

**CITY OF CEDAR HILL  
BEAUTIFICATION & ENVIRONMENTAL SUSTAINABILITY BOARD  
MEETING MINUTES  
THURSDAY, AUGUST 18, 2022**

The Beautification & Environmental Sustainability Board met on Thursday, August 18, 2022, at 6:00 p.m. in the CHISD Training Room located at the Cedar Hill Government Center. The following Board members were present: Katie Christman, Robert Largent, Carol Sosebee, Patricia Diaz, Silvia Johnson, LaTambra Gibson, Bertha Middlebrooks, Brian Hart, Gerald Malone, Lester Singleton, Andrew Adams. The following Board members were absent: Jai-W Hayes-Jackson. 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 6:01 pm.

**II. Administer Oaths of Office**

No oaths of office were administered.

**III. Approve minutes of July 17, 2022**

Middlebrooks motioned to table the approval of minutes from July 17, 2022 to the next meeting. 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. Board Member Introductions**

The Board members introduced themselves to one another.

**VI. Chair and Vice Chair Elections**

Hart nominated Middlebrooks to Chair. Middlebrooks nominated Adams to Vice Chair. The nominations were uncontested. The Board voted unanimously to approve Middlebrooks to Chair and Adams to Vice Chair.

**VII. Community Cleanup Initiative**

- I. Complete website and registration form – DUE AUGUST - **DONE**
- II. Finalize logo – DUE AUGUST - **DONE**
- III. Finalize list of locations – DUE AUGUST - **DONE**

- IV. Develop marketing materials – DUE SEPTEMBER
  - a. Social media – **IN PROGRESS**
  - b. Highlights newsletter – **IN PROGRESS**
  - c. Posters – **IN PROGRESS**
  - d. Flyers – DUE AUGUST - **DONE**
  - e. T-shirts – DUE OCTOBER – **IN PROGRESS**
  - f. Captains Hats – DUE OCTOBER – **IN PROGRESS**
- V. Finalize budget - **\$6,000** – DUE AUGUST - **DONE**
  - a. 300 T-shirts - \$3,500
  - b. Breakfast - \$1,200
  - c. Water - \$300
  - d. Additional cleanup supplies - \$500
  - e. **HATS - \$500**
  - f. Setup donations with Finance – DUE AUGUST
- VI. Reach out to neighborhoods, industries, commercial properties – DUE SEPTEMBER – **DONE VIA EDC, CHAMBER OF COMMERCE, TIA RICH (NS), TOURISM**
- VII. Obtain sponsorships – DUE SEPTEMBER – **SPONSOR TIERS COMPLETELY REDONE**
  - a. Review tiers with Marketing – DUE AUGUST - **DONE**
  - b. Sleeves?? - \$100?? – **COST AND TIME ISSUES. LIMITS LOCAL VENDORS.**
  - c. Hat Sponsor – **INCORPORATED INTO SPONSORSHIPS**
  - d. \$2,000 – Logo – Front and back – large
    - o What if more than one?
    - o **CHANGED TO \$2500 SUSTAINABILITY TIER**
    - o **ADDED PERKS**
      - 1. **BREAKFAST SPONSOR**
      - 2. **BREAKFAST VOLUNTEERS**
      - 3. **CITY COUNCIL RECOGNITION**
  - e. \$1,000 – Logo – Front or Back – large
    - o **CHANGED TO \$1000 ENVIRONMENTAL TIER**
    - o **ADDED PERKS**
      - 1. **SOCIAL MEDIA THANK YOU**
      - 2. **PRESS RELEASE THANK YOU**
      - 3. **MAYOR/CITY MANAGER LETTER**
    - o **BACK ONLY ON SHIRT**
  - f. \$250 – Logo – Front or Back – small
    - o **CHANGED TO \$500 BEAUTIFICATION TIER**

- **ADDED PERKS**

- 1. **CLEANUP SIGN**

- **BACK ONLY ON SHIRT**

- g.** \$50 – Printed name – Back – small

- **CHANGED TO \$100 FRIENDSHIP TIER**

- **ADDED PERKS**

- 1. **CERTIFICATE**

**VIII. Door prizes – DUE OCTOBER – IN PROGRESS**

- a.** Overages in sponsorship money will fund door prizes for participants

**IX. Secure roll-offs – DUE AUGUST – DONE 2 ROLL OFFS AT REC CENTER**

**X. Secure Recreation Center – DUE AUGUST – DONE WILL BET SETUP FOR BREAKFAST**

**XI. Secure BES Board Captains – DUE AUGUST - DONE**

- a.** Bertha Middlebrooks

- b.** Brian Hart

- c.** Patricia Diaz

- d.** Lester Singleton

- e.** LaTambra Gibson

**VIII. Environmental Manager's Report**

Vu updated the Board on City events.

**IX. Adjourn**

Malone made a motion to adjourn. Middlebrooks seconded the motion. The motion was approved unanimously. The meeting was adjourned at 7:21 pm.