

MEETING MINUTES

KEEP KERN BEAUTIFUL COMMITTEE

Regular Meeting
November 16, 2022
Microsoft Teams
2:00-3:00 P.M.

1) **CALL TO ORDER**

The meeting was called to order at 2:03 p.m.

Committee Members Present

Gary Ananian, Brian Duhart, Daniel Harrison (Chairperson), Lynnda Martin, and Christopher McGehee (a quorum was met)

Committee Members Not Present

David Kadel, Steve Kinsey, and Karen Sanders

2) **Welcome and Roll Call**

Committee Chairperson Daniel Harrison welcomed all Committee Members, Kern County Public Works staff, County Counsel, and guests present

3) **Approval of resolution for Keep Kern Beautiful Committee to hold remote meetings**

MOTION: *To approve the resolution for the Committee to hold remote meetings*

Motioned by Lynnda Martin; seconded by Gary Ananian

Approved unanimously by all Committee Members

4) **Approval of Meeting Minutes from Regular Meeting on October 19, 2022**

MOTION: *To approve Meeting Minutes from the October 19, 2022 Regular Meeting*

Motioned by Brian Duhart; seconded by Lynnda Martin

Approved unanimously by all Committee Members

5) **New Business**

A. Keep Kern Beautiful Committee Fundraising

I. **COMMITTEE MEMBERS TO DISCUSS SPONSORSHIP FORM/LETTER**

Draft of the Sponsorship Tier Form and suggestions that were discussed by Committee Members:

Gold = \$1,000

Silver = \$500

Bronze = \$250

Suggestion: Platinum tier?

Custom = Whatever amount is not listed in the tiers

Committee Members discussed considering an In-kind donation option where volunteer hours could be donated for recognition (ex: a business

wants to pledge to volunteer their team at a cleanup event or for a certain number of days/hours).

Committee Members suggested that photos of “impact” should be sent to donors on a quarterly or annual basis (ex: photos of trash collected at events). Maybe include a banner in the photo. What was also suggested, was that impact statements should be sent to the donors listing where their money is being contributed to and/or how it is being contributed.

Committee Members agreed upon limiting each tier/package to 1 year, to spark and/or renew sponsorship interest.

Committee Members also discussed how Gold-level sponsors could get media coverage/promotion at events.

Committee Members had a question for Committee Coordinator Alicia A. Gutierrez and planned to ask her the following: Could sponsors get recognized at KCPW ribbon-cuttings?

Committee Members agreed that recognition at ribbon-cuttings should be specific to the ribbon-cutting location so that it is within reason (ex. If a ribbon-cutting is taking place in Mojave, sponsors in that area should be recognized). Location-based shoutouts at KCPW events.

Ray Scott ensured the Committee Members that the sponsorship pricing will spark interest because they are significantly lower than other Keep America Beautiful organizations (ex: KBB/KCB).

Banner suggestions discussed by Committee Members:

- Each tier has a specific sizing for a company, business, or organization logo placed on the sponsor banner.
- Committee Members agreed that sponsorship banners should be separated by each district. Districts represent sponsors specific to their districts.

6) Presentation by Mayra Chamale on behalf of Karina Mendez, Public Works Maintenance Worker II on recent and upcoming community cleanup efforts

As of November 16, 2022, KCPWD Illegal Dumping & Events Update:

R.A.P.I.D. Stats

- PW Illegal Dump Clean-up and Homelessness Code Compliance Crews
Countywide Dump Sites Cleared = 4,318
Countywide Tonnage = 944 tons
Mattresses Collected Countywide = 1,075
Recycled: 922
Encampments Cleared = 417
Homeless Individuals Contacted = 695

Household Hazardous Waste/Temporary Collection Events

Upcoming Collection events will be:

- Saturday, November 19, 2022, 9 a.m.-1 p.m. – Tehachapi
- Saturday, November 26, 2022, 9 a.m.-1 p.m. – Kern Valley & 10 a.m.-1 p.m. – Ridgecrest
- Saturday, December 3, 2022, 9 a.m.-1 p.m. – Tehachapi
- Saturday, December 10, 2022, 10 a.m.-1 p.m. – Ridgecrest
- Saturday, December 17, 2022, 9 a.m.-1 p.m. – Tehachapi
- Saturday, December 24, 2022, 10 a.m.-1 p.m. – Ridgecrest

Bulky Waste Collection Events

Shafter – October 15, 2022 from 8 a.m.-12 p.m.

- County Administration Building – 329 Central Valley Highway
- Partners: Cesar Chavez Environmental Corps. & American Refuse
- Results:
 - Traffic Count: 45
 - Tonnage: 2.57

Rosamond – November 5, 2022 from 8 a.m.-12 p.m.

- Waste Management, Inc. Yard – 1731 Sierra Highway
- Partners: Cesar Chavez Environmental Corps. & Waste Management, Inc.
- Results:
 - Traffic Count: 28

Tire Amnesty Day

Eastern Kern – December 10, 2022 from 8 a.m.-4 p.m. (or until capacity is met)

- Boron, Kern Valley, Mojave, Ridgecrest, and Tehachapi

7) Committee Member Announcements or Reports

Committee Member Lynnda Martin promoted her bulky waste collection event in Wasco and stated that she would reach out to Committee Coordinator Alicia A. Gutierrez to send over details of the event to share with members of the committee.

8) Staff Comment

No comment from the staff.

9) Public Comment

Ray Scott stated that he will provide stats on his past collection event at the Mechanics Bank Arena. He ensured that we could report on them for KKB for its Keep America Beautiful portal/report.

10) Next Regular Meeting: Wednesday, December 21, 2022 from 2-3 p.m.

11) ADJOURN

MOTION: *To adjourn the meeting*

Motioned by Lynnda Martin; seconded by Brian Duhart

Approved unanimously by all Committee Members

The meeting adjourned at 2:41 p.m.