



## Keep Charlotte Beautiful Committee FY 2014 Report

### KEEP CHARLOTTE BEAUTIFUL COMMITTEE

Keep Charlotte Beautiful (KCB) Committee is a volunteer-based affiliate of Keep America Beautiful.

KCB's activities support existing City goals in Community Engagement, Solid Waste and Code Enforcement while aligning with the five focus areas of Keep America Beautiful: Litter Prevention, Recycling, Community Greening, Waste Reduction and Beautification. The committee places a strong emphasis in helping to ensure that all Charlotte neighborhoods are beautiful, safe, and desirable places to live.

Keep Charlotte Beautiful has twenty members appointed by Charlotte City Council and the Mayor's Office. They meet the first Tuesday of every month and also conduct various subcommittee meetings in the interim.

Committee members as of June 2014 were:

Nicole Storey (Executive Director)  
Louise Bhavnani (Program Manager)  
Scott Adams (Co-Chair)  
Jackie Blair (Vice-Chair)  
Hung Chau  
Camille Cunningham (Co-Chair)  
Larry Ferri  
Russ Ferguson  
Jo Franco

Melvin Jewett  
Vanessa Kenon-Hunt  
Kelley Hyland  
Dean Pawlowski  
Samantha Pendergrass  
Dustin Prudhomme  
Winston Sharpe  
Ann Wood  
Michael Zytchow

\*\*4 vacancies as of June 2014

## FY 2014 ACTIVITY HIGHLIGHTS

### **KEEP CHARLOTTE BEAUTIFUL: BEAUTIFICATION GRANT**

Significant changes were made to the application process and nonprofits were included in eligible applicants. The board has plans to continue the process of improving the grant to maximize the impact it has on this community. A record 32 grant applications were received; two communities with the highest scores were awarded \$2,500 each to complete their project by December 2014.

2014 Beautification Grant Recipients:

#### **Wilmore Neighborhood Association-Edible Walkway**

- Chain-link fence torn down, it separated the neighborhood and the Calvary United Methodist Church school yard. In its place fruit bearing trees and bushes will be planted to border a walkway.
- Permaculture practices will be used in the designated watershed
- The walkway will provide places for shade, reflection, recreation, education and food in a developing neighborhood deemed a food desert.
- Project received national attention on various blogs and news articles



#### **Ben Salem Presbyterian Church-Community Garden**

- A year round garden will be built at Ben Salem Presbyterian Church and will be maintained through a partnership with East Mecklenburg High School, Independence Regional Library, Parkwood East Apartments and Wallace Woods Apartments
- Specific residents in the neighboring apartments are affiliated with CASCADE services Community Choices Inc. and will have access to any of the food the garden grows and will learn about healthy eating and gardening.

## **COMMUNITY APPEARANCE INDEX**

The Community Appearance Index provides an opportunity to measure litter prevention measures throughout the City and is required to be performed annually by Keep America Beautiful. Along with traditional dashboard rating of roadside litter, Keep Charlotte Beautiful measured the presence of graffiti and signs posted illegally in City right of ways.

A group of trained volunteers visit 70 pre-determined locations throughout the City and rate each one on a scale of 1(low) to 4 (high). Index results are used as a tool to communicate to City officials including Solid Waste Services and neighborhoods how successful we have been in preventing these visual blights.

<b>Community Appearance Index Results</b>	<b>2013 Average</b>	<b>2014 Average</b>
<b>Litter Index</b>	1.81	1.90
<b>Signs in Right of Way Index</b>	1.48	1.57
<b>Graffiti Index</b>	1.22	1.25
<b>Overall Average</b>	1.5	1.57

## **AMERICA RECYCLES DAY**

In the continuing theme of collaboration, KCB teamed up with Keep Mecklenburg Beautiful, Mecklenburg County Solid Waste, Goodwill, and Recall to host this year's America Recycles Day. The event was held on November 16<sup>th</sup> at the Walmart on Independence Boulevard.

Community members were encouraged to bring the following items to be recycled:

- Paper and old documents, shredded by Recall (5.47 Tons collected)
- Electronics recycled by GoodWill (2,750 Pounds collected)
- Household items for GoodWill
- Batteries(445 recycled) and Compact Fluorescents (120 recycled)
- Old Cell phones to be donated to Safe Alliance

In addition, KCB and the Mecklenburg County Master Composters hosted an educational table with information on City Solid Waste services, recycling, and composting.



## GREAT AMERICAN CLEAN UP



This year Keep Charlotte Beautiful participated in the Great American Clean up by hosting a one day event and encouraging Adopt-a-City street Volunteers to do larger clean ups during the March-May time period.

The Great American Clean Up Litter Sweep event was held on May 10 with volunteers focusing on clean up and beautification efforts in Pinevalley and Reid Park Communities. 75 volunteers from Bank of America, Hyatt and Wells Fargo came out to plant bushes in common areas and clean up litter off streets and in dumping areas.



Adopt-a-City Street volunteers who performed street cleanups during the GAC time period were entered into a raffle to win prizes. 60 cleanups with a total of 1051 volunteer hours were performed throughout Charlotte. A total of 4.19 tons of litter was picked up during that time period.

### ADOPT-A-CITY STREET PROGRAM

A concerted effort was put into contacting each Adopt-a-City Street volunteer to confirm participation and get updated contact information. The aforementioned Adopt-a-City street volunteer challenge and a volunteer thank you breakfast were implemented to increase participation and volunteer recognition.

As of July 2014, 150 miles of City streets had been formally adopted through the Adopt-a-City Street Program. Though this is a decline in mileage compared to last year, thanks to more accurate record keeping, the amount of litter picked up by volunteers increased.

Volunteers contributed 2,583.75 hours to cleaning up city streets and collected 982 bags of litter which equates to about 8.86 tons of trash. KCB board members also coordinated quarterly clean ups of a one-mile segment of Central Ave which has been adopted by the board.



Almost 100 volunteers attended the thank you breakfast. Many stories were shared about their experiences; new ideas about how to engage others to adopt streets and to not litter were shared. Long time volunteers expressed appreciation for the renewed interest in recognizing the work they are doing as well as the additional support provided by the CE office.



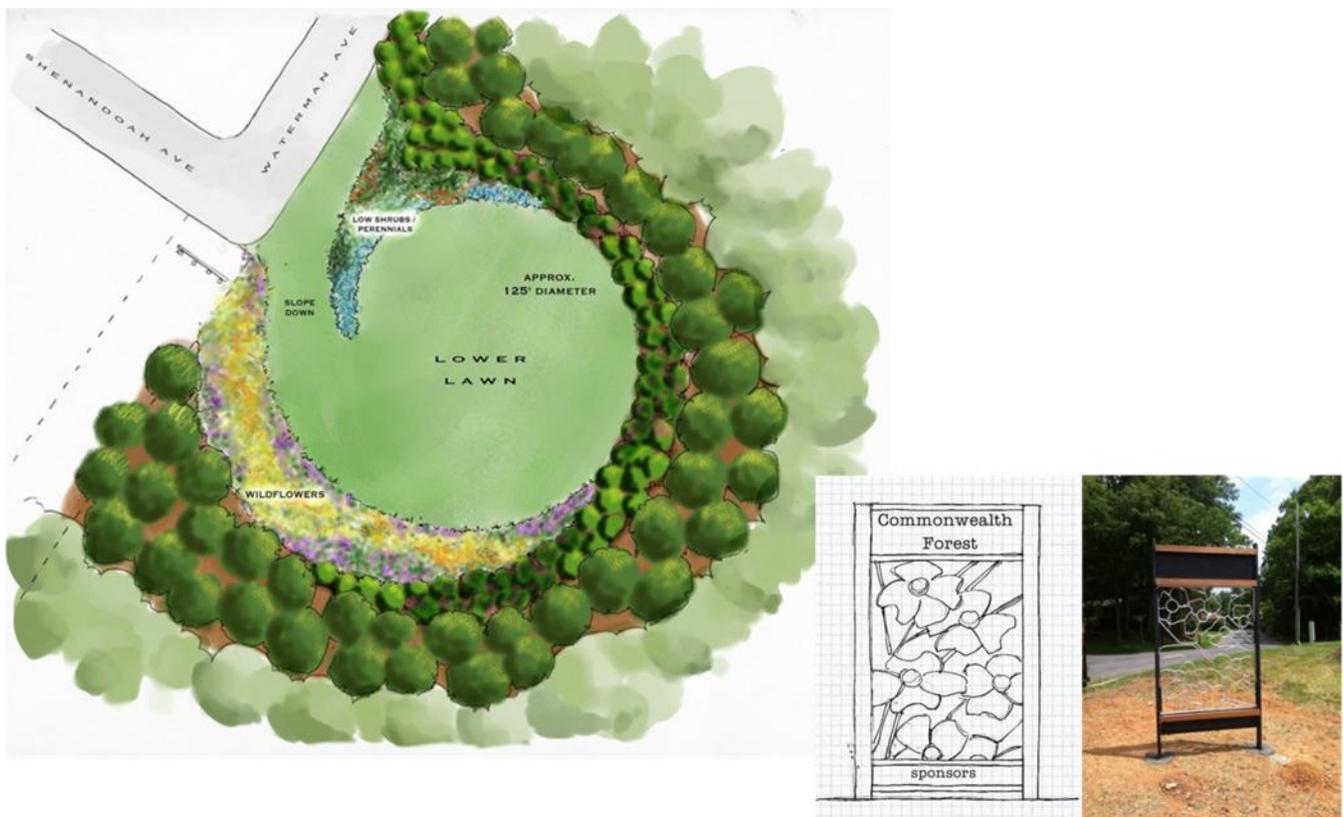
## **WASTE MANAGEMENT/KEEP AMERICA BEAUTIFUL: THINK GREEN GRANT**

In August of 2013 KCB was awarded a \$10,000 Think Green Grant. This grant funded four projects; America Recycles Day 2013 (see information above), and the three below:

### *Commonwealth Park: “From Problems to Park”*

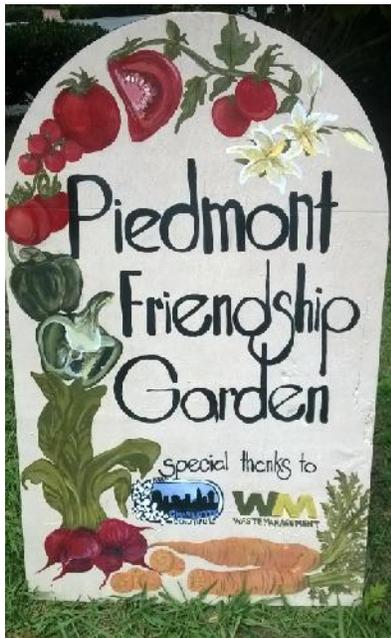
The Commonwealth Park Neighborhood Association (CPNA) partnered with the City of Charlotte and the CMPD to effect the demolition of three (3) derelict buildings including the Charlotte Inn Motel that form their community’s southern border. The buildings were unsightly and the scene of significant criminal behavior including prostitution, drug activity, violence and related crimes.

The City committed the land as public open space. The grant funds allowed the CPNA to beautify the space by installing signage, benches and landscaping to make the space an attractive place for neighbors to gather while deterring the kinds of criminal activity that have plagued this area for years.



### *Piedmont Middle School: Friendship Garden*

The WM funds helped to complete a school yard garden which included four raised beds (donated), a rain saucer and rain barrel for water catchment, a handmade sign designed by the 6th grade art class and an informational sign. Clean Air Carolina held a presentation about ozone gardens and how their plants in the garden can give the students clues about air quality. The garden will provide produce for cooking demonstrations to encourage healthy eating; it will provide experiential education for students through workshops with professionals in the field, improve community health and nutrition and inspire future farmers and gardeners.



### **ADDITIONAL ACCOMPLISHMENT AND NOTEWORTHY ITEMS**

- KCB established social media presence with 284 followers on Facebook and 135 on Twitter.
- An executive committee was formed; the committee meets regularly to plan upcoming meeting agendas and the direction of the board.
- Partnerships were explored with MetLife and the Green Teacher Network
- The bylaws were updated (see below)

KEEP CHARLOTTE BEAUTIFUL BOARD  
BYLAWS

ARTICLE I NAME

The name of this organization shall be the Keep Charlotte Beautiful Board ("Board").

ARTICLE II PURPOSE

The purpose of the Board shall be to improve and maintain the cleanliness of the City of Charlotte by providing advisory support and recommendations to the City Council. To this end, activities are undertaken:

- I. To promote partnership between citizens, private organizations, businesses, and government agencies to ensure the City of Charlotte sustains a clean and healthy environment.
- II. To enhance public awareness of litter control ordinances.
- III. To enhance public awareness of recycling.
- IV. To encourage and promote community service.
- V. To sponsor and conduct various programs directed toward the purpose of developing and maintaining a clean, healthy and safe community.
- VI. To represent neighborhoods and citizens in matters related to the above-stated purposes.

ARTICLE III MEMBERS

Section 1 – The Board shall be limited to a total membership of twenty (20) persons, seven (7) of whom are appointed by the Mayor and thirteen (13) of whom are appointed by the City Council. A board member of Keep Mecklenburg Beautiful may attend as a non-voting liaison.

Section 2 – Board members shall serve a three-year term and may be appointed to serve a second three-year term. Any unexpired term may be filled according to current City policies and procedures describing participation on this specific board or boards, committees and commissions in general.

Section 3 – If a conflict of interest should arise for a member, they will be required to bring it to the attention of the Board and abstain from discourse and voting regarding such matters.

Section 4 – Staff advisors shall conduct an orientation session for new members with the Board Chair in attendance prior to or at the first regular meeting after appointment. Expectations shall be given concerning attendance, conflicts of interest, information on City Government, etc.

Section 5 – Members must at all times be registered to vote in Mecklenburg County.

Section 6 – There is an expectation, though not a requirement, that members would attend some of the events and activities of the Board beyond the regularly scheduled Board meetings.

#### ARTICLE IV MEETINGS

Section 1 – The Board shall hold regularly scheduled meetings on a day and time agreed upon by a majority of the members. In the event of inclement weather, as determined by the Charlotte-Mecklenburg Board of Education, Board meetings shall be postponed until the next regularly scheduled meeting unless otherwise determined by the Board Chair.

Section 2 – Special meetings may be called by the Board Chair, as needed. The purpose of the meeting shall be stated in the phone call or email establishing the special meeting. At least three (3) days notice shall be given.

Section 3 – Each member must attend a minimum number of meetings, for a minimum duration, according to current City policies and procedures describing participation on this specific board or boards, committees and commissions in general. Automatic removal of members will occur under conditions described in the same.

Section 4 – Committees shall hold regularly scheduled meetings at the discretion of the committee chair.

#### ARTICLE V STAFF SUPPORT

The staff of Neighborhood and Business Services, City of Charlotte shall provide technical and administrative support to the Board. The staff shall attend regularly scheduled meetings of the Board, share information and materials that are germane to the function of the Board, and provide administrative assistance to the Board.

#### ARTICLE VI COMMITTEES

To carry out the goals and objectives of the Board, committees shall be formed from time to time at the discretion of and upon the vote of the Board. These committees shall function under the direction of a committee chair. They will hold regularly scheduled meetings at the direction of the committee chair. At the completion of the stated purpose of the committee, it may be dissolved by the committee chairperson at his or her discretion.

#### ARTICLE VII GENERAL PROVISIONS

The acquisitions and disbursement of funds necessary to support the activities of the Board are the responsibility of the Board's Executive Director and the City's Community Engagement staff. Any member involved in programs requiring such funds, such as those for Adopt A City Neighborhood projects, Adopt A City Street projects, or art contest awards, shall contact the Executive Director to coordinate the acquisition or disbursement of the monies needed.

## ARTICLE VIII AMENDMENTS

Amendments to these bylaws may be considered by the Board and approved by the affirmative vote of two-thirds of the quorum. Written notice of the proposed amendment must be sent to each member of the Board either by US Mail or email at least 7 days prior to that meeting.

## ARTICLE IX ANNUAL WRITTEN REPORT

The city staff shall submit to the Board an annual report that contains a description of the Board's activities, including goals, objectives, successes, problems, and/or the need for City Council assistance. Once approved by the Board, this annual report shall be submitted to the City Clerk in mid-October of each year and will be reviewed by the Environmental Committee.

## ARTICLE X VOTING

Section 1 – Each member shall have one vote equal in weight.

Section 2 – A quorum consists of 50% of current board membership and must be present for any binding votes to take place.

Section 3 – All voting shall be by voice vote, unless at his or her discretion, the Chair calls for voting by roll call.

Section 4 – Decisions of the Board shall be made by majority of members present at a regular or special meeting at which there is a quorum, unless a different threshold is specified in the bylaws.

## ARTICLE XI OFFICERS

Section 1. The Board shall elect a Chair, Vice-Chair, and Secretary by a majority vote of the committee members present.

Section 2. The committee members shall serve one-year terms or, if no successor is elected at the end of a term, until a successor is appointed. An officer may serve in the same position for up to two consecutive terms, but no officer position shall extend beyond the member's term on the board.

Section 3. Two members may share a single officer role (e.g. co-chairs). Those two members shall run and be elected as a ticket on the ballot. If one of those in a co-chair role resigns or otherwise no longer holds the office, both co-chairs shall no longer hold office and an election to fill the vacancy shall be held as soon as possible.

Section 4. Vacancies. An election to fill any vacancy shall be held as soon as possible. In the event a vacancy exists for the Chair position, the Vice Chair shall serve as interim Chair until a new Chair is selected.

Section 5. The duties are as follows:

1. Chair:

- i. Coordinates the planning of the Board's activities for the year ahead. In this capacity, the board chair is responsible for ensuring that an ongoing planning process exists for the board.
- ii. Prepares, in consultation with the Board secretary and City staff, the agenda for Board meetings.
- iii. Presides at Board meetings.
- iv. Ensures that Board members have the information they need to make informed decisions.
- v. Ensures, with City staff that all new Board members get a proper orientation to the Board.
- vi. Delegates responsibilities amongst Board members.
- vii. Appoints chair and vice-chair of standing committees and ad hoc committees upon establishment of the committees by the Board.
- viii. Maintains contact with committee chairs and City staff, helping them to stay on track and monitoring whether they need any additional support.
- ix. Ensures that all Board committees are properly served by Board members, other community members, and staff.

2. Vice-Chair:

- i. Acts in the place and stead of the chair in the event of absence, inability, or refusal, to act and shall exercise and discharge such other duties as may be required by the Board

3. Secretary:

- i. Distributes agenda and appropriate materials for all Board meetings
- ii. Prepares and maintains minutes and records for all Board meetings
- iii. Submits meeting minutes to City Staff

Section 6. Other officers. The board may establish additional officer positions by a majority vote.

Section 7. An officer can be removed from his/her position by a vote that is two-thirds of quorum. Advance notice of the motion to remove an officer from his or her position must be given to the Executive Committee, who must notify the officer seven (7) days before the meeting at which the vote on the motion will be taken.

## ARTICLE XII EXECUTIVE COMMITTEE

The Executive Committee shall be composed of the following members: Chair, Vice-Chair, and Secretary. The Executive Director of Keep Charlotte Beautiful shall be an ex-officio and non-voting committee member.