

Meeting Minutes Draft
Keep Mansfield Beautiful Commission
Monday, May 13, 2019
6:00 p.m.
Mansfield Service Center

ATTENDANCE - Sarah Zink, Sharon Roberts, Jacqueline Conley, Gary Mills, Carla Green, Jennifer Evans, Karen Williams, Gordon McMinn, David Crumpton, Leon Williams, Jan Hurlbut

CITY STAFF PRESENT – Becca Sales

CALL TO ORDER at 6:01 p.m.

APPROVAL OF MINUTES –

TREASURER’S REPORT – Balance as of 05-13-19 is \$4,912.75.

ROUTINE BUSINESS

AAS Update

Three new participants added.

AAS renewals due in August. Board members asked to think about a renewal process/form.

NEW BUSINESS

Board Appreciation Dinner

Zink motioned to have dinner instead of monthly meeting, June 10, 2019, 6:00-9:00 p.m., at the home of Carla Green. Mills seconded. Motion passed.

Earth Day Recap

- **MARKETING**
 - a. Consider marketing this event as the ‘best kid’s festival in town’?
 - b. Water bill marketing was very effective
 - c. Consider boosting FB ads and adding Instagram marketing (1-min videos)
 - d. Use the Pickle Event to promote the EDM event
 - i. Participate in parade
 - ii. Have photo booth there

- e. Speak to/reach out to
 - i. PTA's (something new)
 - ii. HOA's (focus on more than we did 2019)
- f. Reach out to neighboring communities:
 - i. Midlothian
 - ii. Waxahachie
 - iii. Kennedale
 - iv. Crowley, etc.
- CHILDRENS AREA
 - a. VERY well run; however, need committees (use Karen W. to reach out to chamber?)
 - b. Move butterfly release to garden area ONLY
 - c. Consider moving photo booth inside the building or into one of the bays
 - d. Separate bounce house from pony rides
 - e. Use interns as additional support to face painter
 - f. Keep snake person in kid's area; bring back hawk man and have up by volunteer registration and rain barrel auction
- FISHING TOURNAMENT
 - a. Must find 'sponsor' organization – perhaps Joe Pool Bass club?
 - b. About 30 kids participated
 - c. Better or better-trained volunteers
 - d. Have more fish in pond that are of a size to be caught
- RAIN BARRELS
 - a. Brilliant changes by Rebecca and Karen – continue with the application process and the pre-event (hoping to be sponsored again by Wal-Mart)
 - b. Have two IPADS available to process payments
 - c. Have "Cash" and "Credit" signs and have two lines
 - d. Let winners take home a rain barrel flyer so they know how to set it up.
- LOGISTICS
 - a. Tables went over well – folks really liked having somewhere to sit
 - b. Order enough t-shirts to sell
 - c. Get enough bags to sell for \$5
 - d. Barricades vs. pylons

- e. Tie event signs to poles
- f. Order a fishing tournament banner
- g. Order an Earth Day banner
- h. Have fewer trash/recycling stations, but with a more structured set up so that volunteers can help direct folks to trash vs. recycling
- VOLUNTEERS
 - a. We had good volunteers
 - b. Have more come early to help vendors unload
 - c. Have more next year to run trash/recycling stations
- VENDORS IN GENERAL (BOTH FM AND 'OTHER')
 - Have a digital handout regarding prepping for wind
- FOOD VENDORS
 - a. Get a vendor or organization to do 'festival' food
 - b. Get FM BBQ person to participate
- BAND
 - Zink is authorized to reach out to secure them for 2020 at \$400 (up to \$500, if necessary)
- FARMERS MARKET
 - They were happy and will come back.
- EDUCATIONAL EXHIBITORS
 - They all seemed happy with the outcome.
- COMMITTEES
 - Board members should consider having a committee for his/her area.

Board Assignments

Notify Zink if you plan to leave the board. Zink wants to adopt/create a succession plan for incoming officers.

ADJOURNMENT – Green motioned to adjourn meeting at 7:00. Roberts seconded. Motion passed.