

Board Meeting
Keep Louisiana Beautiful
11/15/2016

In attendance: Karmen Blanco, Caitlin Russo, Adrienne Richard

Staff attendance: Skyra Rideaux, Carlee Alm-LaBar

- 1) Miscellaneous- Several asked if we had submitted the litter index.
 - a. Skyra will reach out to KLB and KAB to determine if we submitted the litter index and if we need the login information.
 - b. Karmen talked about using the statewide commercial and localizing it. Cox can assist.

Skyra called the meeting officially to order at 3:20 pm.

- 1) Skyra talked about the Plastic Bag Roundup again. It has started and will run until Earth Day. Caitlin will research who offers discounts for using reusable bags. Lisa is leading this effort.
- 2) Household Chemical Day is December 10. Lisa needs about 15-20 volunteers for the paint reblending. Skyra/Carlee will tell Lisa that CGI may be able to provide their spillover volunteers from the electronics recycling.
 - a. Skyra will create a Facebook event for Household Chemical Day.
- 3) Affiliate Call: Tomorrow is an affiliate call, and committee members are able to participate. Skyra will send the call info.
- 4) KLB and PFY Curriculum Training: Will be held on January 7. Skyra, Carlee, and Cydra will plan outreach.
- 5) KLB Grant Applications: The applications will be released in January. Skyra indicated that we will brainstorm application ideas at the December meeting.
- 6) KLB Environmental Training:
 - a. Carlee discussed the training offered by KLB that will be available across agencies for the four parish area. It will be held on May 17. Skyra, Carlee, and Cydra will promote.
 - b. Karmen discussed more systemic changes related to changing behavior rather than just pick up litter. Carlee discussed the business decal program as a tool. Cox Conserves is another way that Cox has handled things internally. Karmen suggested attacking cigarette butts first. She suggested leveraging media. Adrienne and Karmen shared some sample PSAs. Adrienne and others on the committee discussed the leveraging the Project Front Yard brand.
- 7) Board Vacancies: There are two current vacancies.