



“To achieve a cleaner and more beautiful community through the education and involvement of its citizens”

Keep Rome-Floyd Beautiful

Minutes

January 23, 2023, 4:00 p.m.

Rome-Floyd ECO Center

Present: Commissioner Rhonda Wallace

Hannah Bagley, Program Coordinator

Ben Winkelman, ECO Center Director

Brooke Brinson, KRFB Chairman

Amy Dawkins, KRFB Board Member

Lucy Burnes, KRFB Board Member

Call to Order:

This meeting was called to order by Brooke Brinson. Amy Dawkins made a motion to approve the minutes from the November 16, 2022 meeting.

Reports:

Bring One for the Chipper was a success, with 16 student volunteers from Pepperell FFA among others. Amy Dawkins suggested we encourage more young people to get involved in KRFB, and asked what kinds of contacts we could reach out to push information about our events out to the local high schools. Lucy Burnes and Mrs. Dawkins mentioned that we can contact PR representatives from both the City Schools and Floyd County Schools for this purpose. FFA has been a great program to work with, but not all of the local high schools have one. For these, we could reach out to key clubs, the CCA, and other student organizations that require volunteer hours of their members. Mrs. Bagley added that it's best when a club or organization comes together, because this reduces stress from coordinating the event and watching the safety of many kids.

There is no Code Enforcement update for this month, as Glenn Rueben has been out of town. There is also a delay with the County side, because Katie Walters has accepted a new position at P.A.W.S., there will be a new County Code Enforcement Officer to be hired.

Old Business

We would like to welcome Brooke Brinson as Chairman as he leads his first meeting active in this role.

No littering signs have been installed: 4 at Douglas Street, 1 at Fannery Street, 1 at Iron Street, and 3 at Dodd Boulevard. They each include the code so that officers may cite people on the spot. More will be installed in the coming weeks, starting with Iron Street. We will also need to conduct a cleanup there soon, as litter has increased detrimentally in this area.

The new KRFB website from Launcheffect has been put on pause. We will not be able to resume until August. Brady has the website ready, and we will enter a contract with Launcheffect once our contract with WIX has expired in 2024. We are excited to support his local business and reap the benefits of his great talent.

KRFB received a grant for \$5,000 from the Solid Waste Trust Fund and Keep Georgia Beautiful to go to our dump trailer. It will also include an educational wrap. We can use this trailer for tires, trees, and household litter. It will save time and money for pop-up land and river cleanups. We typically pick up about a ton to 3,000 pounds, so this trailer will serve as the perfect size for our use.

New Business

Hannah Bagley and Lisa Strack have not been able to meet again for the new year concerning our West End "Green Fest" event. Hopefully, we can involve many community partners such as the Rome-Floyd ECO Center, Pirelli Tires, Ball Corporation, Southeastern Mills, and International Paper to show ways they can give back to the community in terms of environmental impact. Mrs. Bagley has already reached out to many of these partners and they have shown interest. West End is a Bee Campus, so they want to incorporate pollinator education into this event. It will take place in the month of April to celebrate Earth Day/Month. However, this might conflict with end-of-the-year testing, so it might have to be delayed to mid-May. There may be some kind of admission, such as an aluminum can to recycle. Lisa Strack's goal is to see all of the city schools copy this model in the following years. Mr. Winkelman mentioned that the ECO Center participates in many Field Days for surrounding schools, so they could approach this festival in a similar manner. Mrs. Burnes discussed that with PBIS rewards in the County Schools, time slots are given to grade levels to decrease numbers and thus increase engagement. Mrs. Burnes would like to try to incorporate this event in one County school as a test run this year.

GREIA Workday has been postponed, and KFRB board members are encouraged to look out for updates of when the new time will be, but it will likely be late spring. The task will still be removing blighted homes to make room for new homes and helping tear down alongside professional contractors.

Mr. Brinson asked Mrs. Bagley for an update on the litter cameras. They were successful, until someone started tampering with them by removing SD cards. Mr. Winkelman and Mrs. Bagley are working on scoping out new problem areas. They also plan to hide them better, to avoid tampering in the future, as well as fining people immediately instead of giving so many second chances.

Mr. Brinson also mentioned that we are short on active board members according to our traditional bylaws, and suggested we move towards recruitment of new members. Mr. Winkelman and Mrs. Bagley had a meeting with the Chamber of Commerce Friday. We are going to make sure all members are pulling their weight and contributing to KRFB in order to remain on the board, because there are limited spots and we want to make sure Mrs. Bagley is supported in the ways she needs to be the most successful program director. Mr. Winkelman suggested there needs to be a difference between a member and a board member. Our bylaws say we should have 12-15 board members, we currently have 9 voting members, some of which are not technically considered active. There has been a lot of confusion between who has the authority to vote and make decisions. We have a lot of Floyd County employees, and would like to have more voices from the City of Rome. It would also be refreshing to include some student representatives from student government or other young leaders.

Keep Georgia Beautiful Foundation emailed Mr. Winkelman about 5 notable achievements by Mrs. Bagley from this year. She has broken multiple KRFB records, including number of participants and volunteers, volunteer hours, and the largest event in KRFB history with 124 students.

Concerning our litter campaign, recent developments have shown that mimicking the “Don’t Mess With Texas” ad campaign will require large financial resources that go beyond KRFB’s current advertising budget. There have been some roadblocks in coordinating with City and County PR. We are not trying to rebrand KRFB, but create a movement that will inspire people and will be easy to remember. The City of Rome wants this job to remain in house, but Mrs. Bagley believes an outside opinion could be beneficial. Brand Red and V3 and those in charge of the Eco Greenways could also help us determine next steps and ask the right questions to professional ad campaigners. We would like to invite them as guests at a future meeting. In the future, a fundraiser could be in order. However, Commissioner Rhonda Wallace and Mrs. Burnes agreed that we need to decide what we want to do and how much that will cost first, to give

people a goal and a purpose to reach. Mrs. Bagley would like to do something fun for the whole family if we do a fundraiser in the future such as a concert or an event with River Remedy.

Mrs. Bagley is looking to a few different dates for litter cleanups that will work for different employee groups. Instead of storm drains, we are going to start doing 4 river cleanups a year for our BMP.

Mrs. Bagley encourages board members to talk to esteemed friends and peers about joining the board. There is a link at our website or in person at the clerk's office for the Board Member application. We can also interview potential members before accepting them. Mrs. Bagley is working on changing the application to better fit our needs. We will likely have a February interim meeting to further discuss this issue among others. Since the program has been growing, it may be beneficial to do additional zoom meetings on our typical "off" months.

We have been working on sending out emails to ensure all of our current Adopt-A-Mile participants are still active and wanting to be a part of our program. Attaining membership has been difficult. However, we have one of the largest Adopt-A-Mile programs in Northwest Georgia, and Keep Calhoun-Gordon Beautiful has reached out to Mrs. Bagley for help setting up a similar program. Mrs. Dawkins suggested going door-to-door reaching out to people for volunteers.

The Arbor Day celebration will take place on February 17th at 1:00pm at the G.E. Trailhead. Rome High School's Junior ROTC, marching band, and FFA program will be there to serve. There will also be popcorn available for all attendees. The tree species were decided on just before this meeting. There will be 4 Swamp white oaks and 6 Magnolias planted. KRFB Board members are strongly encouraged to attend.

Adjourn

There being no further business, the meeting was adjourned.

Respectfully Submitted,

Sophia G. Swann

Sophia Swann, Secretary