



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

Keep Rome-Floyd Beautiful

Minutes

November 16, 2022, 4:00 p.m.

Rome-Floyd ECO Center

Present: Commissioner Elaina Beeman, City of Rome Commission
Commissioner Allison Watters, Floyd County Commission
Meredith Ulmer, Assistant City Manager
Michael Jones, KRFB Board Member
Brooke Brinson, KRFB Board Member
Lucy Burnes, KRFB Board Member
Georgia Burns, KRFB Board Member
Pam Roberts, KRFB Board Member

Guest: Brady Cargle, Launch Effect

Call to Order:

The meeting was called to order by Mrs. Bagley. The minutes from the September 26th meeting were approved by common consent.

The 2022 Year to Date report is as follows:

- 78 events and programs
- 1,644 volunteers
- 2,542 volunteer hours
- 9,865 pounds of trash

Reports:

Mrs. Bagley stated that the interest in school groups partnering with KRFB for both cleanups and other programs has been increasing in the past three months, so hopefully this will continue to rise in the following year. These events are always very rewarding to work.

Mrs. Ulmer gave the Code Enforcement update for the City of Rome. They are currently focusing their presence in the South Broad area, with many cases open. Commissioner Allison Watters brought to light that there is a combination of many issues in this area, including animal control, blight, drugs, and gangs. She proposed bringing back something like the old Neighborhood Education Program (NEP) as a force to deal with all of these issues at once. Mrs. Ulmer also explained that there is much foot traffic in the area, but few trash cans for people to properly dispose of their trash. She suggested adding more trash cans to increase accessibility. However, as Mrs. Bagley stated, if new cans are added, we have to think about who will be responsible for picking up the trash in them.

Old Business:

Mr. Brinson offered to take the position as KRFB Chairman. Commissioner Allison Watters seconded this motion. He will begin his 1-year term at our meeting in January 2023.

The installation of more “No littering” signs is now underway. They are posted with the O.C.G.A. code to enable the writing of fines for offenders. Commissioner Watters said that people have been commenting on the difference the signs have made in areas like Cave Spring. As the max fine for illegal dumping is \$6,000, people are finally becoming scared of the repercussions. Mrs. Bagley also noted that areas like Shannon have also been adjusting to the signs, and the roads on which litter is dumped are shifting. While it would be ideal if we could install a sign on every road, aluminum is at an all time high price, so we must be strategic about sign placement. This is also a long process after a location is decided upon, because the job of installing signs is allocated to one crew in both the City and the County.

The KRFB booth at the Coosa Valley Fair came in 4th place for education. This event was a huge success, as Mrs. Bagley and her interns were able to speak with many people about our mission, hand out reusable water bottles and informational brochures, and peak the interest of many teachers about using the Enviroscape in their classrooms.

The Georgia Tree Council Conference was also very successful, with approximately 150 people coming to Rome. An average of 2 representatives were sent from each Tree City in Georgia and bordering cities. Topics taught at the conference included maintenance, laws, invasive species,

and other tree ordinance topics. There was an auction, raising about \$2,000 for the ReLeaf Program, which reinstates canopy after weather-related disasters. It was very rewarding and fun to have the GTC Conference in Rome again, with the last conference being held in 2007.

New Business:

KRFB was chosen as Keep America Beautiful's November Affiliate of the Month. This is a huge accomplishment for Mrs. Bagley, as there are over 700 affiliates to choose from, and typically a state is chosen rather than a city or county. Hannah was recognized for this high honor at the last Floyd County Commission meeting.

We will be partnering with West End Elementary School and Dr. Drummond for a "Green Fest" event in the spring of next year. Hopefully it will be in the month of April in celebration of Earth Month. It will be set up similarly to the City of Rome's Boo Fest, with booths from International Paper, Ball Corporation, Berry College students, and other environmental groups from the area. The school wants this to be a recurring event each year, and possibly even to be a model for other schools to follow. This will be a great event because it will educate both the student and the parent, as so many of our programs do. It will take place during regular school hours. An admission fee may be required, and this will likely look like aluminum can donations, which will be recycled. This is beneficial to both the environment and West End because the money received from recycling can be put towards the school or a particular club supported by the school.

KRFB has partnered with Mr. Cargle from Launch Effect to recreate our website to be more user friendly and accessible. The new version of the website is meant to be launched in 2023. He explained that the problem with our current website is that people have trouble navigating their next steps. He wants to appeal to everyone on a single page, with pictures front and center, easy navigation, and links for people to sign up easily. There was unanimous agreement from the board members that Mr. Cargle's model is a large improvement from our current site. Another benefit of using Launch Effect is that it is a local business, as opposed to our current provider Wix. We can call Mr. Cargle anytime we need something fixed. The City of Rome will be able to keep the same domain name, and pay the exact same cost they are already paying Wix.

Mrs. Bagley recognizes the need for a dump trailer. At present, she relies on other departments to donate their trailer, which delays their daily operations. Mrs. Bagley will be applying for the BRACE grant through Keep Georgia Beautiful Foundation and the Solid Waste Trust, and as a result, no City or County funds will be utilized. The trailer we plan to purchase is \$4,000, while

the grant is \$5,000, so there will be an additional \$1,000 to be used for other educational materials.

Upcoming Events:

There will be a Greater Rome Existing Industries Association (GREIA) workday in the following year, but a date has yet to be specified. This group hopes to contribute in a way bigger than just a litter pickup, but they would be willing to do a litter pickup in addition to a larger impact project. One suggested idea would be some kind of construction project in South Rome. This will be a great use of many industries coming together. Board members should brainstorm other ideas for them to do in 2023. We could potentially reach out to some local nonprofits such as TRED or the Davies Shelter. Commissioner Watters also suggested that law enforcement may be able to help us pinpoint specific areas of strong need. Mrs. Bagley is excited with the idea that GREIA may be the first of many to serve in this new way. There will be at least 40 people working with this group. They will need their project assignment no later than February 1st.

KRFB members discussed the need for us to adopt a catchy slogan that will stick with people, similar to the "Don't Mess with Texas" slogan that has been used for the environmental movement there. The vision of this new ad campaign is something that can be placed on shirts, hats, and other merchandise. They also mentioned that utilizing V3 Magazine with a professional video to spread awareness could be highly influential for our program. This is another subject for board members to consider before our first meeting of 2023.

Adjourn:

There being no further business, the meeting was adjourned.

Respectfully Submitted,

Sophia G. Swann

Sophia Swann, Secretary