



## 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 Wednesday, July 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

#### MINUTES

1. **Minutes:** Receive a Report, Hold a Discussion and Take Action on Approving the Minutes from the Regular Meeting Held on June 14, 2023

#### COMMITTEE REPORTS

2. **Marketing Committee Presentation:** Receive a Report and Hold a Discussion on the KAB Digital Media Audit Report (*Brandon Hansen*).
3. **Education & Outreach Presentation:** Receive a Report and Hold a Discussion on KAB's Partnership with Bat Conservation International to bring Bat Walk Programs to Abilene (*Melissa Morris*).

#### COORDINATOR'S UPDATE

4. **Presentation:** Receive a Report and Hold a Discussion and Public Hearing on Completed and Upcoming Events (*Jennifer Pacheco*).

#### AGENDA ITEMS

5. **Presentation:** Receive a Report and Hold a Discussion on the City of Abilene Recycling Services (*Jason Day*).
6. **Action:** Receive a Report, Hold a Discussion, and Take Action on a Website Proposal from Zachry Associates (*Brandon Hansen*).
7. The Next Keep Abilene Beautiful Board Meeting is Wednesday, August 9, 2023, at 4:00 PM at City Hall, Basement Conference Room.

The June Keep Abilene Beautiful Committee Meetings are as Follows:

Marketing Committee - Tuesday, July 18, 2023, at 12:00 PM  
Education & Outreach Committee - Tuesday, July 18, 2023, at 4:00 PM  
Event Planning Committee - Wednesday, July 19, 2023, at 12:00 PM  
Grant Committee - Thursday, July 20, 2023, at 4:00 PM

## **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 7th day of July, 2023, at 10:20 a.m.*

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*Kaitlin Richardson, Deputy City  
Secretary*



# Keep Abilene Beautiful

J U L Y   B O A R D   M E E T I N G



## **JULY BOARD MEETING**

- Call to Order
- Public Comments

# MINUTES

- June 2023





**MINUTES OF THE KEEP ABILENE BEAUTIFUL BOARD**

**June 14, 2023 Meeting at 4:00 PM**

**City Hall Basement Conference Room**

**555 Walnut, Abilene, Texas**

**OFFICERS PRESENT**

Akane Thaxton, President  
Chase Robertson, Treasurer  
Aida Pantoja, Secretary

**OFFICERS ABSENT**

Kyle Tolliver, President-Elect

**BOARD MEMBERS PRESENT**

Amy Martin  
Melissa Morris  
Jane Tomlinson  
Steve Stovall  
Pebbles Lee

**BOARD MEMBERS ABSENT**

Deborah Williams  
Beth Woodcock

**KEEP ABILENE BEAUTIFUL STAFF**

Jennifer Pacheco, Coordinator

**ADVISORY MEMBERS PRESENT**

Kelley Messer, First Assistant City Attorney  
Jeff Duebner, Asst Director of Public Works  
Max Johnson, Director of Public Works

**COMMUNITY PARTNERS**

PJ Sumner, West Central Texas Council of Governments  
Brandon Hanson, Hawk Painting

**GUESTS PRESENT**

**ITEM I: CALL TO ORDER**

**Mrs. Thaxton** called the meeting to order at 4:03 PM. A quorum of board members were present.

**ITEM II: PUBLIC COMMENTS**

Mrs. Thaxton announced an opportunity for the public to comment on any of the agenda items.  
***Seeing no one, the meeting continued.***

**ITEM III: MINUTES**

1. Mrs. Thaxton asked if there were any changes to the minutes from January 2023. Hearing none, she asked for a motion. **Motion to approve the meeting minutes as presented was made by Chase Robertson and seconded by Aida Pantoja. Motion carried unanimously.**
2. Mrs. Thaxton asked if there were any changes to the minutes from April 2023. Hearing none, she asked for a motion. **Motion to approve the minutes as presented was made by Chase Robertson and seconded by Aida Pantoja. Motion carried unanimously.**

3. Mrs. Thaxton asked if there were any changes to the minutes from May 2023. Hearing none, she asked for a motion. **Motion to approve the minutes as presented was made by Melissa Morris and seconded by Amy Martin. Motion carried unanimously.**

**ITEM IV: COORDINATORS UPDATE**

4. Mrs. Pacheco gave an update on the Community Cleanup program. KRBC/KTAB/Telemundo hosted a cleanup at sears Park and Cesar Chavez Recreation Center on June 16th.

Mrs. Pacheco reported the following results for the Great American Cleanup/DMWT

- 463 Volunteers
- 883 Hours of Service
- 3045 lbs of Trash Removed from the Community

Mrs. Pacheco reminded the board of the following upcoming events:

- July 15 - Community Appearance Index
- August 19 - Annual Board Retreat

**ITEM V: AGENDA ITEMS**

5. Mrs. Pacheco presented the new City of Abilene Board and Commissions Handbook. One new requirement is Board Members will have a background check as part of their application process.
6. Mrs. Pacheco presented Board Member Training opportunities and explained the Board Member Checklist with Onboarding, Training, and Handbooks sections. *Mrs. Pacheco will send a link to the Board Member Resources once completed.*
7. Mrs. Pacheco presented the Summer Litter Program details and shared the program will launch soon.
8. The next Keep Abilene Beautiful Board Meeting will be Wednesday, July 12 at 4:00 PM. Committee Meetings will be:
  - Marketing Committee - Tuesday, June 20, 2023 at 12:00 PM
  - Education Committee - Tuesday, June 20, 2023, at 4:00 PM
  - Event Planning Committee- Wednesday, June 21, 2023 at 12:00 PM
  - Grant Committee - Thursday, June 22, 2023, at 4:00 PM

**ITEM VI: ADJOURNMENT**

With no further business, the meeting was adjourned at 4:58 PM.

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Aida Pantoja, Secretary

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Akane Thaxton, President



# MARKETING COMMITTEE



Chair: Brandon Hansen

## Strengths

- Public engagement and involvement is apparent
- Photos of clean-up crews are great
- Community support is well represented
- Clever campaigns and initiatives

**S**

## Opportunities

- More photos of people and clean-ups
- More posts about current initiatives
- Videos of clean-ups or info about initiatives
- Developing the KAB voice and integrated branding
- Curated and highly developed campaigns

**O**

## Weakness

- Lack of consistently created content
- Out of balance between created and shared content (need more original content)
- Some inconsistencies in graphics

**W**

## Threats

- Less created content results in less community engagement
- Website is a little clunky with no clear call to action

**T**



## **DIGITAL ASSETS ANALYSIS**

### **STRENGTHS**

- Public engagement and involvement is apparent
- Photos of clean-up crews are great
- Community support is well represented
- Clever campaigns and initiatives

### **WEAKNESSES**

- Lack of consistently created content
- Out of balance between created and shared content (need more original content)
- Some inconsistencies in graphics

### **OPPORTUNITIES**

- More photos of people and clean-ups
- More posts about current initiatives
- Videos of clean-ups or information about initiatives
- Developing the KAB voice and integrated branding
- Curated and highly developed campaigns

### **THREATS**

- Less created content results in less community engagement
- Website is a little clunky with no clear call to action

# EDUCATION & OUTREACH COMMITTEE

Chair: Melissa Morris

Partnering with Bats Conservation International to bring a new program opportunity to Abilene-- Bat Walk Training. Registration is available on our website!

Participating organizations will receive a table and Echo Meter Touch 2 when they sign up to lead Bat Walks for the public.

September 23, 2023

1:00 PM

Abilene Zoo



## **Bat Walks Program**

Our Bat Walks Program provides interactive and in-person bat experiences in local communities nationwide to better educate the public on bats. We are developing a network of volunteers, "BCI Bat Walk Ambassadors," to lead nature walks where they identify local bat species using technology and provide educational information about the importance of bats and threats to their survival.

### ***Objectives***

- Develop a network of trained volunteers who will provide interactive bat encounters by providing nature walks where participants can listen to ultrasonic calls of bats
- Develop tools with zoos and nature center partners using best practices, knowledge, and technology

### ***Project Details***

In the past few years, bat detectors, which plug in to a smart phone and are app-enabled, have become cost competitive with a pair of binoculars. We commit to sparking a nationwide movement toward a new kind of nature experience, at sunset instead of sunrise, by taking advantage of emerging bat detector technology and launching a nationwide bat walks program.

In 2019, we began the pilot phase of a bat walks program. Through this initiative, we will develop a network of trained volunteers who will provide interactive and in-person bat encounters. Based on existing bat walks programs in Europe and New York's Central Park, our program will offer highly effective, experiential ways to relay to participants the importance of bats and the many threats to their survival during intermittent stops along a walking route. Through physical participation, people will retain the information they learn through shared experience and then have an opportunity to teach others.

In the pilot phase, we will partner with zoos and nature centers to access a trained network of volunteers and an existing community of nature lovers predisposed to seek out wildlife experiences. These expert partners will provide the opportunity to jointly develop materials using best practices, knowledge, and technology.

Our pilot program will begin in Texas, which is home to 32 species of bats - more than any other state in America. Bats can be found across the entire state, including in metropolitan areas and at many popular tourist destinations. In Florida, our bat walks pilot will be targeted to support our Florida bonneted bat conservation work, through a combination of community outreach and surveillance. In 2019 and 2020, initial trainings were hosted in Houston, San Antonio, Dallas, and Miami. Our first official partner in this effort is the Houston Zoo, who will assist in developing this program in a novel way. They are a leader in effective community engagement and developing conservation messages that resonate, which will be instrumental in piloting a nationwide program.

# COORDINATOR'S REPORT

Complete  
KTB Annual Conference





**COMMUNITY  
APPEARANCE INDEX**



**JULY 15  
10 AM  
MINTER PARK**

# COORDINATOR'S REPORT

## Upcoming

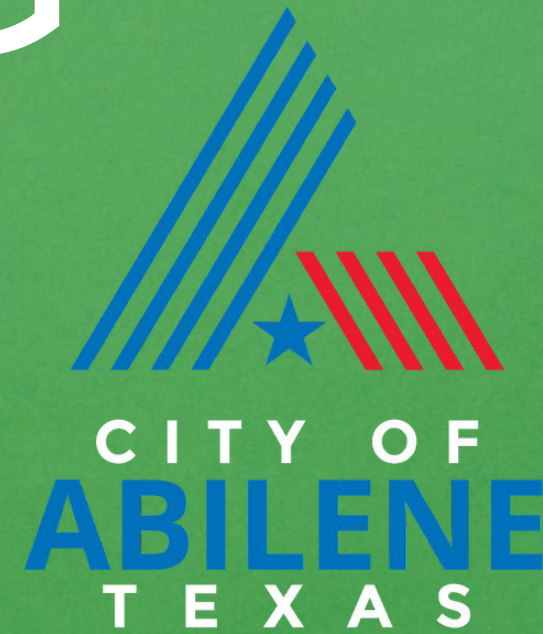
Community Appearance Index- July 15  
Annual Board Retreat- August 19



**VOLUNTEER AT [WWW.KEEPABILENEBEAUTIFUL.ORG](http://WWW.KEEPABILENEBEAUTIFUL.ORG)**

# CITY OF ABILENE RECYCLING

YTD 2023



Presented by: Jason Day  
Supervisor for Recycling Services

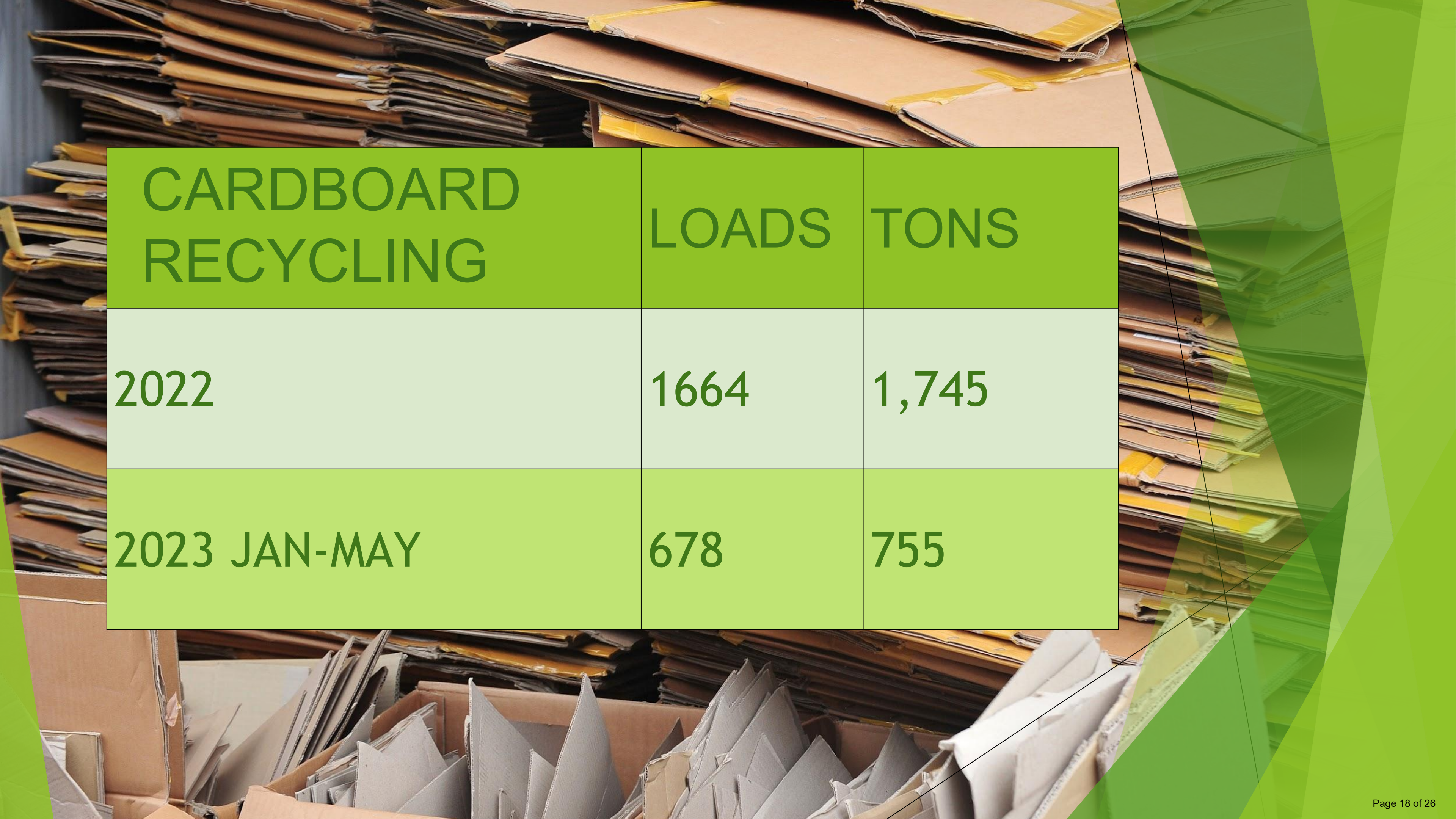
# Recycling Accomplishments

So far in 2023

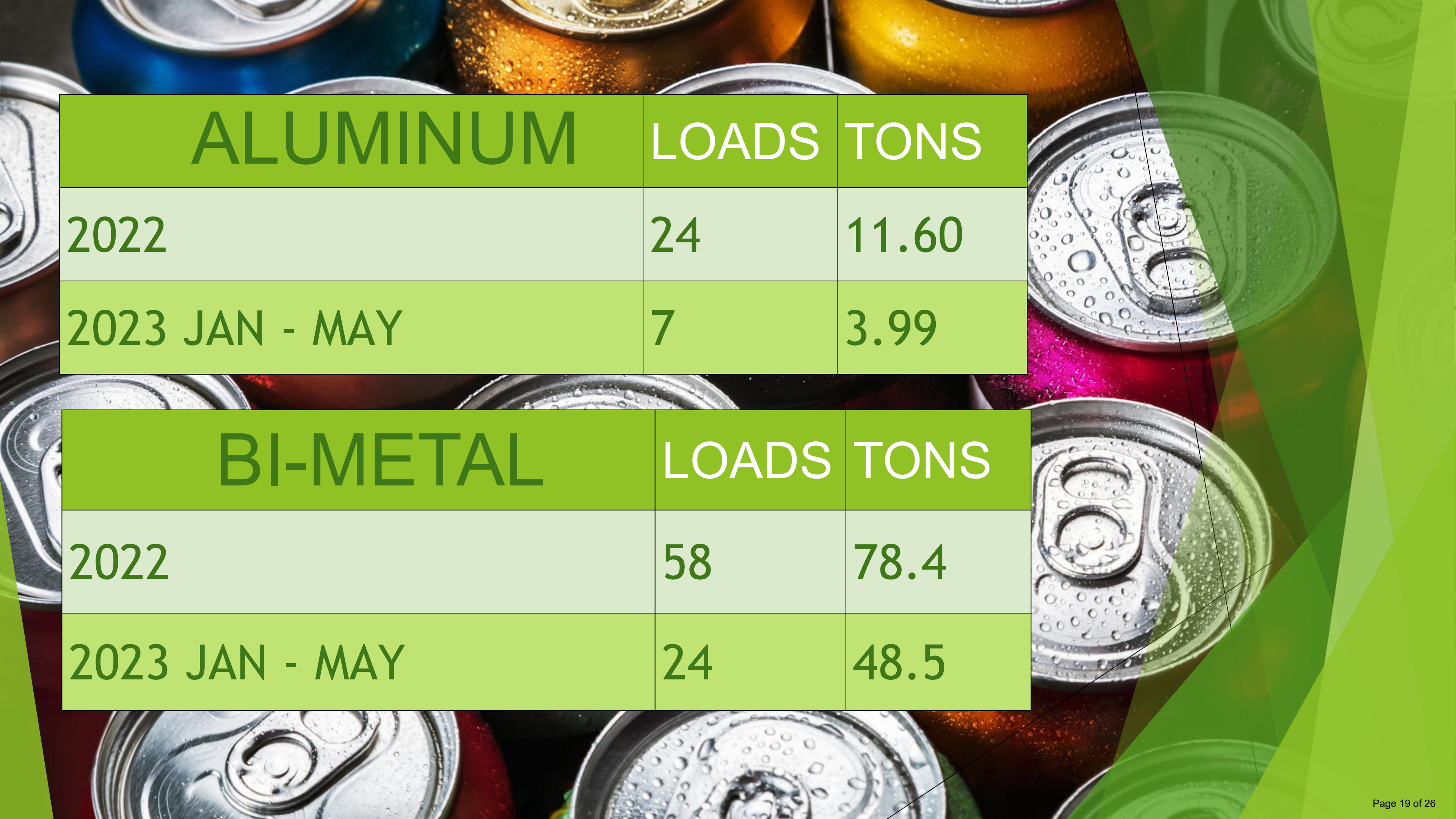
- Diverted 816 Tons of Recyclable Materials from Landfills
- Diverted 3,480 gallons of paints, solvents, pesticides and oils from our waterways and landfills.
- Initiated Freon Reclamation Program at the ERC.

ABILENE BRUSH CENTER	2022	2023
CUSTOMERS	19051	4107
LOADS OF TREE/BRUSH	15365	3478
CONVENIENCE CANS	592 T	323 T
MULCH TO THE LANDFILL	4,887 T	271 T

HOUSEHOLD HAZARDOUS WASTE	2022	2023
CUSTOMERS	4052	1992
OIL RECYCLED	2,712 G	1292 G
OIL FILTERS	579	269
PAINT PROCESSED OR RECYCLED	3132 G	1495 G
CHEMICALS PROCESSED OR RECYCLED	788 G	473 G
SOLVENTS PROCESSED	165 G	165 G
POISONS DISPOSED	220 G	55 G
TIRES DISPOSED	1644	1399
BATTERIES RECYCLED	177	63



CARDBOARD RECYCLING	LOADS	TONS
2022	1664	1,745
2023 JAN-MAY	678	755



ALUMINUM	LOADS	TONS
2022	24	11.60
2023 JAN - MAY	7	3.99

BI-METAL	LOADS	TONS
2022	58	78.4
2023 JAN - MAY	24	48.5

Freon Reclamation	TONS
UNITS PURGED	8.72

Tire Amnesty	MAY 2022	OCT 2022	APR 2023
CUSTOMERS	124	156	140
TIRES	902	520	708

THANK YOU FOR YOUR  
SUPPORT!

QUESTIONS?

MONTH	Cardboard Tons	Bi-Metal Tons	Aluminum Tons	Mulch to Landfill Tons
JANUARY	140.6	8.2	1.29	55.06
FEBRUARY	141.79	7.47	1.56	143.92
MARCH	163.16	13.56	1.14	
APRIL	137.43	10.6		
MAY	171.82	8.63		71.58
TOTAL	754.8	48.46	3.99	270.56
MONTH	Brush Customers.	Limbs	ERC Customers	Paint/Gals
JANUARY	640	490	397	194
FEBRUARY	493	439	301	306
MARCH	926	791	444	341
APRIL	1075	892	468	372
MAY	973	866	382	282
TOTAL	4107	3478	1992	1495
MONTH	Oil/Gals	Antifreeze	Misc Chem	Oil Filters
JANUARY	313	31	126	76
FEBRUARY	155	17	58	42
MARCH	251	38	156	73
APRIL	333	59	76	47
MAY	240	29	57	31
TOTAL	1292	174	473	269
MONTH	Batteries	Fridge	Tires	
JANUARY	8		100	
FEBRUARY	5	16	132	
MARCH	13	14	217	
APRIL	6	19	794	
MAY	31	30	156	
TOTAL	63	79	1399	

# NEW WEBSITE

## ASK FOR APPROVAL BY MARKETING COMMITTEE

- Two-Year/24-Month Contract
- Requesting \$705 Downpayment from **FY22-23 Budget**
- Requesting \$275/Month for 24 Months
  - Starts the Month of Website Launch (October 2023)
  - Build in **FY23-24 Budget** \$3,300
  - Build in **FY24-25 Budget** \$3,300
  - Payments Total = \$6,600
- Requesting \$1,000/year be included in the **FY23-24 Budget** for website plugins and unforeseen website needs.
- Requesting \$1,000/year be included in the **FY24-25 Budget** for website plugins and unforeseen website needs.

# WEBSITE AGREEMENT



3457 CURRY LANE  
ABILENE, TX 79606  
325-701-1058

LETTER OF AGREEMENT BETWEEN ZACHRY DIGITAL AND:

## 24-MONTH PRO MANAGED WEBSITE SOLUTION

Zachry Digital will provide the following

- Build up to 10 pages of content for your website. Any additional pages and associated costs are noted below.
- Copywriting as necessary for each page to be approved by client.
- 1-hour photography session for Abilene-based clients.
- Any industry specific stock photos as specified by client.
- Full mobile optimization of website for desktops, tablets, and mobile devices.
- Monthly content updates of copy and photos (Not to exceed 1 hour of development time. In-depth updates handled on a case-by-case basis.)
- Site optimization for all search engines based on keywords discussed and researched with Zachry Digital.
- Continual programming updates to ensure top speed page loading, and industry standard content delivery network.
- Transfer of the new website text copy and photos from the website upon request of client.
- Secure online backup nightly.
- Domain registration and ownership assignment to client as necessary.
- Managed SSL Certificates to ensure site security and compliance with Google's algorithms.

### CLIENT AGREES TO THE FOLLOWING

INITIAL BUILD FEE OF

24 CONSECUTIVE MONTHLY PAYMENTS OF

Down payment and monthly payment totals include tax. Down payment must be received before site build begins. Monthly payments begin after site launch. Site launch is dependent on approval of client. Zachry Digital strives for timely and consistent client communication during each build.

EXTRA PAGES CHARGE  
(If applicable)

Extra page charge included in down payment. AMOUNT: \_\_\_\_\_

Extra page charge included in monthly payment. AMOUNT: \_\_\_\_\_/month

#### PAYMENT DRAFT NOTICE

Automatic payment of monthly invoices to be made via credit card or bank draft required. Drafts and payments occur on the 20th of each month after site is built.

#### EARLY CANCELLATION NOTICE

In the event you wish to cancel your managed website solution before the 24-month term, a cancellation fee of 25% of the remaining contract balance will apply.

#### COPYWRITING SESSION

Our copywriter will coordinate with you and our team to schedule copy and photo sessions to work with your schedule.

BY SIGNING BELOW, YOU HEREBY AGREE TO ALL TERMS AND COSTS IN THIS CONTRACT.

#### ZACHRY DIGITAL REPRESENTATIVE

Name: Laurie McAdams | Digital Marketing Specialist

Signature: *Laurie McAdams*

Date: \_\_\_\_\_

#### CLIENT REPRESENTATIVE

Name: \_\_\_\_\_

Signature: \_\_\_\_\_

Date: \_\_\_\_\_

# WEBSITE AGREEMENT



3457 CURRY LANE  
ABILENE, TX 79606  
325-701-1058

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ZACHRY DIGITAL REPRESENTATIVE

Name: Laurie McAdams | Digital Marketing Specialist

Signature: *Laurie McAdams*

Date: \_\_\_\_\_

CLIENT REPRESENTATIVE

Name: \_\_\_\_\_

Signature: \_\_\_\_\_

Date: \_\_\_\_\_

# CREDIT CARD PAYMENT AUTHORIZATION



3457 CURRY LANE  
ABILENE, TX 79606  
325-701-1058

## Credit Card Type

- Visa
- Master Card
- Discover
- American Express

## CARD NUMBER

## NAME ON CARD

## EXPIRATION

## VERIFICATION #

3 Or 4 digit number on card back

## Billing Address

Street Address

Address Line 2

City

State

ZIP

Email Address (To send receipts to)

I authorize Zachry to charge my credit card for the initial down payment, and for the subsequent monthly charges.

\_\_\_\_\_  
Authorized Signature

\_\_\_\_\_  
Date

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