

## State of Texas

### County of Brazoria

Be it known that the **Keep Angleton Beautiful** Commission met for a Planning and Goal-setting Workshop on Saturday, February 11, 2017 at 8:30 a.m. at the Holy Comforter Episcopal Church Parish House.

1. **Call to order** 8:43 a.m.
2. **KAB Members Present** : Dorothy Wilbeck, Andrea Demopulos-Coats, Cheryl Scarborough, Tracy Delesandri, Suzanne Dellinger  
**Members Absent** : Brandei Goolsby, John Wright  
**Staff Present:** Dena Cline  
**Visitors Present** : Scott Albert
3. **Visitor comments:** Mr. Albert discussed his views on Keep Angleton Beautiful and goals to participate more closely with the board.
4. **Review and edit Mission and Vision** : They were reviewed and suggestions for edits were made. The following mission was crafted: To empower Angleton citizens through education to take responsibility for enhancing Angleton's quality of life. The current vision was not changed: To make Angleton, Texas, the most beautiful and environmentally responsible place in Texas, one person at a time
5. **Brainstorm and find consensus for 2017 priorities and GCAA award ideas** : Priorities and possible GCAA ideas were brainstorm and discussed and the following were crafted:
  - Lobby to have medians decoratively stamped with added trees and plants (beautification)
  - Promote a beautified, clean and green community - both residential and commercial (litter prevention, beautification, recycling and education)
  - Work to bring in clear, pretty signage and way-finding for the city (beautification)
  - Make Keep Angleton Beautiful known and supported in the community (education)
  - Work to add more sidewalks and make existing sidewalks more pedestrian-friendly (beautification)
  - Focus efforts on non-gateway areas of the city (litter prevention and beautification)
  - Bring focus to gateway signs and overpasses (beautification)
  - Work to have planters and seating downtown (beautification)
  - Lobby city council for architectural control measures and/or ordinances (beautification)
6. **Create goals and objectives for 2017** : The 2013-14 goals and objectives were reviewed and the following goals and objectives were crafted:
  - Maintain and educate about the recycling program at all AISD campuses.
  - Increase curbside recycling participation by 5%.

- Expand support and participation in community develop and improvement visions and projects in partnership with the city.
- Increase Angleton’s “sense of community” through publicity and partnerships with local youth and adult organizations.

**7. Create Executive Director expectations for 2017:** A draft document from Dena Cline was reviewed and the following goals and objectives were crafted:

| Goals   | Objectives   |
|---|--|
| <p><b>1. Increase public awareness of KAB</b></p>   | <ul style="list-style-type: none"> <li>• Create a marketing plan/campaign</li> <li>• Increase social media presence (in platforms, posts and followers)</li> <li>• Increase number of speaking engagements and appearances at non-KAB events</li> </ul>  |
| <p><b>2. Increase public support of KAB</b></p>   | <ul style="list-style-type: none"> <li>• Increase number of volunteers at events</li> <li>• Increase number and/or amount of voluntary donations through water bills</li> <li>• Increase number and/or amount of grant awards and donations</li> <li>• Increase number of Adopt-A-Spots</li> </ul> |
| <p><b>3. Bring Executive Director tools, planning and execution methods up to par with those of other successful non-profit organizations</b></p> | <ul style="list-style-type: none"> <li>• Create donor/sponsor database</li> <li>• Create volunteer database</li> <li>• Review/edit mission and vision</li> <li>• Create measurable goals and objectives for 2017</li> </ul>  |
| <p><b>4. Keep KAB board organized</b></p>   | <ul style="list-style-type: none"> <li>• Send reminders of KAB meetings and events in a variety of methods</li> <li>• Send reminders of city council meetings that KAB board members might want to attend</li> </ul>   |
| <p><b>5. Serve as a liaison to city departments and community organizations</b></p>   | <ul style="list-style-type: none"> <li>• Keep KAB board up to date with city projects / news and vice versa</li> <li>• Help deliver KAB message to community organizations</li> </ul>  |

**8. Create Strategic Marketing Strategy for 2017:** A draft document from Dena Cline as well as a proposal from BayStar Group was examined. The following strategic marketing plan was crafted:

Mission: To increase awareness of and participation with Keep Angleton Beautiful in the community

Target Audience: community influencers and early adopters

Slogan and message: “**It’s Your Heart - Do your part!**”

Message: If your heart is in Angleton, you should do your part to help Keep Angleton Beautiful keep it clean, beautiful and environmentally sustainable.

### **Communications Plan (Implementation)**

Internal audiences (i.e. board members, bought-in volunteers and community leaders):

- Email blasts (using something like Constant Contact or HootSuite)
- Social media
- Newly designed website

External audiences (i.e. public, infrequent volunteers, etc.)

- Facebook posts (both organic and paid)
- Website
- Brochures
- Business cards
- Thank you post cards
- Power Point presentations for community groups/ speaking engagements
- Other social media (i.e. Twitter, Instagram, Pinterest)
- Signage - especially at gateways and at problem areas
- Water bill inserts
- Traditional news media stories (i.e. The Facts, The Bulletin, Community News, The Source)
- Traditional news media ads
- Marketing items / give-aways
- Teacher training opportunities?
- Community events and involvement
- Partnerships with other groups (i.e. Master Gardeners, etc.)
- Outdoor “Heart Campaign” - have businesses and residents decorate their own hearts to display outside or in lawns (have to have standard size, dimensions, etc)

9. **Adjourn:** The meeting was adjourned at 11:30 am  
Motion by Andrea Demopoulos-Coats to adjourn; second by Tracy Delesandri  
Motion passes 5 for, 0 against, 2 absent

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**Keep Angleton Beautiful Chairperson**

**Date**

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**Keep Angleton Beautiful Executive Director**

**Date**