

**CITY OF CEDAR HILL  
BEAUTIFICATION & ENVIRONMENTAL SUSTAINABILITY BOARD  
MEETING MINUTES  
THURSDAY, JULY 21, 2022**

The Beautification, Environment, & Sustainability Board met on Thursday, July 21, 2022, at 6:00 p.m. in the CHISD Training Room located at the Cedar Hill Government Center. The following Board members were present: Brian Hart, Bertha Middlebrooks, Lester Singleton, Patricia Diaz, Gerald Malone, Robert Largent, Andrew Adams, Delores Shaw. The following Board members were absent: Jai-W Hayes-Jackson, Sylvia Johnson. The following City staff members were present: Duy Vu, Mary Horsechief. Additional attendees: none.

**I. Call meeting to order**

Middlebrooks called the meeting to order at 6:03 pm.

**II. Administer Oaths of Office**

Mary Horsechief administered the oaths of office for Brian Hart, Bertha Middlebrooks, and Lester Singleton.

**III. Approve minutes of June 16, 2022**

Middlebrooks motioned for the approval of minutes from June 16, 2022. Adams seconded the motion. The motion was approved unanimously.

**IV. Citizen's Forum**

Middlebrooks opened the Citizen's Forum. No additional attendees were present. Middlebrooks closed the Citizen's Forum.

**V. Community Cleanup Initiative**

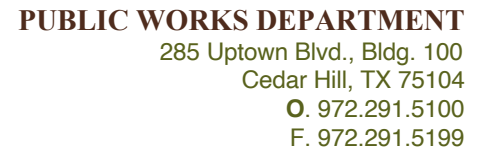
1. Event information

- a. Saturday, October 22, 2022
- b. Backup date???
- c. "Come and go" breakfast from 7:30 am to 8:30 am at the Recreation Center
  - i. Breakfast setup at 6:30 am
- d. Cleanup from 8:30 am to 11 am
- e. Registration required for trash pick-up
- f. Setup central phone number for logistics
- g. [www.cedarhilltx.com/CLEAN](http://www.cedarhilltx.com/CLEAN)

2. Trash drop-off

- a. 2 roll offs at the Recreation Center

- b. Participants are encouraged to haul their own trash
- 3. Trash pick-up
  - a. Parks staff
  - b. Participants must request pick-up during registration
  - c. All trash must be bagged and secured by 11 am
- 4. Supplies
  - a. All participants pickup supplies before the event
  - b. Extra supplies will be at the Recreation Center
  - c. T-shirts – shirt color will be “loud”
  - d. Grabbers
  - e. Trash bags
  - f. Gloves
  - g. Other items
- 5. BES Board “Captains”
  - a. Run supplies to areas of need during the event
  - b. Help setup and provide safety support
- 6. Sponsorships
  - a. Tiered at \$50, \$250, \$1000, \$2000
  - b. Sponsorships will help cover costs of supplies and breakfast
  - c. Top tiers get logos printed on the T-shirt and promotional materials
- 7. Door prizes
  - a. Overages in sponsorship money will fund door prizes for participants
  - b. Participants complete a raffle during breakfast
  - c. Winners are notified and pickup prize after cleanups are complete at 11 am or during the weekday at the Government Center
- 8. Neighborhoods
  - a. 44: Bear Creek Ranch, Bent Creek, Bentle Branch, Bradford Park, The Cedars, Cedar Crest PID, Cedar Trails, Creeks at Windmill Hill, Cresthaven Village, Cumberland, Fountains of Lake Ridge, Greenbriar Estates, Hidden Lakes, Highlands North, Highlands South, High Pointe, Hillcrest, Hills of Lake Ridge, Juniper Ridge, Kingswood, Lake Ridge at Joe Pool Lake, Meadowbrooke, Meadow Vista Estates, Meadows at High Pointe, Reserve at High Pointe, Ridge at Windmill Hill, Shadybrook, Shenandoah HOA, Sherwood Forest, Sleepy Hollow, South Hills, Springfield, Stonewood Heights North,



- MIDLOTHIAN
- b.
9. Industrial zones – sponsorship potential
- a. Cedar Hill Industrial Park
  - b. Pratt
  - c. Amazon?
  - d. Costco?
10. Commercial zones – sponsorship potential
- a. Hillside Village
  - b. Kroger area
  - c. Walmart area
  - d. Albertsons area
  - e. Home Depot area

- f. Total Wines area
- g. Uptown Blvd area
- h. Downtown area
- 11. "Open" zones
  - a. FM 1382
  - b. US 67 service roads
  - c. Mansfield Rd
- 12. Nonprofits – sponsorship potential?
  - a. Church on the Hill
  - b. Mission Cedar Hill
  - c. Masonic Lodge
  - d. Schools – must have a teacher take the lead

## **TO DO LIST**

- 1. Complete website and registration form – DUE AUGUST
- 2. Finalize logo – DUE AUGUST
- 3. Finalize list of locations – DUE AUGUST
- 4. Develop marketing materials – DUE SEPTEMBER
  - a. Social media
  - b. Highlights newsletter
  - c. Posters
  - d. Flyers – DUE AUGUST
  - e. T-shirts – DUE OCTOBER
  - f. Captains Hats – DUE OCTOBER
- 5. Finalize budget - \$5,500 – DUE AUGUST
  - a. 300 T-shirts - \$3,500
  - b. Breakfast - \$1,200
  - c. Water - \$300
  - d. Additional cleanup supplies - \$500
  - e. Setup donations with Finance – DUE AUGUST
- 6. Reach out to neighborhoods, industries, commercial properties – DUE SEPTEMBER
- 7. Obtain sponsorships – DUE SEPTEMBER
  - a. Review tiers with Marketing – DUE AUGUST
  - b. Sleeves?? - \$100??
  - c. Hat Sponsor
  - d. \$2,000 – Logo – Front and back – large
    - i. What if more than one?
  - e. \$1,000 – Logo – Front or Back – large

- f. \$250 – Logo – Front or Back – small
  - g. \$50 – Printed name – Back – small
- 8. Door prizes – DUE OCTOBER
  - a. Overages in sponsorship money will fund door prizes for participants
- 9. Secure roll-offs – DUE AUGUST
- 10. Secure Recreation Center – DUE AUGUST
- 11. Secure BES Board Captains – DUE AUGUST
  - a. Bertha Middlebrooks
  - b. Brian Hart
  - c. Patricia Diaz
  - d. Lester Singleton

**VI. Environmental Manager's Report**

Vu updated the Board on City events.

**VII. Adjourn**

Middlebrooks made a motion to adjourn. Adams seconded the motion. The motion was approved unanimously. The meeting was adjourned at 7:12 pm.