

## Keep Charleston Beautiful Board Meeting 1/23/2025

Call to Order

Meg O'Halloran, Chairperson, calls to order at 5:07 pm

Roll Call/Attendance (bold indicates presence)

**Jamie Gillette (staff)**

**Taylor Simkins (staff)**

Katie Abare

**Rachel Barry**

**Cheryl Carmack-Smith**

**Elodie Cutler**

Sam Haab

**Mary Mauldin**

**Meg O'Halloran**

**Lisa Weismann**

**Stephen Kaminski (guest)**

Approval of November Meeting Minutes

Motion: Meg

Second: Lisa

Motion carries and minutes are approved.

- Goals of our meeting today
  - Review KCB's overall mission, vision, and values
  - Explore strengths, weaknesses, new opportunities
- Mission Statement
  - Looks good to everyone
- Review of KCB Board
  - Updated list of currently active members and dates of appointment
  - Taylor Harris now honorary after appointment in 2015
  - Requirements 8 meetings/year and 5 hours of volunteer service
  - KCB Board Officers
    - Chairperson: current Meg O'Halloran
      - Meg needs to resign from her position as she will be moving
      - Rachel nominates herself, Meg and Cheryl support
      - Rachel secures 2025 position
    - Vice Chairperson: current Rachel Barry
      - Rachel moved to Chairperson role
      - Mary nominated
      - Mary secures 2025 position
    - Secretary: current Cheryl Carmack-Smith
      - Decides to stay in position in 2025

- Financial Report
  - 2024
    - 2024 Total Revenue: \$56,922.88
      - \$20k allocated via city budget
      - \$10.2k raised via dispenser sponsorships
      - \$10k funded via palmetto pride grant
      - \$14.5 raised for education coordinator via FKCB, HH Grant, CAG grant
      - \$2,222 raised via other donations
    - 2024 Total Expenses: \$44,741
    - 2024 Year End Balance: \$23,459.13
  - 2025
    - Starting balance 2025: \$23, 459.13
    - Expected revenue: \$52k
    - 2025 Budgeted Expenses: \$50k
  - Potential Grants
    - PalmettoPride Grant
      - \$10k for general admin and conference travel
    - Healthy Harbors Grant
      - Submitting through FKCB
      - Requesting \$15k with a focus on PUP program
        - Meg suggests expanding this to include national secure your load day to address another factor impacting water quality
        - Mary discusses the chemical pollution in James Island waterways and how we could incorporate any of these issues
          - Jamie to look into education info from ACSEC
    - Arbor Day Grant
      - Community tree giveaway for elderly/disabled/limited resources; delivery + volunteers planting trees
        - Meg discusses example program where owners agree to commit to maintenance of the trees
        - Mary asks if this could be coordinated with Clemson Extension to collaborate in some capacity on this effort
          - Meg mentions CofC sustainability program
        - Mary asks how it will be advertised - Jamie notes social media and newsletter, potential need to partner with other organizations to get the word out to a wider audience
          - Rachel suggests fliers in senior centers
    - Dominion Energy Charitable Grant
      - Potentially funding education programming
      - Focused more on env education/stewardship

- Potentially fund a mascot costume or activity books depending on available funds
  - Other potential grants: AARP grant, CCF grant, etc
    - Meg recommends same proposal as Arbor Day, but Jamie notes the quick grant turnaround time not suitable to time of year for planting trees
- KCB Organization Updates
  - Hiring a new Events & Volunteer Coordinator
    - Mary likes that this will take a lot of work off of Jamie
    - Will allow Jamie to focus more on administrative work and for KCB to expand some programs
  - Future for Education Coordinator Role/Programs
    - Will be difficult with limited office space
    - Some uncertainty here about how new hire will handle this role
- Diving into Programs
  - Litter Prevention/Cleanup
    - Year-round litter sweeps, CKC youth/family sweeps, monthly corporate partnership opps, national secure your load day supply giveaway, education programming, cigarette litter prevention program, adopt a block, DIY cleanup kits, administrative - reporting, maintenance, reporting littering, annual events
    - Goals of focus: education, awareness, community involvement
    - 2024 focus was AAB, but weren't able to promote as much as desired
      - Can be focus for 2025?
      - Jamie - from a marketing perspective, it's easier to promote group cleanups and the community aspect of it
        - Meg suggests recruiting from volunteers at community events for those that are interested in doing more
    - CKC have been a big success, getting national recognition - want to promote even more this year
      - Could promote AAB to families that regularly attend as a way to be involved further
    - AAB encouraged by Mayor, but not fully embraced by some regular cleanup volunteers who are doing the same work
      - Stephen notes award received and how he was happy with the recognition
    - Jamie would like to have an action item of sorts to provide after community cleanups to make larger impact in the bigger picture
      - Rachel suggests promoting AAB at these events, but Jamie wants something that focuses more on community behavior rather than individual actions
      - Meg discusses some sort of app that can incorporate into the existing platform to encourage folks more through gamification

- Mary asks about a youth commission at Mayor's office - could we do some sort of focus group with this group?
- Monthly corporate partnership opportunities - goal is to have 1 corporate entity involved with us each month
  - Is \$500 too much to ask?
    - Initial concern was staff capacity and limiting to what we could actually do reasonably
- Education program: hosted 13 CKC events, 4 school events, 304 volunteers, >500 lbs of waste diverted
- Great Charleston Cleanup scheduled for March 24-29, 2025
  - Cleanup in different regional locations in the city each day with big city-wide event on Saturday
- Sustainability
  - ZWE, fish line recycling, public space recycling, special recycling at office, composting program facilitation, educational programming
  - Goals of focus: education, awareness, community involvement
  - Lisa on special recycling at the office - any updates on special recycling?
    - Jamie says all were able to be funded last year, lots ready to go now, just hard to track who is dropping them off to ask for donations to help fund it
  - Lisa on ZWE - new ZWE company in Charleston? Jamie notes that is her!
    - Not as many ZWE in 2024, unclear on why, but still being offered in the city
    - Several events are just too big for our capacity
    - Green Events Guide included on permit applications for events in city limits
    - Lisa asks cost - typically around \$400, but varies
  - Public space recycling - now have better labeling and information about what is recyclable
    - Sustainability wanted parks staff to do an audit of bags, but haven't had capacity to do this yet
  - City of Charleston level goals to tie into helping reach sustainable goals
- Beautification
  - Bee city USA, PUP, tree planting/distribution, AAB, grime gang/grime-fighters, graffiti abatement projects
  - Goals of focus: education, awareness community involvement
  - Bee city update - Bee city usa pushing for residents to use native plants, work being more directed to CPC and Bee Project, some changes in executive level leadership and unsure of how this will affect this work
  - Rachel asks about GAC and any funding going to groups here locally - no, not currently
  - Some funding available, but needs to be allocated for projects on public property
  - 2025 pollinator garden project is up in the air with leadership changes

- Grime gang getting some interest, worked well for day of giving in 2024
- More ways to incorporate education and awareness?
  - City has streamlined document on how to have more appealing native plants on your property
- Discussion | Round Table Comments
  - Meg reminds us all that we are supposed to bring a friend or 2 or the February meeting
  - Rachel comments on how wonderful Jamie is doing and is excited to see how we can grow with a new staff member
  - Taylor - CKC planned for Sunday, February 2 at Brittlebank Park in partnership with the MARSH Project
- Next Meeting
  - February 6, 2025 | 5:30 - 6:30 PM

Rachel motions to adjourn

Elodie Seconds

Meeting adjourned at 6:55 PM