



## **Keep Carter County Beautiful (KCCB) Board Meeting Minutes**

Chamber Conference Room, 615 W. Elk Avenue, Elizabethton & Zoom

August 25, 2022, at Noon

**Board Members Present:** Don Hlavaty, Ed Basconi, Mike Mains, Mike Simerly, Ross Garland, Lisa Vezzosi, Ed Jordan, Simon Maddock

**Guests Present:** Mary Ellen Hlavaty, Melinda Maddock

**Board Member Resignations:** Doug Theobald

**Call to Order:** Don Hlavaty opened the meeting at 12:08pm. A quorum was present.

**Approval of the Agenda:** Board approved the agenda.

**Prayer:** Mike Mains gave the prayer.

**Pledge of Allegiance:** Ed Jordan led the pledge.

**Approval of Minutes:** A motion to **approve the minutes from July 28, 2022**, meeting was made by Mike Simerly, seconded by Ed Jordan, and the **Board approved**.

**Public Comments:** No comments were made.

### **Next Board Meeting:**

The next Board meeting will be on Thursday, September 29, 2022, at noon in the Chamber of Commerce Conference Room, 615 West Elk Avenue, Elizabethton, and available by Zoom.

### **New Directors: Don Hlavaty**

- Don started by stating Doug Theobald & Ginger Holdren had given their resignations as board members last month. Don had invited Melinda Maddock and Daniel French to join the board. Daniel French declined at this time due to chemotherapy treatments but may be interested in the future. Melinda Maddock accepted.
- A **motion was made to approve Melinda Maddock as a new Board Director** by Ed Jordan, seconded by Mike Simerly, and the **Board approved**. Melinda was welcomed a new Board Director.
- Don stated the By-Laws indicate a Board of seven to eleven members. One replacement is acceptable, but if someone else has a suggestion for another director, please let Don know.
- Ed Basconi suggested Dustin Hensley from Elizabethton High School may be a good candidate, as he had reached out to KCCB for participation in our activities. Don stated he would contact him.
- Lisa stated as a new Board member, Melinda Maddock would receive a Conflict-of-Interest policy today. She needs to review the document and acknowledge compliance by returning the statement sheet on the last page of the policy back to Lisa. Melinda stated she understood the requirement.

### KCCB Treasurer Report: Mike Simerly

- The bank statement closed 7/30/2022 with a balance of \$9,486.93. This included the expense of \$12.07 for the Mail Chimp account automatically taken from the debit card. Other expenses were \$20.46 for our Tennessee Annual Report requirement for corporation compliance.
- We are also awaiting invoice for \$250.00 that represents our portion of the Trout Trash Trap.

### 2022-2023 Budget Considerations: Don Hlavaty

- Don had distributed the revised spreadsheet of estimate proposals and asked for discussion.
- Don talked about the supplies needed for putting in wayfinding sign installation. He thought some of the expenses, like concrete, could be provided by the County Roadway Commission. Ross indicated that he would reach out to Roger and ask. The same request could be made to the City of Elizabethton for signage within city limits. Ross indicated he would contact the City Commission.
- Don discussed the tree budget line item and indicated a greater amount was added compared to past years because Mike Mains had previously allotted \$1500 of his city budget toward planting and mulch.
- Ed Jordan mentioned that something should be added to the budget for purchasing more grabbers. Don indicated that we have 50 in stock and probably would not need more this year. Ed also indicated that monies should be added for yard signs, as well. Don stated we had about 40 in stock already and had not had much interest from the public. Ed indicated the budget balance should be closer to \$1,000 as a final carryover.
- Melinda suggested a permanent sign at beautification sites rather than the yard signs for advertising purposes. Lisa added that we should make the signage at our plant/flower plots more permanent locations with a sign indicated "Donated by KCCB". Don also mentioned the previous suggestion from Lisa was selling garden flags with our logo on it, as it is more appealing to the public and can be changed out easily for seasonal display and are more weather-proof. Ed Jordan stated that hard KCCB signage should be more prominent with the County and City. He suggested we ask City Council for permission to place more signs. Don stated that the City Manager felt there was sign fatigue, so it may not be likely. Don stated we should promote placing our KCCB logo stickers in more businesses. Don indicated the sign at Hwy 321 & Milligan had been bent and needed replacement. That sign was approved by TDOT for that location.
- Mike Mains suggested we advertise more on social media. Don added that with participation with Elizabethton High School volunteers, they could create social media and Facebook marketing.
- A **motion to approve the budget proposal** was made by Lisa Vezzosi, seconded by Ross Garland, and the **Board approved**.

### Affiliate Index Reporting : Don Hlavaty

- Don indicated he had distributed the indexing districts and districts 1 and 5 were complete. Don indicated the worst areas of littering were within Elizabethton along Elk Avenue outside the downtown area. Mike Simerly said the new enforcement group is much better at identifying problems and addressing them with City Council. Don stated he told Josh Benson about other sites, such as, Mike's Autoline has tires piled up, Birchfield Tire and Happy Valley Ford stockpile, then more than allowed by city ordinance. He also indicated new dumping on Milligan Hwy across from the BBQ place. Mike indicated many had already been presented to the City Council.

- Melinda made the suggestion that KCCB should recognize the efforts by Josh Benson's group by rewarding them a lunch purchased by KCCB.
- Ed Jordan thanked Mike Simerly and Mike Mains for their support to keep city public areas clean. Don indicated he would like to address local businesses to keep their property cleaner.
- He reminded everyone the report was due September 1<sup>st</sup> to Keep America Beautiful.
- Ross Garland suggested we add KCCB signage to some of the indexing roadways, so the public is more aware of littering.

**Proposal for Signage at Buffalo Creek Trash Trout Trap: Don Hlavaty**

- Discussion about the new signage after the recent flood was made. A new sign would need to be placed away from the river edge.
- A sign proposal was made by Lisa. She indicated it was a working draft and everyone should review and edit before next meeting.

**Status of Trash Cans Donation to Elizabethton Parks & Recreation: Mike Mains**

- Mike indicated the vendor was located in North Carolina, so we could order and just pick up. The final trash cans proposal should be complete by next meeting. Mike indicated the city was also contributing to the purchase order. Mike stated that he had submitted a grant for further funding. Melinda indicated the plan location is up to Mike Mains to determine as he sees fit for the department.

**Wayfinding Signage Placement: Ross Garland**

- Ross Garland spoke of the project for wayfinding signs. He reported Eric Anderson from Roan Mountain Road Commission, that had help us take delivery of the signs, had recently died. Ross asked that we should start there in Happy Trails Park in his honor. Ross indicated he would reach out to determine if the County could contribute to supplies, like concrete or anything. Ross stated he would like to target for early October installation. Mary Ellen suggested KCCB sponsor a newspaper article about the signage in Eric's honor and possibly recruit more participation to help installation on Roan Mountain's parkway.
- Ross says he will coordinate Elizabethton City Park signage with Mike Mains.
- Discussion of the supplies was made. He felt an 8" tube to place the posts was needed, as well as an auger to dig the holes to the correct depth. Braces would be needed until the concrete set in about 7-10 days, then removed by KCCB.
- Ross indicated he would also reach out to Roger Colbert about starting installation on the highway roadway signs.

**Upcoming Events: All**

- Don indicated he needed a volunteer to help set up the tent booth on September 23<sup>rd</sup>, as he would just have gotten back from Hawaii. Don stated that Lisa, Mary, and he had worked at the Meet the Mountain Festival in Johnson City last weekend, which was a booth sponsored by Keep Tennessee Beautiful. Monica had been sent from Memphis rather unprepared for event with no tent, so Edmund had contacted KCCB for assistance. We gave them much of our giveaways to distribute along with their water bottles. Edmund indicated he would replenish our supplies in time for the

Elizabethton Covered Bridges Days. Lisa asked Mike Mains if he wanted to have the recycle bins distributed out for that festival and Mike indicated he would like it.

- Ed Jordan is going to Knoxville September 19-20 for the *Keep Tennessee Beautiful* regional meeting, since Don is out of town. Ed will represent KCCB for the meeting and education session. All expenses are paid by *Keep Tennessee Beautiful*.

#### **New Business: All**

- Ross indicated that the dues for *Keep Tennessee Beautiful* affiliate membership, needs an invoice submitted for payment by Carter County to cut a check for the \$200. Don will investigate if KTB provides it on the website or if we just need to contact them for it.
- Mike Mains indicated that the current flower plots will be plowed over in the fall. Mike indicated he would them featured in “Photo of the Week” advertisement. He also indicated we should look for new locations for next year.
- Don asked Ed Basconi if he wanted to attend the annual seed swap event in January. If he was going, we could add a KCCB booth at the event.
- Don asked Ross if he could make sure the Carter County group pays the approved \$5,000 directly to us at KCCB rather than the Chamber of Commerce. Don stated he had already contacted Preston about the Elizabethton first installment payment.
- Don asked the group if we want to participate in the Elizabethton Christmas Parade this year. Everyone agreed it was a good idea and agreed to participate again this year.
- Mike Mains asked if the recycle bins could be placed out at the Elizabethton concert event on Saturday August 27<sup>th</sup> at 5:00pm. Mike indicated the concert was a major event and the band stage would be placed on Elk in front of the Monument. Mike said several food trucks were scheduled for the event, as well. Mike anticipated a large crowd. Don agreed to place the bins within the Covered Bridge Park.
- Don reminded everyone of the Adopt-A-Highway clean up on Milligan Highway this Saturday, August 27<sup>th</sup> at 10:00am. Don stated a clean up was done about 2 weeks ago prior to mowing.

#### **Adjournment:**

A motion was made to adjourn by Ed Jordan, seconded by Ross Garland, and board approved. The meeting was adjourned at 1:14pm.

**Submitted by:** Lisa Vezzosi, Secretary.