

KMB
Keep Michigan Beautiful, Inc.

KMB Board of Directors Meeting
Walli's East
Flint, MI
Feb. 11, 2010

PRESENT: Lois Adams, Lincoln Avery, Helen Bai, Becky Bottrell, Mary Christian, Brian Colter Pat Deck, Marilyn Dulgerian, Jerry Furi, Jack and Pam Frucci, Don Graham, Cheri King, Terri Klifman, Angela Mabin, Elizabeth Martin, Elsie McKeown, Bob Ramsey, Shirley Richardson, Beverly Smith, Jerry and Betty Stone, Bill Strong, Celia Todd, Bette Tollar, Verna VanDevelde, and Joanne Weilihan.

Staff: Bob Eldridge **Guests:** Mike Dulgerian, Don Fullenwider

Call to order: The meeting was called to order by President Jack Frucci at 11:05 p.m. He welcomed all new board members.

1. **Secretary's report:** The minutes for the October 15 board meeting were approved with the addition that prospective new board members Don Graham and Joanne Weilihan were in attendance.
2. **Treasurer's report:** The report by treasurer, Verna VanDevelde, was received and filed.
3. **KMB Foundation:** Foundation president Jerry Stone reported on a meeting they held with our executive director and president. They made it clear that the foundation is not connected with KMB. Both have separate 501 © (3) designations with different make-up and leadership. Even though their charter states they support the State of Michigan and recycling, they do support KMB having given out a total of \$11,000 so far. Their only income is investments which have gone through hard times for the past 10 years. If they can reach their goal of \$100,000, they can be more generous. When Bob Ramsey suggested they change their charter to read that KMB be the recipient of their funds, Jerry said it might even be changed that they not give any funds to KMB. Don Graham asked for the make-up of the foundation board. Their board member Mary Christian wanted the foundation to go out and look for donors and ways of raising funds. Jack Frucci suggested board members give foundation members ideas. He thanked them for getting their funds up to \$71,000.
4. **Speaker: Don Fullenwider.** He is a friend of Bob Eldridge and knew him as alumni of Alma College. Don, trained in architecture, now runs a company working on preparing virtual presentations for improvements to such places as Petoskey, LAX in Los Angeles, and Cobo Hall. He showed on a screen a virtual tour of Cobo Hall and Alma College. This is a good tool to introduce prospective college students to the school by way of a computer. He's working on a reconstructive model for Haiti that has to be in Creole, French, and English. Don, who attended the awards program in Mt. Pleasant, passed out business cards and told the KMB board that anyone who can design a computer game can design a virtual presentation.
5. **Website:** Jerry Furi was thanked for adding a lot of photos to our website and putting a lot of time into improving it. Board members were encouraged to take a look.

LUNCH BREAK

During the lunch break, the committees will meet and report back after lunch.

6. BCSEM: Their president Bob Ramsey announced that in lieu of their quarterly meeting hosted by a town, their board is hosting a teaching seminar on community gardens and hand- (over) ling rain water. Successful gardeners will be the speakers. The date is March 10 and it is free to attendees at Grosse Pte. Park's Tompkins Community Center.

7. Executive Director's report: **a) Donor/member list** – Bob Eldridge distributed the list and said that deceased members will be listed once a year. The list will be posted on our website and in our newsletter. **b) Fundraising** – ITC Holdings is overhauling their grant department and has not taken action on our request. Bob said their new department head is "new friend" and told him to re-submit our grant request. **c) Celebrate Spring** invitations have been sent out. Lansing Board of Water & Light is considering making a donation as a sponsor. The featured speaker is Dr. Brad Rowe, MSU professor of Horticulture, renown for his expertise in landscape design and green technology. Bob wants to get our KMB logo on bags that the Lansing Go Green Initiative is distributing promoting recycling. **d)** When Bob speaks to the Mid-Michigan Master Gardeners Association in Mt. Pleasant in April, KMB will receive a \$100 check and he has agreed to donate his \$100 stipend to speak to KMB, as well.

8. Committee reports:

a) Administration

Pat Deck said they're looking into the proposed districts and decided to start small and build the number of districts. They're looking for candidates for the board who would be active with KMB. Prospective members should attend a board meeting. They're preparing nominations for board officers and asked interested parties to contact the Administrative Committee.

b) Events

Angela Mabin reported that Pat Deck will head the Clean-up Days and is updating last year's brochure and working on one for children. Bob Eldridge will get a proclamation from the governor. The Detroit Riverfront Conservancy is hosting the May meeting. Award winner and head of the conservancy Faye Nelson is speaking. Bev Smith has arranged for a buffet dinner in Greektown for \$9.95 and hotel rooms for \$89. Recycle Here!, another 2009 award winner, is giving a presentation. The committee is finalizing plans. The summer board meeting will be in Arcadia on July 8 and 9. Terri Klifman is spearheading arrangements. The Annual Conference will be Oct. 14 and Awards Program on Oct. 15. Bob Eldridge and Angela Mabin are working on this.

c) Awards – Marilyn Dulgerian plans on giving an appreciation award to Wojos at the Annual Conference and not at Celebrate Spring. (They regularly provide flowers for the Awards Program.) The award forms will be ready by Celebrate Spring and board members were urged to find projects to recognize, at least one. Only nine board members nominated projects last year.

d) Education – Bob Eldridge will be sure KMB has a presence at Michigan Week's Fun Day at the capitol in Lansing and also at the Metro Detroit Youth Day on Belle Isle July 14. He will send out PSAs to Michigan radio stations on Clean-up Days and post clean-up projects around the state on our web page. It was suggested to present a certificate of appreciation to clean-up projects.

d) Fundraising – Chair Bob Ramsey reported that the silent auction and raffle will be the major fundraisers by their committee. Terri Klifman has joined this committee. Bob Eldridge reported that S.C. Johnson has sent a \$500 check for Michigan Clean-Up Days brochures.

e) **Public Relations** – Pam Frucci reported that Bev Smith will serve as chair and Pam will report committee activities to the Executive Committee. Since the barrel covers are too expensive, the committee recommends 18" x 4" bumper stickers that would say "Take pride in....Keep it Clean & Green" with our logo and Keep Michigan Beautiful, Inc. The poster still isn't ready. It is recommended that at future award luncheons, a DVD of winning projects be projected on the screen. Also, we should enter the Green Leaders competition in the Detroit Free Press because of our involvement with clean-up and beautification projects. We need to make the KMB symbol as recognizable as 911. We should again put PSAs promoting our projects on AM & FM radio.

9. BUDGET: The 2010 budget was approved after adding \$2,200. It is hoped that we can get more grants so we don't have to do deficit budgeting.

10. EXECUTIVE DIRECTOR: Pat Deck said the evaluation hadn't been held yet but all gave Bob a hand for doing "an excellent job." He will again receive a \$5,000 stipend and \$3,200 for expenses.

The meeting was adjourned at 3:25 p.m.

Respectfully yours,

Pamela A. Frucci

Recording secretary