

Date Approved: May 18, 2021

*Kara Smith*

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Kara Smith, KGCB Chairperson

ATTEST: *Elizabeth Barriga*  
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Elizabeth Barriga, Environmental Program Coordinator