



PUBLIC WORKS DEPARTMENT

285 Uptown Blvd., Bldg. 100
Cedar Hill, TX 75104
O. 972.291.5100
F. 972.291.5199

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**



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○ 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.