



October 8, 2019
BOARD OF DIRECTORS Meeting

Old School Museum, 13304 Hwy 6, Santa Fe, TX 77510
12 pm – 1 pm

Attending: Stacey Baker, Rebecca Martinez, Jodi Gidley, Mandy Jordan, Rebecca Wright.

President Stacey Baker called meeting to order at 12:05 pm; quorum determined. Board reviewed minutes and financial reports as presented. Minutes were accepted as presented with one correction to September 10, 2019, minutes – change \$229 pending in PayPal account to be revenue from CrowdRise, an online promotion.

Financials reports were accepted as presented; with KSFb balance as of September 30, 2019, as \$17,136. Designated for Garden is 12,777. Board reviewed the 2019 Revenue List of donations and noted the ExxonMobil donation as pending, believing the check for \$2000 may have been lost in the mail. Request for assistance from KSFb's contact at Exxon has been made. Proceeds from the 2018 Heritage Festival that inadvertently were not listed previously have been deposited and the \$201 profit is listed as 2019 income. Fundraiser Report Sheet provided to Board included details.

The Board discussed how Network for Good (Facebook) does not provide a list of donors, and how fee assessments used by online systems (Stripe, Square, PayPal, etc.) differ. Board approved the renewal of the post office box for the organization, annual cost is \$156.

Rebecca Martinez is working to update KSFb Quickbooks notations and identification of entries to reflect reporting for specific to non-profit organizations. These include changing customers to donors, balance sheet to statement of financials, and profit & loss reports to statement of activity. Until these conversions to non-profit terms are completed, Quickbooks will not be used for reconciliation. Mandy reminded everyone that KSFb needs to document all donors' emails and mailing address information.

Committee Reports --

No information received from other affiliates for samples of Disclosure Policy.

Stacey asked all to review the sample Financial Control Procedures provided so we can discuss in the future.

Mandy said minutes from previous meetings are posted on website. Board decided that Financials did not need to be posted; balance of account and all major donors are listed in minutes. Board agreed if information was requested that the requestor would be directed to website and KSFb did not need a separate information request form. The IRS Form 990 will be posted on website. Jodi reminded members that a non-profit does not have to provide donor records.

Regarding potential new board members, it was agreed that the KSFb would benefit from expansion of more dedicated volunteers and current board members knowing persons wanting to serve should ask them to email a paragraph explaining interest and a brief bio. KSFb can have 15 maximum. Mandy will provide info for board requirements in by-laws to send to interested persons to review, which includes financial support. After discussion, board recommended to donate on Giving Tuesday to receive match; December 3 is 2019 Giving Tuesday campaign.

Grants & Membership

Mandy Jordan reported a \$9874.54 donation from the Chocolate Bayou Cowboy Church for the Garden and would like recognition in the Garden for their contribution.

KSFb provided information to Clark Condon to compete for an HGAC award. They are using the Garden's plan and project for the submission, and would provide recognition for KSFb.

ExxonMobil \$2000 donation is pending.

H-E-B/Central Market Green Bag was submitted 9/27/2019 and will award before end of October; \$3000 max.

Kempner Foundation is in the works and is due 10/15/2019.

BNSF Foundation will be submitted with approved financial statements; maximum of \$5000.

Membership kickoff will be with anniversary event on October 16, 2019. Mandy will update membership cards and these will be available during annual meeting.

Fundraising & Events

Annual Meeting. October 16, 2019. Mandy will update membership cards and create program to include financial report, report of activities completed and planned, and list of donors. The “Don’t Mess with Santa Fe” t-shirts will be for sale. Stacey will provide report and be given prepared remarks. A banner has been ordered and will be displayed by the Garden announcing the proposed opening of Spring 2020. Event will be outside. Rebecca Martinez will invite Snider Transmission owners to receive the Beautiful Business of the Month award. Mandy has received the list of students from Brandon Noto to be honored as Volunteer of the Award and will have a plaque made for each student. Stacey will provide cake and punch.

Heritage Festival. November 10. KSFB will provide membership information on display on designated tables.

Fall Cleanup. November 10. Mandy is working with the 4B Disaster Response Network to work at Mae S. Bruce Park, possibly picking up the bricks around the gazebo. Supplies have been ordered from Keep Texas Beautiful.

Giving Tuesday promotion. December 3. Rebecca Martinez will prepare information to share on social email and for website post. Board will push this effort for membership drive and board donations. Info to be released mid-November.

Earth Day 2020. April 22, 2020. Plans to begin soon. November meeting Board will set date.

Recycling & Educational Programs -- Community Cleanup with AmeriWaste is October 19. Tire Recycle is scheduled for October 24. Code Enforcement Month is October with most Texas cities and Stacey will ask if City would pass resolution. Rebecca M. reported on recycled markers projects that has launched at elementary schools and the Bags to Beds program that is underway. She will provide info to Mandy for website.

Promotional & Marketing -- Social Media engagement campaign continues with KSFB sites and City of Santa Fe. Beautiful Business Award recipients will receive a certificate at the end of its month. Mandy will post the Annual Meeting program to serve as a Digital Newsletter and exploring more ways to send digital info.

Project and Volunteer Management:

Therapeutic Garden: LGA Engineering has provided drainage and sidewalk plans. Bill Pittman (Bilmar) will manage the construction of the sidewalks and help with costs. The park will need fill dirt. Suggestions were made for sources.

Non-profit Coalition will meet quarterly. A private Facebook group will be created to share information and facilitation will be shared among the members.

Memorial Benches. The ten benches will be installed in the two city parks. The families have been contacted and two benches are designated for the Garden. The landscape architect will design a space for the Heart of Santa Fe and two benches. Goal is to have all 10 benches to be installed with a seamless plan all at the same time.

Color the Can Placement – Four are installed at Runge Park, and some are designated for Tambrella Park.

Don’t Mess with Texas Mural at Village Pizza. Owner is ready to go forward with mural facing Hwy 6 and owner asks for assistance getting railroad to help clean up the south side. Mandy will be providing details at future meeting for design contest and process to paint.

Fall Clean-up project set for November 9 at Mae S. Bruce Park.

Reminder to collect *ink cartridges for recycle* and redeem at Best Buy.

Walmart has program for recycling cell phones and Stacey will look at details for future.

Other discussion items included the reconsideration of email addresses with keepsantafetxbeautiful.org extension for all board members that includes an increase of monthly charges. Decision was made to keep the mandated info-address, Mandy’s and retain the new one for Rebecca Martinez.

Next meeting date is November 12 at Old School Museum conference room. Calendar of meeting dates is posted on website.

Board adjourned at 1:18 pm.