

KMB Meeting Minutes 13 June 2023



"Empowering residents, businesses and government to make Mansfield a greener, cleaner place to live, work and play."

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KEEP MANSFIELD BEAUTIFUL COMMITTEE

Meeting Minutes

Meeting Date: 13 June 2023 @ 7:00 p.m.

Location: MBC Room-Mansfield Town Hall

Attendees: Jeff Ward (Chair), Ana Newell, Martha O'Connell, Janice Wivagg, Patrick McCue, Kelly Kemp, Mike Healey

Absent: Pat Colbert

Guests: Kristy Brooks (Regular Guest Participant-Waste Reduction & Recycling Committee), Danielle Dupre (Applicant for KMB Committee vacancy)

Welcome & Call to Order

- Meeting called to order at 7:03 p.m.
- Welcome and introductions to new committee applicant, Danielle Dupre.
- Motion to accept minutes from previous KMB meeting of 16 May 2023 was approved by all committee members in attendance.

Treasurer's Report

Treasurers Report – as of 13 June 2023

Town Account: \$ 8,358.58

Bluestone Bank: \$ 7,537.80

PayPal Account: \$ 296.04

Net Total: \$16,192.42

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Breakdown of Financials by KMB Program

Program	Town Hall Account	Bluestone Bank	PayPal	PayPal Fees	Expenses	FYT
Cleanup 2022	\$1,300.00	0	0	0	\$241.55	\$1,058.45
Cleanup 2023	\$2,360.00	\$3,000.00	0	0	\$3,728.02	\$1,098.02
Flower Barrels 2022	\$585.00	0	0	0	\$2,416.14	(\$1,831.14)
Flower Barrels 2023	\$3,880.00	\$1,340.90	296.04	\$44.16	\$3,199.99	\$2,272.79
Nip Bottle Stipends	\$2,550.00		0	0		\$2,550.00
KMB Administration	\$2,156.00	\$1,359.79	0	\$42.71	\$2,358.77	\$1,114.31
Mike McCarthy Memorial Fund	\$675.00	\$1,294.78	0	\$46.75	0	\$1,923.03
Totals FY 2023	\$13,776.00	\$6,995.47	\$296.04	\$133.62	\$11,944.47	\$8,989.42
Balances from EOY 2022	\$6,527.05	\$330.90	\$640.87	0	0	\$7,498.82
Town Grant Budget 2023	\$2,000.00	0	0	0	\$2,000.00	\$0.00
Mural Account*	\$1,717.36					\$1,717.36

Note 1: Town of Mansfield KMB Grant Monies: KMB expects funding from Town of Mansfield in the amount of \$2,000 for fiscal year 2024. The new funds, once received, must be spent by 30 June 2024.

***Note 2: Mural Account:** \$1,717.36 remains in the original account set up when mural was commissioned. An additional \$30.00 was recently added to the original amount thanks to mug sales at the Parks & Rec Department. Since the mural is 10 years-old, an assessment of its current condition is needed. Neil Rhein is in contact with a Wheaton College professor regarding a possible consult on the mural's condition and restoration needs. Ana Newell is following up with Neil on the potential contact and progress.

Note 3: 2023 Nip Bottle Stipend Program: Two additional payments totaling \$100.00 were recently received prior to the meeting from vendors and are not yet reflected in the Nip Bottle Stipend line item in previous financial table.

Note 4: Bluestone Bank Account – Ana Newell proposed moving the funds from the Bluestone Bank account to our Town of Mansfield account to facilitate future accounting. Ana will leave a small balance in the Bluestone account to keep the account open as a pass thru for future PayPal donations until alternative accounting can be reconciled with the Town of Mansfield.

Nip Stipend Program Monies

Nip Stipend Program – An agreement was made by local Mansfield liquor store owners to pay KMB and the Mothers Against Drunk Driving (MADD) organizations a \$100 monthly stipend (to be split evenly between organizations). Proceeds can be used for cleanup, for educational purposes and to help promote proper disposal of nip bottles. Payments began in July 2022 from the following vendors: West Mansfield Variety, Wines and More, Austin Debuscas LLC., and RNR Liquors Corp.

The committee is aware of a proposed MA Better Bottle Bill that covers more types of beverage containers. This bill would put a deposit on water bottles, vitamin drinks, nips, and other beverage containers that did not exist when the original MA Bottle Bill was passed. The bill would also increase the current container deposit charge from 5¢ to 10¢. Neil Rhein will continue to follow the legislative progress on this proposed bill and keep the committee apprised.

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Follow-up Items from KMB Meeting with Town Manager and CFO on 24 April 2023

On 24 April 2023, Jeff Ward, KMB Director, and Ana Newell, KMB Treasurer, met with Town Manager, Kevin Dumas, and Town CFO, Matt Violette. Jeff Ward and Ana Newell are in the process of formally summarizing the results of that meeting.

Town of Mansfield Seal - Since KMB receives grant monies allocated from the Annual Town Budget, we are required to place the Town of Mansfield seal on all future KMB communications as we are considered to be a committee that functions under the auspices of the Town of Mansfield. The town seal is being included on all future social media posts and formal communications such as fundraising materials, meeting minutes, etc. The committee will need to review any future fundraising materials to ensure any references to KMB being a non-profit organization are removed. Donations made to KMB will still be tax deductible.

Bluestone Bank - The KMB Bluestone Bank account is currently needed as a pass thru for KMB PayPal donations. In order to close KMB's Bluestone account, the town must create a PayPal account to process any future KMB donations that come through PayPal. More information on any progress made on these accounts will be included in future meeting minutes.

KMB Purchases/Expenses

Note: No in-depth accounting discussion on purchases/expenses was held at this meeting.

Recommendation was made by Mike Healey to review the inventory at Fruit Street so the committee is aware of items that can be utilized for the Family Fun Night event in July and the Fall Litter Sweep in November.

The following section contains information on some purchases and reimbursements for items required by 2023 KMB programs. Items in this section were discussed and voted on at the 21 March 2023 meeting. Some items were purchased and expenses submitted for reimbursement. Additional updates to this section will be reflected in future meeting minutes.

Stationery/Advertising Related Items / Miscellaneous

- **Annual Appeal Letters:** 700 copies
- **Downtown Flower Barrel Letters:** 75 letter copies
- **'Thank You' Cards and Envelopes:** 100
- **Spring Cleanup Flyers:** 25 copies
- **Postage Stamps:** stamps for Letters, 'Thank You' Notes, etc. Cost pending

Cost of \$559.42 was approved at 21 March 2023 meeting and allowed Pat Colbert to purchase items supplied by Allegra.

General Supplies for Cleanup Programs

- **Gloves:** Mike Healey purchased 300 pairs of gloves. Cost not to exceed \$600.
- **Safety Vests:** Mike Healey purchased 20 vests. Cost not to exceed \$150.
- **Yellow Trash Bags:** Pat Colbert received 2K bags from DPW for cleanups. No cost to KMB.

Great Mansfield Cleanup Program Supplies for Spring and Fall Events

- **T-Shirts for Spring Cleanup:** Pat Colbert purchased 500 new t-shirts. Cost incurred was \$3,300. Pat Colbert submitted invoice to Ana Newell so reimbursement was facilitated.

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- **Spring and Fall Litter Sweep Banners:** Need 2 hanging banners for Rte. 106 to advertise future cleanup events. Existing banner is being used for this spring cleanup and is hanging on Rte. 106. Cost of new banners not to exceed \$1,200. Pat Colbert is working with John at Bay State Envelope on banner design.

Other KMB Program-Based Items

- **Flower Barrels:** Purchased up to 20 new plastic wine barrels for the downtown plants. Cost not to exceed \$500. Mike Healey made purchase.
- **Flags for Downtown Flower Barrels:** Purchase new flags for the downtown flower barrels. Cost not to exceed \$200. Janice Wivagg made purchase.
- **Watering Cans for Downtown Flower Barrels with KMB Branding:** Purchase 80 watering cans for sponsors of downtown flower barrels. Cost not to exceed \$1,000. Janice Wivagg made purchase.
- **'KMB Supporter' Decals:** Purchase 100 KMB sponsor decals. Cost not to exceed \$250. Pat Colbert working with Karen Reardon to design the decals which will be placed on watering cans for flower barrel sponsors.
- **Painted Trash Barrels:** Needed at least 10 barrels to replace some in disrepair around downtown Mansfield. School returned 4 barrels from school complex as new barrels were purchased. DPW supplied 5 barrels to Mike – some with rust. Mike Healey will prime 4 barrels at Fruit St. Kelly Kemp will paint one barrel to bring to Family Fun Night.
- **Primer Paint for Painted Trash Barrels:** Purchase two gallons of colored primers. Cost not to exceed \$150. Mike Healey purchased primer.
- **Two 6 Foot Tables:** Purchase needed for longer tables for Family Fun Night and Annual Picnic. Committee voted to fund this purchase for Family Fun Night in amount of \$100 at meeting on 13 June 2023.
- **Posters for Adopt-a-Street:** Purchase posters to use at Spring/Fall Cleanups and Family Fun Night. Cost TBD.
- **Check Poster for Donor Photo Ops:** Purchase a poster check that can be used for photo ops with Platinum donors such as Stop & Shop. Allegra may be resource vendor. Cost TBD.

Future Potential Purchases w/ No Action Taken at This Time

- **Photographer:** Cost TBD.
- **Sponsor Wall:** Purchase or make some type of a structure with a possible replacement graphic option available for changing info. Design and cost TBD.
- **Sponsor Lawn Signs for Spring Cleanup:** Purchase signs similar to the 'No Litter' signs to list key program sponsors. Cost TBD.
- **New 'No Litter' Signs:** Purchase new signs to replace the old signs. Number and cost TBD.

Items in Current Inventory as of 13 May 2023

Item	Current Inventory
KMB Tent	1
Grabbers	200
Green Reusable Trash Bags	300
KMB Brochures	250
Mugs	36
Water Bottles	90
Hanging Banner	1 existing
Tables	2 four foot tables

Fundraising

1. Fundraising Letter

The KMB annual fundraising letters were mailed out on 17 March 2023. Ana Newell created a spreadsheet on the Google drive to track the donation amounts and sponsors. Donations fell short of expectations this year, likely due to the state of the economy. No new donations were received since the Spring Cleanup event. Jeff Ward suggested sending out the fundraising letter for 2024 in January.

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Current Donation Levels

Platinum (\$2,500 - \$5,000)

Gold (\$1,000 - \$2,499)

Silver (\$500 - \$999)

Bronze (\$100 - \$499)

Note from past meeting: - Donation "Thank You" notes will be developed. Suggestion was made to create a personalized letter that can be sent from the board to sponsors who donate \$500+. Need to check stationary requirements for notes and letters. Janice Wivagg volunteered to be point person on "Thank You" notes. Suggestion was made to create "template text" that can be used for the notes.

2. Stop & Shop Grant Monies

Stop & Shop Restore Program Update: The Stop & Shop Restore Program supported the KMB Spring Cleanup campaign at the \$3000.00 sponsorship level. Funds were received and Mike Healey suggested that KMB conduct a photo op moment with the new Mansfield store manager (Brandon Dalley). Check display copy will be needed for this purpose. Ana Newell volunteered to follow-up with vendor Allegra to have a check printed for this purpose if the Town of Mansfield does not have such a check type instrument KMB could borrow for this purpose. Ana can contact Nancy Griffin to inquire about display check availability. Mike Healey also suggested we have an "Appreciation and Acknowledgement" certificate printed that can be displayed in the Mansfield store. No date for photo op was proposed at this time.

3. Other Donations

Bluestone Bank Donation: The Bluestone Bank donation in the amount of \$500.00 for the Spring Cleanup event was received. Ana Newell will send a "thank you" note for the donation.

Michael McCarthy Memorial Donations:

Balance in the Mike McCarthy Memorial Fund is \$1,923.03. Mike's family provided the option of a KMB donation in lieu of flowers in his memory. Decision was made to fund a memorial bench at Fulton's Pond. A location by the Matthew McCue memorial fountain at the park was selected and approved by the McCarthy Family.

The KMB committee voted to approve and move forward and appropriate the funds for the bench and plaque. A flower urn/planter will also be placed by the bench. Since the bench vendor does not produce planters, a different vendor is needed. Committee members will need to research options for this purpose.

DPW will over pour the concrete footing and install the bench once the bench invoice is paid to the Town of Mansfield. Bridgewater Trophy will create the plaque. Wording on the plaque needs to be sent to Christina Collins to order from the vendor. Pat Colbert will work with Julie McCarthy on the plaque inscription. Ana Newell will pay the invoice. Martha O'Connell will work with Josh Reinke on the DPW installation process and Christina Collins on the plaque.

The committee should plan to hold a small dedication ceremony at the bench in Mike's memory once work is completed.

Ongoing Programs

Great Mansfield Spring Clean-Up 2023

The committee members present agreed that this year's cleanup was a success. Leftover snacks were saved and a suggestion was made to donate them to the Mansfield Food Pantry. Kelley Kemp will work with Mike Healey on this donation.

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Fall Litter Sweep

The dates for the fall litter clean-up will be November 1-12 2023. The committee will start planning for this event at the September meeting.

Trash Can Be Beautiful Program

Painted Barrels

Martha O'Connell reached out to Derek Harding, Visual Arts Coordinator at MHS. Art students designed and painted two barrels. Barrels are ready for pickup at the high school during the week of 11 June. Mike Healey will pick up the barrels for distribution. Ask Pat Colbert if a new barrel is needed by Providence Bagel at the Old Colony/Thomas Street location. Other new barrel replacement location is TBD.

At the January meeting, Kelly Kemp suggested bringing back the Painted Barrel Event that was held many years ago (2010) at the old DPW facility. The town provided paint and other supplies at that time for the community event. It was suggested that KMB could use the funds recently donated by the Elks to provide the paint and supplies to participants/groups if we are able to hold this event in 2023 at the new DPW facility on East Street. We would need about 20 barrels to pull off this type of community event. Kelly suggested that we entertain doing some barrel painting at the Annual Spring Picnic in 2024. No other action to move forward with this future event idea was taken.

Committee members mentioned the possibility of having COA or Mansfield Summer Camp take barrels for painting as holding a community event for barrel painting at DPW facility this summer in the July-August timeframe is not an option.

Eileen Cusack from the Cultural Council also volunteered to take a barrel. Martha O'Connell will reach out to Eileen and try to schedule barrel delivery.

Kelly Kemp volunteered to take a barrel to paint for Family Fun Night. Mike to prime and deliver to Kelly. Barrels are primed in colors of green, yellow or black. Paint used on barrel design is Rustoleum oil based paint.

Offensive Trash Sites and 'Litter Free Zone' Signage

There are several sites in town that are frequent trash eyesores and require constant clean-up vigilance. These include: School Street, Maple Street, Francis Street, and Oakland Street. Getting sections of these streets adopted during Family Fun Night using our Adopt-a-Street Program would be advantageous. Committee discussed focusing on the adoption of a section of Maple Street that is not currently adopted.

Notes: Mike Healey to inventory available signs for future deployment in the Spring Street area. Jeff Ward will follow up with Kevin Dumas on any action that can be taken on future Sutter Home Bandit activity.

Flower Barrel Program

There are 114 flower barrels placed in the downtown area. Business owners are doing a good job with watering this year. Pat sends email reminders to water during hot spells and long weekends. Pat Colbert and Mike Healey are still watering some barrels as needed and fertilizing the barrels every 1-2 weeks.

Spring Pansies are still in good condition and Mike Healey is planning to "pull" the pansies during the week of 18 June to make way for the Angel Begonia planting. Date of 21 June is the date pansies will be removed –

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weather permitting. Plan is to offer plants to the business owners if they wish to keep them. Mike will coordinate the date for the next planting and email the committee. Proposed planting date is 23 June. All committee members are free to help with the planting. The begonias require more work to plant. Pat Colbert may want the committee and volunteers to prepare the barrels once the pansies are removed to facilitate the new planting time required.

Watering cans will be distributed when the Angel Begonias are planted. The watering cans are stored at Fruit St. and Mike Healey will move when distribution plan is finalized. Watering can decals are being designed. Pat Colbert is following up with our graphic designer, Karen Reardon. Angel Begonias are ready at Patrick Lyons Nursery.

Pat Colbert will send reminder to the 4 business owners who have not yet paid for their plants. The PayPal option was helpful in collecting the flower barrel payments this season.

Some ideas listed below were proposed at a past meeting to help remedy the water maintenance efforts:

- Purchase a water buffalo – no progress to date
- Get barrel watering on a weekly schedule to help solicit volunteers, Idea suggested - sign-up sheet at Family Fun Night
- Use a local landscape company to help with watering needs – no progress to date
- Approach BOS to request more grant monies to help support program maintenance
- Tap into the Senior Work Program to solicit help with plant watering – no progress to date

Adopt-a-Spot Program

The Devine Memorial site at the end of the Rte. 106 embankment will no longer be maintained by Steve Smith who retired from DPW. Kristy Brooks volunteered to adopt the site with her mother, Layne Thorpe.

Ana Newell is working on landscaping plant designs with the Mansfield Elks. Their building on N Main Street will not be an official AaS site. The Elks adopted the Garden at Old Elm Street formerly maintained by Mary Fontes. The site looks great and Ana will mulch the site as the town has no mulch available. Mike Healey plans to mulch the site he and Rick maintain on West Street near Fulton's Pond.

Potential Adopt-a-Spot sites:

- Village Green can no longer care for Fruit St. Bike Path entrance. Committee suggests doing an "Adopt Me" at Family Fun Night. Ana to take photo for FFN display. Patrick McCue volunteered to do a site cleanup so the shrubs are cut back and site is weeded. Patrick will have the site cleaned up by 23 June.
- The small triangular site on Fruit Street on the way to the Mansfield Airport. No action to add this to AaS sites this season.
- Site on Hope Street after Rte. 106 near the Chocolate Factory where the road bears to left. No action to add this to AaS sites this season.

AaS site information as of May 2023

Site	Responsible Organization	Contact Name
Library Entrance	Presentato Landscape Company	Peter Presentato
Bike Path Entrance on Fruit St.	Former Village Green site. Open for adoption	Patrick McCue will do some preliminary cleanup in hopes of getting a caretaker at FFN
Old Elm St Garden	Mansfield Elks	Shaun DeBold
Elks Building	Cleanup done. Ana collaborating with the Elks	Will not be a formal AaS site
East Mansfield Sign	Guerrini Landscaping	Kyle Guerrini
	The Garden Lady	Ana Newell

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Fulton's Pond Stone	Family of Matthew C. McCue	Linda Mercier-Janssen
Verizon Garden	The Garden Lady	Stephanie Hooper
Island at Willow St.	Jeff Ward Family	Jeff Ward
West Mansfield Sign	Todd Richardson	Todd Richardson
Fulton's Pond near West St.	Mike Healy & Rick	Mike Healey
TBD	Regal Tree	Kim
Happy Hollow on N Main	Joshi Family	Akanksha Diwan Joshi
Flammia Square Vet's Memorial	Mary Dalton	Mary Dalton
Devine Square Vet's Memorial	Kristy Brooks' Mother and Kristy	Kristy Brooks and Layne Thorpe
GMC Dealer Vet's Site on Rte. 106	Friend of Ana Newell & Stephanie Hooper	Friend of Garden Lady
Superintendent's Garden at Park Row	Town watering	Ask environmental club at HS
Pollinator Garden at JJ School	Town site at Jordan Jackson School	?
AaS Signage info	Road Safe	Paul DiMartino

Adopt-a-Street

The committee pointed out an issue with the program link on the town's website at the March meeting. KMB's link was not working properly and committee members were encouraged to go on the website and recommend any changes. Contact Nancy Griffin for any changes needed to the town's website. Chris Linko originally created the Adopt-a-Street link. KMB hoped to use this platform and promote it at Fall Litter Sweep and Family Fun Night. Database to track program participants needed.

Danielle Dupre offered to follow up with Nancy Griffin and help get the website working.

Additional Projects/ Initiatives

On/Off Ramps – No action to report.

Adopt-a-Highway

Mike Healey is in contact with Teleflex to do a highway cleanup in the fall.

"No Litter Zone" Signs –Mike Healy will inventory condition of signs and order replacements if needed. Some signs need to be deployed as soon as weather permits in the Spring Street area.

Miscellaneous Discussion Items

On-line Social Media Strategy

Kelly Kemp requested input from committee members on any new ideas for updates to our website. Kelly hopes to steer people from Facebook to our KMB website. She will be working to place the town seal on the KMB website as the town website links to our KMB website and we are now considered to be a department of the Town of Mansfield.

Kelly will post photos of the pansy barrels and get some new photos of the Angel Begonias when we plant on

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23 June. She is also hoping to get followers to nominate local business sites for our "We Noticed" program. Suggestion was made to have a sheet available at FFN and have people suggest business sites to nominate.

If there is a photo op with the Stop & Shop manager to thank the corporation for the donation to the Spring Cleanup, Kelly will post on our website. Danielle Dupre also volunteered to take a photo of the Otis Street pilot site for the wildflower bombs planted by the town. Some flowers are now in bloom.

Mural Maintenance

At the April meeting, Kristy Brooks informed the committee about the need to provide some type of coating protection every 10 years on the town mural located on Rte. 106. Approaching the 10 year mark, KMB needs to consider funding a professional inspection of the mural's condition. Neil Rhein indicated the possibility of contacting an art professor at Wheaton College. More discussion is needed on progress at our September meeting.

Family Fun Night – July 11 2023

The committee plans to setup our booth at the Bluestone Bank location on Family Fun Night. We hope to promote social media and obtain people's email addresses to encourage participation in our programs.

The committee discussed preparation and items needed for the event, including the following:

- **KMB Tent** - Mike Healey will bring from storage
- **Tables** - Mike Healey will deliver one 6 foot table from storage. Committee approved the purchase of two additional 6 foot tables. Will need someone to pick these up and bring them to FFN.
- **Donation Jar** – who will bring?
- **Games** - Kelly Kemp and Kristy Brooks signed up to lead the games – weather permitting.
- **Game Prizes** - ? no ideas
- **Sponsor Signs** - Mike Healey will bring easel from storage; Kelly Kemp will bring her easel for display – weather permitting.
- **New Painted Can for Signing** - Mike will prime a barrel and deliver to Kelly Kemp. Kelly will have new barrel painted with large colorful flowers so kids can sign inside of the petals.
- **Sharpies for Barrel Signatures** – Pat Colbert usually brings.
- **Freebies** - We have some mugs, water bottles, reusable bags and tee shirts, Mike Healey will bring from storage. We thought we could ask people to LIKE/FOLLOW on social media in order to get a freebie.
- **"New this Year" Suggestions:** Instagram moment (frame of flowers where people can take pictures and post on social media. Danielle Dupre offered to lead this effort if we decide to move forward.
- **We Noticed** - Kelly Kemp will bring slips of paper and a drop box so we can ask people to submit nominations.
- **Adopt-a-Spot** - Ana Newell will print pictures of spots which are up for adoption. We will place on an easel and use to promote adoption - "Adopt Me". Try to get volunteers to help with watering some of the downtown plants that do not have business owners. Sign-up sheet to get volunteer info.
- **Adopt-a-Street** – Promote the program and try to get a volunteer to adopt part of Maple Street.
- **Brochures** - Description of KMB programs?

Kelly Kemp will reach out to Pat Colbert to discuss any other items or prep committee needs.

Upcoming KMB Meeting Dates for 2023

- September-December meeting dates TBD. Jeff Ward will send email to committee with proposed future dates.

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Meeting Adjournment

Next Meeting Date: 19 September 2023 @ 7:00 p.m.

Meeting Adjourned: 8:58 p.m.

Minutes approved on: 19 September 2023

Secretary signature: 