

Keep Loudoun Beautiful

Minutes for January 21, 2019

Board of Directors Meeting

1. **Call to Order.** 7:02 PM at the Presbyterian Church in Leesburg by Mark Lenko, President
2. **Members in Attendance.** Mark Lenko, Amy Orr, Jennifer Chu, Carrie-Anne Mosley (CAM), Judy Klinedinst, Christian Bongard, Richard Woodrum, Alicia Groncki, Shirley Pearson, Skip Petit, and Administrative Assistant Lauren Hart. Absences: Carolyn Thomas, Beatriz Sandoval.
3. **Welcoming Remarks and Introductions as Needed (Board, Visitors)**
 - Step Up Loudoun Youth presentation - Friends of Beaverdam Creek Reservoir project: Find a Resi-Lution.
 - Students presented their project to construct a shed near the Beaverdam Creek Reservoir to hold litter cleanup supplies for volunteer groups to share. Presentation was followed by a Q&A session where BOD asked students about how much money they needed for the project, shed details, and logistics for cleanup events.
 - BOD suggested that KLB could help out with contacts for concrete pad for shed, cleanup supplies, and posting cleanup events on KLB website & social media.
 - BOD supported the project and agreed to provide a letter of support for the competition.
4. **Agenda Review for Changes or Deletions.** None
5. **Approval of Minutes.** Motion to approve minutes by Richard. Judy seconds motion. All were in favor, none opposed.
6. **Reports**
 - 6.1. **President's Report** – none
 - 6.1.2. **Review of Actions from Last Meeting**
 - 6.1.3. **Upcoming Schedule of Actions, Events, & Meetings**
 - Annual Meeting – Saturday, March 23rd – 2 pm to 4 pm
 - Area Leaders, past KLB presidents, donors (>\$100) invited. About 14 ppl typically attend.
 - Present this year's BOD
 - Possibly have strategy meeting
 - LCPS Science & Engineering Fair – Thursday, March 14th
 - KLB will be one of the Special Judges, not a Category Judge.
 - KLB provides 3 cash prizes for Environmental Science.
 - Amy and Blake will go.
 - 6.2. **Committee Reports**
 - 6.2.1. **Finance Chair**
 - Finance report - Balance ~\$5,165.40 combined checking & savings
 - Christian will be chair of Finance Committee.
 - Don't need to do 1099 form for Lauren because KLB is under the income threshold.
 - Skip and Christian will meet to go over account info.
 - Christian will update PayPal account info.
 - 6.2.2. **Nominations Chair**
 - Welcome checklist/package – in progress

- Richard & Judy will draft an exit checklist.

6.2.3. Development Chair

- Fall 2018 fundraising drive
 - \$2,055 collected so far
 - Less than last year (at this point in time), but mailing was received late.
 - For future mailings, need to mail out earlier and use first class postage.
 - Mr. Print didn't print back of response cards and screwed up NCOA file. So he agreed to pay postage for a future mailing. (We haven't paid bill yet.)
- Got Sneakers
 - \$63 donation received for the December collection.
 - Try to note which places were approached but declined to be a collection site.
 - Try to keep track of which collection sites receive more shoes.
- Giving Tuesday – Received \$520 in donations
- Boon Supply
 - Received \$248
 - Need to restart another campaign.
- Jen will create spreadsheet for grants.

6.2.4. Programs Chair & Subcommittee Chairs (Area Leader, School, Watershed)

- **Programs**
 - Jen S. has resigned from the BOD. Jen C. will help co-lead the Programs Committee with Amy.
- **Area Leaders**
 - Luncheon scheduled for Wednesday March 13th from 12 pm to 2 pm at the Wine Cellar at the Tuscarora Mill Restaurant.
 - BOD is invited, just need to RSVP.
 - Judy will send out an email/e-vite. CAM will help with e-vite.
 - Looking for door prizes and gift ideas for area leaders.
 - CAM will provide some door prizes.
 - Possibly give fall bulbs as gifts.
 - Area leader in Middleburg, who's a bookstore owner, donated a door prize.
 - At luncheon, ask area leaders which age groups (for Girl Scout troops) they would like to help with their cleanups.
 - Area Leader Report Forms
 - Forms have been overhauled to make it easier to use and input info.
 - "Special Event" line item is unnecessary and should be deleted.
 - Form will be ready for luncheon.
 - Next step is to make it an online form.
 - Contacting VDOT
 - For KLB cleanup events, area leaders should contact Judy for VDOT collections. Don't contact VDOT yourself.
 - Mention this on website and at AL luncheon.
- **Watershed**
 - Loudoun Water has advised not to use the Goose Creek Reservoir launch area due to safety concerns.
 - Beaverdam Reservoir
 - Aim for June cleanup

- Launch area is scheduled to re-open on Memorial Day weekend. Try to do cleanup around then (before reservoir fills up) so that banks (and trash) will be exposed.
- Will have 2 groups – shore group & canoe group.
- Possibly allow personal canoes/boats in order to save money. Need to ask around for personal canoes. Target 10-12 canoes.
- Need to scout area beforehand to see how much trash is in the water & on shore.
- Christian will coordinate with the Step Up Loudoun Youth group.
- Christian will inquire whether we can do cleanup before the re-opening.
- Potomac River
 - Aim for August cleanup
 - Try to hit the same stretch as selected from last year.
 - Sunday event is better for both Riverside on the Potomac and River & Trails.
- **Schools – Poster & Essay Contest**
 - Schedule
 - February 1st – Send letter to Superintendent of Elementary Education.
 - March 1st – Send letters to schools.
 - April 12th – End of contest.
 - During spring break, entries will hang in courthouse.
 - During KLB’s April meeting, BOD will judge entries.
 - Shirley drafted Application Form & Rules form for Mark to review.
 - Shirley will print out 58 letters addressed to the school principals. Envelopes have already been printed.
 - Shirley will bring a copy of the letter to the next meeting to give to Alicia so she can send it to her contacts.
 - Need to reach out to area leaders to publicize/promote contest to schools.
 - Consider using bright stationery (neon green) for letter to get their attention.
 - Create “how-to” video with past participants.
 - Need to call past participating schools to figure out who was the contact person.
 - Other student poster contests (D.A.R.E., Earth Day) are also held in the spring, which creates competition with our contest.
 - Need to coordinate with sponsoring organizations of the other contests.
 - Need to ask Alphagraphics to make copies of poster entries as JPEG files, not PDF files, so that they can be easily uploaded to the website.
 - Shirley will need more envelopes for the thank you letters. Mark will give Shirley more KLB envelopes.
- Cascades Trash Bash
 - Sunday, March 31st
 - Sunday, April 7th (rain date)

6.2.5. Communications Chair

- Press release
 - CAM is drafting press release. Will be done by the end of the weekend.
 - Will try to do one press release each month.
- Website
 - CAM will pay Dave to update website.

- Dave will do an in-person training class.
- Rack card
 - CAM is working with Mary. Will be done by January.
 - Mary has a recommendation for online printing company.

7. Old Business

7.1. Google Drive – Jennifer to check on access to Google Drive.

The meeting was adjourned at 9:15 PM.

Action Items

- Christian to update PayPal account info.
- Richard & Judy to draft an exit checklist.
- Jen to create spreadsheet of grants.
- Judy to send out email for Area Leader Luncheon.
- Mark to give Shirley more KLB envelopes.
- Shirley to bring a copy of the Poster & Essay Contest letter addressed to the principals to the next BOD meeting.
- CAM to draft press release.
- CAM to finalize rack card.
- Jen to check on Google Drive access.

Respectfully submitted,
Jennifer Chu