



City of Abilene

Keep Abilene Beautiful Board Agenda

Notice is hereby given of a meeting of Keep Abilene Beautiful of City of Abilene to be held on April 12, 2023 at 4:00 PM at City Hall, Basement Conference Room, 555 Walnut, Abilene, Texas, for the purpose of considering the following agenda items.

CALL TO ORDER

PUBLIC COMMENTS

Public Comments on Any Item on the Agenda

COMMITTEE REPORTS

1. Event & Fundraising Committee Report
 - The Green Gala 2024
 - Earth Day 2024
 - Summer Cleanup Program for Kids & Families
2. Education & Outreach Committee Report
 - Equitable Access to Nature Study Result
3. Grants Committee Report
 - History of Grants
 - Goals & Plans
 - Completed GCAA

COORDINATOR'S UPDATE

4. **Complete**
 - Farm & Ranch Wildlife Expo
 - Waste In Place Training
 - Marsh Madness
 - Twisted Root Fundraiser
 - Business Expo
 - Keep Texas Beautiful Annual Report

Ongoing/Upcoming

- The Great American Cleanup
- Don't Mess with Texas Trash-Off
- Earth Day 2023
- Tire Amnesty Days

AGENDA ITEMS

5. Presentation and Discussion of New Education Program for Fall 2023
6. Discussion and Possible Action on Purchasing Abilene Zoo Annual Zoobilation Event Tickets
7. Presentation, Discussion, and Action on Strategic Plan Goal #5- Branding Refresh

ADJOURNMENT

Notice

In compliance with the Americans with Disabilities Act, the City of Abilene will provide for reasonable accommodations for persons attending meetings. To better serve you, requests should be received forty-eight (48) hours prior to scheduled meetings. Please contact the City Secretary's Office at 325-676-6208. Telecommunication device for the deaf is 325-676-6360.

CERTIFICATION

I hereby certify the above meeting notice was posted on the bulletin board at the City Hall of the City of Abilene, Texas, on the 6th day of April, 2023, at 4:15 p.m.

*Kaitlin Richardson, Deputy City
Secretary, TRMC*



Keep ★ Abilene Beautiful

APRIL BOARD MEETING

APRIL BOARD MEETING

- Call to Order
- Public Comments

EVENT & FUNDRAISING COMMITTEE REPORT

- The Green Gala 2024
 - Booking Venue
 - Sponsorship Booklet
- Earth Day 2024
 - Speaking with Swenson House
 - Family Event with indoor & outdoor activities



EDUCATION & OUTREACH COMMITTEE REPORT

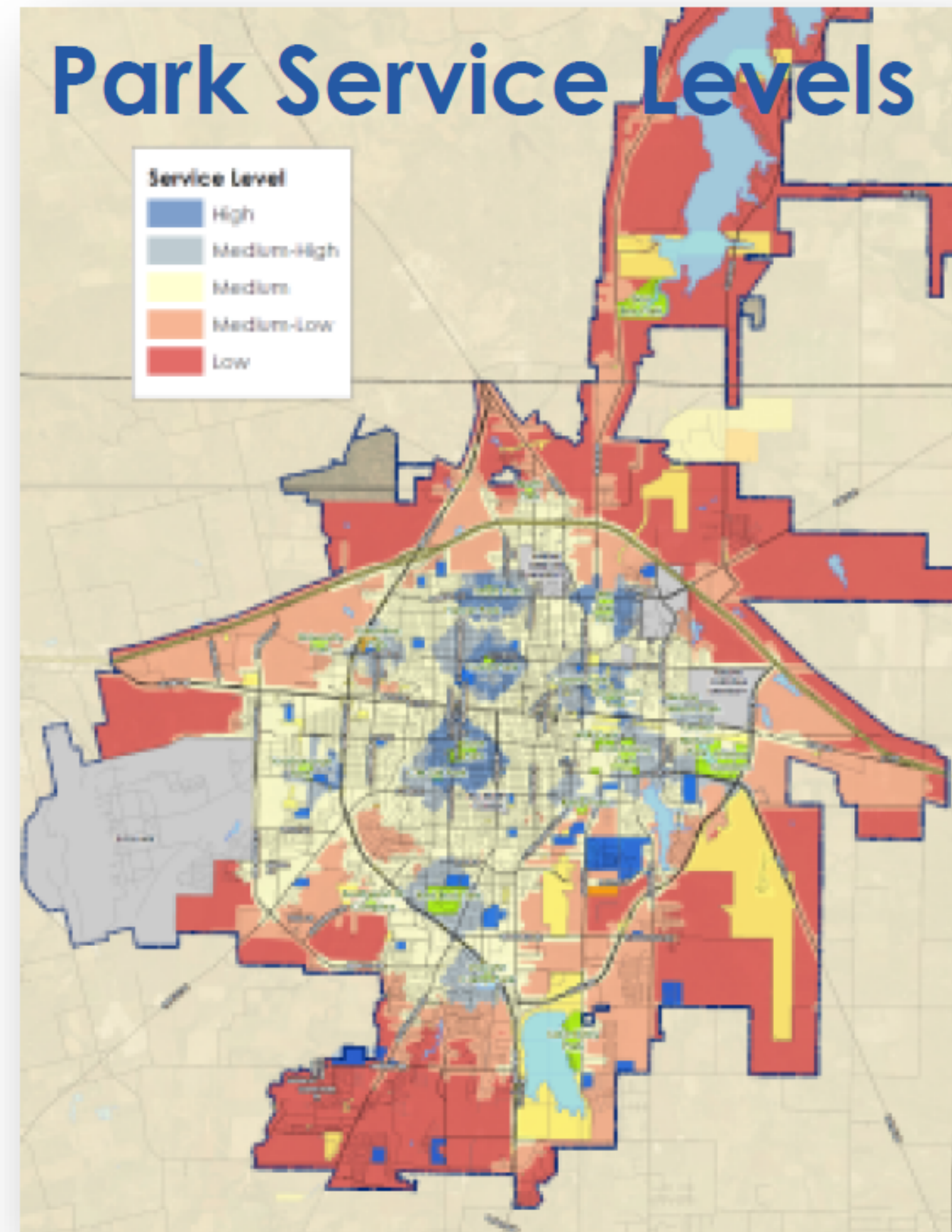
EQUITABLE ACCESS TO NATURE STUDY

The Parks & Recreation Department is working with Brandstetter Carroll Inc on their next 10-year Master Plan.

Their presentation at the March Parks Board Meeting led to some great key facts:

Only 20% of Abilene lives within walking distance to an Abilene Park

Nature Programing, Nature Parks, and Nature Areas are major requests from citizens.



WE HAVE OPENINGS FOR THIS COMMITTEE



GRANTS COMMITTEE REPORT

History of Grants

Find and document the history of grants received
Find and document the history of grants given

Goals & Plan

Develop a list of goals and match those with existing grant opportunities.

Completed

GCAA Grant completed and submitted.
We hope to hear something in May.

COORDINATOR'S REPORT

Complete

Farm & Ranch Wildlife Expo

Waste In Place Training

Marsh Madness

Twisted Root Fundraiser

Business Expo

Keep Texas Beautiful Annual Report

Upcoming

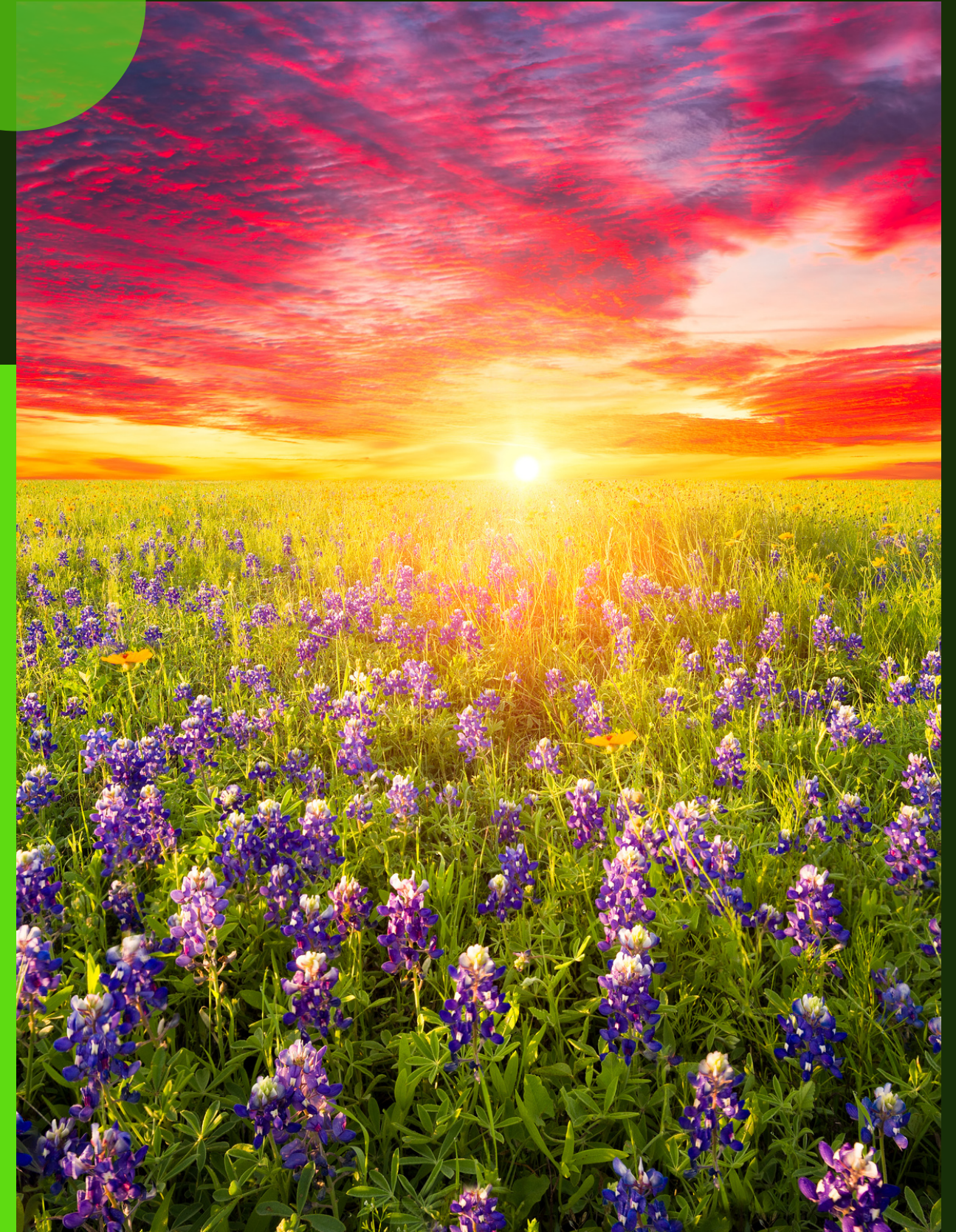
The Great American Cleanup

Don't Mess with Texas Trash-Off

Earth Day 2023

Tire Amnesty Days

AGENDA ITEMS



NEW EDUCATION PROGRAM

SPIDERS, BATS & OWLS. OH MY!



Stormwater Runoff

September



Litter

October



Pet Waste

November

NEW EDUCATION PROGRAM

SPIDERS, BATS & OWLS. OH MY!



Outdoor Classes

Partnership Opportunities:
Library, Master Naturalists,
Master Gardeners, FOLK



Youth Activities

Recreation Centers, After School
Programs, Youth Targeted How
To Videos, Craft Activities



Communications

Social Media, Monthly
Newsletter, Ads, Website
Content, Video Content

ZOOBILATION GALA

A Wild Encounter

SATURDAY, APRIL 29, 2023
6:00PM – 10:30PM, ABILENE ZOO

Experiences

/// FEROCIOUS CUISINE & OPEN BAR ///

/// WILDLIFE TOUR & UP-CLOSE ANIMAL ENCOUNTERS ///

/// LIVE MUSIC & DANCING ///

WWW.ABILENEZOO.ORG/ZOOBILATION

ABILENE ZOOLOGICAL SOCIETY
2070 ZOO LANE, ABILENE TX 79602

MAKE CHECKS PAYABLE TO:
ABILENE ZOOLOGICAL SOCIETY

(325) 437-4929

Abilene Zoological Society is a 501(c)(3) nonprofit



Your support of Zoobilation advances the Zoo's future expansion.

For more information and tickets visit abilenezoo.org/zoobilation

Gold \$10,000

2 ZOOBILATION TABLES (16 TICKETS)
EXCLUSIVE ABILENE ZOO AFTER-HOUR RENTAL
VIP ANIMAL ENCOUNTER WITH GIRAFFE & RHINO
SOCIAL MEDIA SHOUT-OUT BEFORE ZOOBILATION

Silver \$5,000

1 ZOOBILATION TABLE (8 TICKETS)
EXCLUSIVE ABILENE ZOO AFTER-HOUR RENTAL
SOCIAL MEDIA SHOUT-OUT BEFORE ZOOBILATION
BEHIND-THE-SCENES GUEST TOUR

Bronze \$2,500

1 ZOOBILATION TABLE (8 TICKETS)
SOCIAL MEDIA SHOUT-OUT BEFORE ZOOBILATION
BEHIND-THE-SCENES GUEST TOUR

Party table \$1,250

1 ZOOBILATION TABLE (8 TICKETS)
8 ZOO FUN PACKS (INCLUDES ADMISSION, CAROUSEL RIDE, GIRAFFE ENCOUNTER, SAFARI EXPRESS TRAIN RIDE)

Zoo friends \$500

2 ZOOBILATION TICKETS
4 ZOO FUN PACKS (INCLUDES ADMISSION, CAROUSEL RIDE, GIRAFFE ENCOUNTER, SAFARI EXPRESS TRAIN RIDE)

Individual \$150

1 ZOOBILATION TICKET

BRANDING REFRESH

STRATEGIC PLAN 2021-2024



STRATEGIC PLAN

GOAL #5

MODERNIZE & INNOVATE

Innovation and relevance through technology, rebranding and cutting-edge programming and training need to be available to board members, volunteers, the public and our partners. Only through change, creativity and expansion will we increase our impact and meet our goals.

MODERNIZE & INNOVATE

EXPAND OUTREACH, MARKETING, PARTNERSHIP, AND EDUCATION EFFORTS TO FOCUS ON DIVERSE AND YOUNGER AUDIENCES.

We will increase participation and Keep Abilene Beautiful impact in schools and with the increased use of technology, through the COG Advisory Council, Waste in Place curriculum and school-based programs.

CREATE AND BUILD A CREATIVE, RELEVANT AND CUTTING-EDGE YOUTH EDUCATION AND OUTREACH PROGRAM

We will digitize and translate into other languages and KAB curriculum and provide interactive tools for educators and students of all ages to improve recycling and end littering

IMPLEMENT PUBLIC AWARENESS, ADVOCACY AND RE-BRANDING CAMPAIGN

We will develop a public awareness and individual giving campaign and re-branding of the organization.

PROPOSAL BY ZACHRY



Keep
Abilene
Beautiful

ADJOURNMENT



DIGITAL

FUNDRAISING

MARKETING

OUTDOOR

3457 Curry Lane
Abilene, Texas 79606

zachryinc.com

Proposal for Keep Abilene Beautiful Branding Refresh

March 14, 2023

Thank you for the opportunity to present this "Identity Package" for this important refresh of Keep Abilene Beautiful branding. Following is a proposal we see as work needed, based on our previous meeting, for a new and updated image for Keep Abilene Beautiful.

Challenge

To refresh the branding, and the associated marketing elements, for Keep Abilene Beautiful. This effort will present KAB as the driving force that communicates the recycling message to the public, West Texas style, and the importance recycling for generations to come.

Partners

The branding will coexist with other entities such as the City of Abilene and Keep Texas Beautiful.

Approval

Keep Abilene Beautiful Board of Directors

Deliverables

Items discussed currently:

- New identity package – Logo - graphic and typography
- Redesigned website

Items for future consideration:

- General purpose brochure
- Basic presentation folder design to be used for news releases, proposals and rental information
- Letterhead, envelope, business card design
- T-shirt and corporate shirt design
- Basic exhibit / banner shade display design
- Exterior and Interior Banner design
- Lamppost banner design
- Videography and Photography – Enterprise Package

Timeline

To be determined upon approval of project scope

Preliminary Estimates: all estimates include coordination, meetings, design, final art files and production when noted.

- *New identity logo graphic and typography. The goal will be to design a distinctive mark to represent the KAB to all audiences.*
 - Three choices of logotype only. Two sets of revisions. With a chosen design, ZA will deliver the final design in multiple file formats with a one-page user guideline. \$3,500
 - Three choices of more complex typography treatments with selections of iconography. Three sets of revisions. With a chosen design, ZA will deliver the final design in multiple file formats with a three-page user information guideline. \$6,500
- *Redesigned website*
 - The current site is dated and not user friendly, but this can be updated through thoughtful reorganization and redesign. Reviewing the site to plan with the current information with KAB can result in a much stronger marketing tool for your use.
 - After meeting with KAB to understand any specific needs and requests, ZA will present 2 new designs for the homepage and an interior page
 - ZA will use the approved design to implement throughout the new site
 - KAB will need to review current copy for corrections, additions or deletions
 - Our copywriter will rewrite copy for the site in an inviting and professional style to be approved before placement in the site
 - Three rounds of approvals/changes are included in this estimate. Further changes are based on an hourly fee

ex. of "logotype"

ex. of "complex typography w/ iconography"

- Current photos/videos (or any others KAB may have) can be used. However, we suggest new images and video be provided by ZA (this element is estimated separately).
- Zachry Associates can host the site for you or provide files to KAB for their hosting.
 - With ZA hosting, we can provide a managed site option. This allows KAB to send changes 1x a month for minor copy or photo changes. ZA will also conduct two 1hour sessions to train KAB staff to make changes on their own.
- Preliminary estimates:
 - Redesign, copywriting as outlined for KAB to host: \$7,500
 - Redesign, copywriting as outlined for ZA to host/maintain with 2-year contract: \$9,500

Future Considerations

- *General purpose brochure*
 - This element may require more discussion as to the format you would find the best use for your sales efforts. Whether that be a simple 8.5 x 11" trifold, or a larger and more elaborate piece to make a bigger statement, either format can be created with the beginning efforts to use copy and images created for the website.
 - Preliminary estimate: TBD
- *Presentation folder to be used for news releases, proposals and rental information*
 - 500 folders, 4c 2s, two pockets with business card cut
 - Preliminary estimate TBD
- *Letterhead (printed and digital), envelope, business card design.*
\$1,500
 - Printing estimated separately based on quantity needed

- *Videography and Photography*
 - Zachry Associates can provide excellent videography with our own staff cinematographer who is excellent at telling stories through video. With the "Enterprise Package" ZA has to offer, we can provide:
 - Reference attached "Enterprise Videography Package"
 - These shots can be used to form a video library for your future use.
 - 12-month commitment
\$6,625

This library can be used to create videos of varying length for use on the website, social media, in-house monitors, etc. Estimates can be given as needed depending on the final use and length needed.

We hope to be working with you soon in your rebranding of this important organization KEEP ABILENE BEAUTIFUL and benefit the West Texas community in Abilene for generations to come. Please let me know of any questions, or more information I can provide.

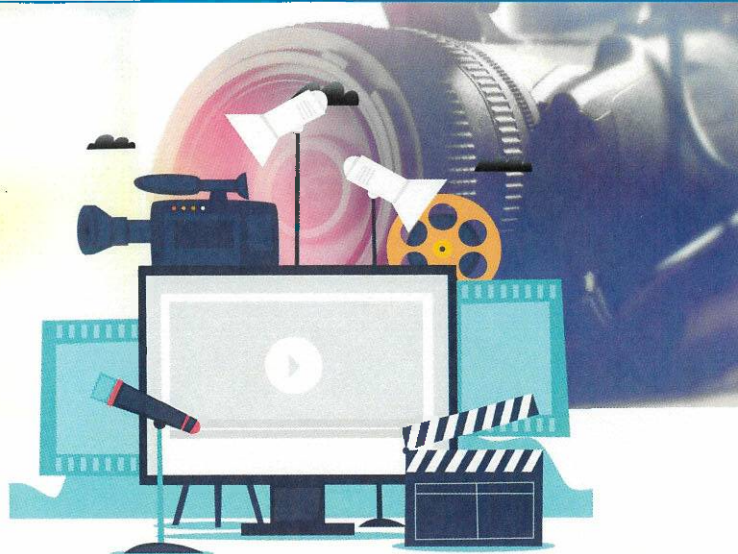
For Team Zachry,

Bourdon Wooten
Vice President

Laurie McAdams
Digital Marketing Specialist

zachry⁺

VIDEOGRAPHY PACKAGES



BASIC PACKAGE

\$2,500

One Videographer | Half Day (Up to 4 hours on set – Basic Setup included)

Editing

Up to 30 second video with basic editing (VFX & Motion Graphics not included)

Equipment

- Professional Cinema Camera
- HD, 4k, & 6k quality
- Professional Lenses
- Professional Audio
- Professional Lighting
- Drone Available

Stock Music

Approved for web, trade shows, and broadcast.

Travel

Abilene, TX (Additional fee for travel outside the Abilene radius).

VALUE PACKAGE

\$4,500

One Videographer | Half Day (Up to 6 hours on set – Basic Setup included)

One Assistant | Half Day (Up to 6 hours on set – Basic Setup included)

Preproduction

Up to 3 hours of Storyboarding & Coordination

Editing

Up to 90 seconds video with basic editing (Note: Additional time can be added but any edit over 90 seconds may require more shooting hours + additional budget). Minimal Motion Graphics Included / as needed. Reviewed at storyboard stage.

Equipment

- Professional Cinema Camera
- HD, 4k, & 6k quality
- Professional Lenses
- Professional Audio
- Professional Lighting
- Drone Available

Stock Music

Approved for web, trade shows, and broadcast.

Stock Footage / Images

Professional stock footage & images from our vast library.

Travel

Abilene, TX (Additional fee for travel outside the Abilene radius)

ENTERPRISE PACKAGE

\$6,625

One Videographer | Full Day (Up to 8 hours on set – Basic Setup included)

One Assistant | Full Day (Up to 8 hours on set – Basic Setup included)

Preproduction

Up to 6 hours of Storyboarding & Coordination

Editing

Up to 5 Minute video with basic editing (Note: Additional time can be added but any edit over 90 seconds may require more shooting hours + additional budget). Basic VFX & Motion Graphics as needed. Reviewed at storyboard stage.

Equipment

- Professional Cinema Camera
- HD, 4k, & 6k quality
- Professional Lenses
- Professional Audio
- Professional Lighting
- Drone Available

Stock Music

Approved for web, trade shows, and broadcast.

Stock Footage / Images

Professional stock footage & images from our vast library.

Travel

Abilene, TX (Additional fee for travel outside the Abilene radius)