

**NOTICE OF REGULAR MEETING  
CITY OF SOUTH PADRE ISLAND  
KEEP SPI BEAUTIFUL**

NOTICE IS HEREBY GIVEN THAT THE KEEP SPI BEAUTIFUL COMMITTEE OF THE CITY OF SOUTH PADRE ISLAND, TEXAS, WILL HOLD A REGULAR MEETING ON:

**THURSDAY, NOVEMBER 13, 2014  
4:00 PM AT THE MUNICIPAL BUILDING  
CITY COUNCIL CHAMBERS, 2<sup>ND</sup> FLOOR  
4601 PADRE BOULEVARD, SOUTH PADRE ISLAND, TEXAS**

- 1. Call to order**
- 2. Pledge of Allegiance**
- 3. Public Comments and Announcements:** *This is an opportunity for citizens to speak to KSPIB relating to agenda or non-agenda items. Speakers are required to address Committee at the podium and give their name before addressing their concerns. [Note: State law will not permit the Committee to discuss debate or consider items that are not on the agenda. Citizen comments may be referred to City Staff or may be placed on the agenda of a future KSPIB meeting]*
- 4. Approval of minutes from September 11, 2014**
- 5. Report on the UTPA Beach Clean-Up held on October 25, 2014 (Elaine Sanchez)**
- 6. Discussion and possible action Adopt a Beach Coordinator Conference (Elaine Sanchez)**
- 7. Discussion and possible action on Recycle Land held on November 15, 2014 (Cipriano Torres)**
- 8. Discussion and possible action on the 2014 Anti-Litter Beach Program's overall success (Cipriano Torres)**
- 9. Discussion and possible action on the 2015 Governor's Community Achievement Award (Sub-Committee)**
- 10. Discussion about forming an awareness campaign about the 2016 Governor's Community Achievement Award (Michael Quist)**
- 11. Discussion and possible action regarding strategies to improve exposure and recruit potential new committee members (Michael Quist)**
- 12. Calendar of Events**

November 15	Recycle Land
December 11	Next Meeting Date

DATED THIS THE 7<sup>TH</sup> DAY OF NOVEMBER 2014



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Susan Hill, City Secretary

I, THE UNDERSIGNED AUTHORITY, DO HEREBY CERTIFY THAT THE ABOVE NOTICE OF MEETING OF THE GOVERNING BODY OF THE CITY OF SOUTH PADRE ISLAND, TEXAS IS A TRUE AND CORRECT COPY OF SAID NOTICE AND THAT I POSTED A TRUE AND CORRECT COPY OF SAID NOTICE ON THE BULLETIN BOARD AT CITY HALL/MUNICIPAL BUILDING ON NOVEMBER 7, 2014 AT/OR BEFORE 3:00 P.M. AND REMAINED SO POSTED CONTINUOUSLY FOR AT LEAST 72 HOURS PRECEDING THE SCHEDULED TIME OF SAID MEETING.

  
\_\_\_\_\_  
Susan Hill, City Secretary

THIS FACILITY IS WHEELCHAIR ACCESSIBLE, AND ACCESSIBLE PARKING SPACES ARE AVAILABLE. REQUESTS FOR ACCOMMODATIONS OR INTERPRETIVE SERVICES MUST BE MADE 48 HOURS PRIOR TO THIS MEETING. PLEASE CONTACT BUILDING OFFICIAL, JAY MITCHIM; ADA DESIGNATED RESPONSIBLE PARTY AT (956) 761-1025.

NOTE: *ONE OR MORE MEMBERS OF THE SOUTH PADRE ISLAND CITY COUNCIL MAY ATTEND THIS MEETING; IF SO, THIS STATEMENT SATISFIES THE REQUIREMENTS OF THE OPEN MEETINGS ACT.*



**Keep SPI Beautiful Committee (KSPIBC)  
Regular Meeting Minutes 09/11/2014**

**1. CALL TO ORDER**

Meeting was called to order at 4:10 pm by KSPIBC Chairman Michael Quist  
Members in attendance were: Elaine Sanchez, Susan Geery, William George, and Michael Quist  
Members not in attendance: Mary Tannenbaum and Mary Jane Shands and Jeff Wolpers  
Staff present: Victor Baldovinos – Environmental Health Director, Cipriano Torres – Health Inspector/Code Enforcement Officer and Judith M. Lehn – Administrative Assistant

**2. PLEDGE OF ALLEGIANCE**

Committee Chairman Michael Quist led those present in the Pledge of Allegiance.

**3. PUBLIC COMMENTS AND ANNOUNCEMENTS**

Committee Chairman Quist requested to obtain detailed information on the Anti-Litter Beach Program. He would like to get feedback on how many tickets were written, what the average ticket was for, and the funding of the program. Mr. Quist would like to be more involved next year and obtain more volunteers to assist next year.

**4. APPROVAL OF MINUTES FROM JULY 10, 2014**

Committee Member Geery accepted the minutes as written, and Committee Member George seconded. All voted in favor; motion carried unanimously.

**5. DISCUSSION AND UPDATE ON THE 2015 GOVERNOR'S COMMUNITY ACHIEVEMENT AWARD (GCAA)**

Committee Member Sanchez informed everyone that she still has not posted anything on Facebook, since they have not met regarding the application. After discussing various ideas, committee members agreed to meet to begin strategizing.

**6. DISCUSSION ON THE BEACH CLEAN-UP HELD ON AUGUST 30, 2014 (SUSAN GEERY)**

Committee Member Sanchez gave a reported on the turnout of the event, and stated that Committee Member George was able to provide an awesome meal to the volunteers who came out to help. Although only a few people attended, it was still a success, since the beach was cleaned!

**7. DISCUSSION AND POSSIBLE ACTION ON THE ADOPT-A-BEACH CLEAN-UP ON SEPTEMBER 27, 2014 (ELAINE SANCHEZ)**

Committee Member Sanchez advised everyone that over 200 people have registered for the event, and they are once again, expecting a tremendous turnout. She requested the assistance from other members since she will not be able to attend, and reported that Nancy Marsden, a former member, will be there to assist.

**8. DISCUSSION AND POSSIBLE ACTION REGARDING THE RECYCLE LAND EVENT HELD IN NOVEMBER (SUSAN GEERY)**

Cipriano Torres, who was assisting with the meeting, advised everyone that the event is scheduled for Saturday, November 15, 2014 from 9:00 am to noon. He also stated that this date

is chosen in order to tie it with America Recycles Day. Committee Member Sanchez mentioned that she would be searching for a new company who will take e-waste. Committee members continued discussion of other items they would like to see recycled, and what other options there might be for the residents.

**9. CALANDER OF EVENTS**

September 27 – Adopt-A-Beach Clean Up

October 10 – Next Meeting Date (WILL BE CHANGED TO OCTOBER 2<sup>nd</sup>)

November 15 – Recycle Land

**10. ADJOURN**

Committee Member Geery motioned to adjourn the meeting, and Committee Member Sanchez seconded. All voted in favor; motion carried unanimously.

\_\_\_\_\_  
Michael Quist, KSPIBC Chairman

\_\_\_\_\_  
Date

# 2014 GOVERNOR'S COMMUNITY ACHIEVEMENT AWARDS

## WHO KEEPS TEXAS BEAUTIFUL? IF YOU DO, YOUR COMMUNITY COULD BE A WINNER.

The Governor's Community Achievement Awards program is one of the most prestigious annual environmental awards in Texas. This year, 10 winning communities will share \$2 million in landscape awards from the Texas Department of Transportation for their outstanding overall efforts to keep their communities beautiful. Your city, county or region could be next.

### THE AWARDS RECOGNIZE ACHIEVEMENT IN SEVEN AREAS:

- Community Leadership and Coordination
- Public Awareness
- Education
- Beautification and Community Improvement
- Litter Prevention and Cleanup
- Solid Waste Management
- Litter Law and Illegal Dumping Enforcement

Communities reaching the highest score in each population category (see table to right) will be named the winners.

### LANDSCAPE AWARDS BY POPULATION SIZE CATEGORIES

CATEGORY	LANDSCAPE AWARD AMOUNT
1. Up to 3,000	\$90,000
2. 3,001-5,900	\$110,000
3. 5,901-9,000	\$130,000
4. 9,001-15,000	\$160,000
5. 15,001-25,000	\$180,000
6. 25,001-40,000	\$210,000
7. 40,001-65,000	\$250,000
8. 65,001-90,000	\$270,000
9. 90,001-100,000	\$290,000
10. 100,001+	\$310,000
<b>TOTAL</b>	<b>\$2,000,000</b>

For 2014 GCAA applications, use the total community population number from the 2010 US Census available at <http://www.census.gov/2010census/popmap/>.

### ELIGIBILITY

All Texas communities are eligible to apply. See complete listing of eligibility requirements on page 5.

Keep Texas Beautiful

## Executive Summary

**MAXIMUM SCORE: THE MAXIMUM SCORE FOR AN APPLICATION IS 100 POINTS (90 POSSIBLE POINTS FOR THE EXECUTIVE SUMMARY AND 10 POSSIBLE POINTS FOR THE PROGRAM PORTFOLIO).**

*Each entry must include two (2) copies of the Executive Summary, a comprehensive written overview of your efforts between January 1 December 31, 2013.*

The executive summary is the most important part of the application and is carefully reviewed by the Judges. Summaries must be typed and answers organized in the same order as the topics below. Judges will use the seven topics and questions, along with the conclusion, listed in this application to evaluate the executive summary.

### **APPLICATION DEFINITIONS:**

**Community** – A community is defined as a region or regions with shared or adjoining boundaries whose beautification and litter abatement programs are administered by common groups (i.e., local affiliates, city departments, garden clubs, schools, organizations, etc.).

**Programs** – A program is defined as any project, activity and/or initiative within a community that addresses goals stated in the seven topic areas of the Governor's Community Achievement Awards.

## **COMMUNITY LEADERSHIP AND COORDINATION 12 POINTS**

*Describe your community and its specific characteristics (i.e., brief history, demographics).*

*Is your community affiliated with any state or national organization(s) related to litter prevention, beautification, community improvement and/or waste reduction?*

*How are your programs funded? Include annual operating budget, matching grants, foundation grants, government funding and how funding is obtained.*

*Describe staff support for your programs. Are they run by volunteers and/or full-time or part-time paid staff?*

*Describe any training that is provided to the board/committee members of your programs.*

## **PUBLIC AWARENESS 12 POINTS**

*Describe how your community made the general public aware of your programs through the use of media, speeches, social media, Web sites, events, workshops, bulletin boards, technology and/or printed materials. List measurable results.*

*How has your community worked to promote the Don't Mess with Texas® campaign?*

*Describe community awards and recognition programs. Note awards given and awards received.*

## **EDUCATION 12 POINTS**

*What educational events, projects or programs are available in your community to teach the general public about recycling, waste reduction, litter prevention or beautification issues?*

*What types of environmental education do your community's schools offer? Describe what kind of programs or special events are offered for youth and your community's involvement. Include any youth, preschool, elementary, secondary, college and university programs in your community. How do your schools use environmental curricula such as Waste in Place, Project Wild and/or other educational activities?*

## **BEAUTIFICATION AND COMMUNITY IMPROVEMENT 12 POINTS**

*Describe beautification efforts such as tree and flower planting, native or adaptive landscaping, and landscape maintenance.*

*How has your program worked to improve the appearance of your community, instill pride and provide a positive impact on the economic development and prosperity of your community?*

*How many Adopt-a-Highway miles does your city maintain? Exempting those locations already identified in your city's Municipal Maintenance Agreement with TxDOT, does your city perform mowing or maintenance activities on any additional state rights of way?*

## **LITTER PREVENTION AND CLEANUP 12 POINTS**

*Does your community conduct any type of study/survey to determine a litter problem?*

*Describe your community's litter prevention and cleanup campaign.*

*Uncovered trucks, construction sites, motor vehicles and pedestrians are the primary sources of the litter found on roadways in and out of cities. Describe how your community specifically addresses these issues.*

*Was your community involved with the Don't Mess with Texas Trash-Off, Great American Cleanup, Adopt-a-Highway, Texas Waterway Cleanup Program, and/or America or Texas Recycles Day?*

*What was the impact on the environment and/or the public's attitude toward litter prevention and cleanup? List the number of cleanups and measurable results, including the number of volunteers.*

## **SOLID WASTE MANAGEMENT 12 POINTS**

*Describe your community's involvement in solid waste management, including work with local waste haulers, businesses, civic groups and citizens.*

*Describe how your community has supported source reduction, recycling, reuse and composting to divert from landfill space. List measurable results if applicable.*

ENTRY FEE

In order to be processed, all applications must be accompanied by a \$15 entry fee in the form of cash, check or credit card. Please make checks payable to Keep Texas Beautiful.

DEADLINE

Must be received by 5 p.m. Tuesday, February 4, 2014. (Applications received after 5 p.m. will not be considered or judged.)

Community Entering.....

Category..... Population\*

Name of Organization.....

Primary Contact.....

Title.....

Address.....

City/State/Zip.....

Day Phone.....

E-Mail.....

Credit Card Information (if applicable)

Card Type  Visa  MasterCard  American Express Card #..... Exp. Date..... Security Code #.....

Billing Address of Credit Card.....

I hereby certify the information reported in this application to be true and all reported events and activities occurred during the January 1, 2013 - December 31, 2013 reporting period.

Signature..... Date.....



For additional information, applications or questions visit www.ktb.org or call 1 (800) CLEAN-TX.

Send applications to: Keep Texas Beautiful 8850 Business Park Dr., Suite 200 Austin, TX 78759

Please retain a copy of the application for your records.

\*For 2014 GCAA applications, use the total community population number from the 2010 US Census available at http://www.census.gov/2010census/popmap/ KTB will verify data.

GCAA APPLICATION CHECKLIST

- EXECUTIVE SUMMARY (2 COPIES)
- 1 PROGRAM PORTFOLIO
- PHOTO CD
- \$15 APPLICATION FEE (CHECK, CASH OR CREDIT CARD)
- COMPLETED APPLICATION FORM

AWARDS ANNOUNCEMENT AND PRESENTATION

KTB has recognized outstanding communities for 28 years via the GCAA program, with TxDOT providing the landscape awards since 1985. All participants are invited to attend the awards presentation at the Keep Texas Beautiful 47th Annual Conference to be held in Austin June 23-25, 2014. Winners will be posted to the KTB website, www.ktb.org, by 5 p.m. Tuesday, March 4, 2014.

## LITTER LAW AND ILLEGAL DUMPING ENFORCEMENT 12 POINTS

Describe community efforts to educate and work with law enforcement personnel (city, county or state) to review and enforce local and state litter laws including litter abatement and/or illegal dumping.

Describe community efforts to reduce nuisance issues such as graffiti, grass and weed violations, dilapidated structures, junked cars and similar issues.

## CONCLUSION 6 POINTS

Explain how your community's overall environmental efforts have made your community a better place to live, work and play.

### GUIDELINES:

One point will be deducted for each guideline not in compliance.

### EXECUTIVE SUMMARY GUIDELINES

- The reporting period is from January 1 to December 31, 2013.
- Maximum six (6) single-sided pages (text on one side), or three (3) double-sided pages (text on both sides). Pages exceeding this limit will be removed prior to judging and result in points deducted.
- Include two copies of Executive Summary.
- Use 8 1/2" x 11" paper.
- Double-space text.
- Staple in upper left corner. Do NOT 3-hole punch Executive Summary.
- Minimum margin size 3/4" (.75) top, bottom and sides.
- Minimum font size 11-point.
- Community name and population category number at the top of each page, which may be within the 3/4" margin.
- Page number at bottom of each page, which may be within the 3/4" margin.
- Executive Summary\* should be placed in the front pocket of application binder or securely fastened to the application binder. Do not submit summaries in plastic sleeves. Faxed or emailed copies will not be accepted.

\*All written summaries become property of Keep Texas Beautiful and will be available for use at will by KTB and TxDOT.

### DEADLINE

Must be received by 5 p.m. Tuesday, February 4, 2014.  
(Applications received after 5 p.m. will not be considered or judged.)

## Program Portfolio

### PROGRAM PORTFOLIO 10 POINTS

- All support materials in the program portfolio must take place in the reporting period of 1/1/2013 - 12/31/2013 unless otherwise noted.
- 10-12 photos; photos must be labeled; 15-word limit on photo captions
- In addition to 10-12 photos, applicants must submit support materials from 3 of the following 5 options. Do not submit more materials than required. Each material should be clearly labeled with the option it is submitted for (e.g., "C: Support Material Sample 1"). Materials submitted must be related to activities supporting the GCAA topic areas:
  - A. 2 samples of public awareness or promotional materials
  - B. 2 examples of local media support, i.e., news articles and publications
  - C. 2 examples of educational materials developed for use in adult or youth educational activities
  - D. 2 city or county ordinances related to litter prevention, litter law, waste management or illegal dumping. Include the complete ordinance, including section, title, details and website link if applicable. (Reporting period does not apply.)
  - E. 2 examples of awards, citations, recognition, and/or proclamations given to the community or community programs recognizing environmental stewardship during the reporting period

### PHOTO CD NOT JUDGED

Submit 20-50 uncropped photos on CD featuring the work referenced in the application. The CD should be labeled with community name and population category. Photos should be labeled with date and identifying information. Photos may be duplicated from the program portfolio. Photos will not be judged or scored and are for TxDOT and KTB use only. Failure to submit a CD will result in a deduction of one point.

### APPLICATION SUBMITTAL GUIDELINES

- All materials must be submitted in a standard binder to accommodate 8 1/2" x 11" paper.
- Decoration is only allowed on the exterior front and back covers of the binder.
- Only the application form, Executive Summary, and photo CD should be placed in binder pockets.
- Do not submit more materials than required. Additional materials submitted will be removed prior to judging and result in points deducted.
- Photos must be labeled; limit photo captions to 15 words or less.

GCAA scores and judges' comments will be sent to applicants by Friday, April 25, 2014. Visit [www.ktb.org](http://www.ktb.org) for more information.



## Prize Overview

### FIRST PLACE WINNERS: LANDSCAPE AWARDS

Ten first place winning communities will receive the revered Governor's Community Achievement Award, entitling each to its population category's share of \$2 million in landscaping funds. Specific locations of landscape projects will be determined in consultation between the Texas Department of Transportation and the winning community. Highway landscape projects will be designed, funded and contracted by the Texas Department of Transportation at approved sites on the existing state highway system. The Texas Department of Transportation must ensure that sites selected and activities performed are appropriate for the expenditure of state highway funds and that designs are compatible with traffic operations. First place winners will also receive a metal plaque, award certificate and media coverage. Second and third place winners will receive an award made from carved Texas stone and an award certificate.

### AWARDS OF EXCELLENCE AND SUSTAINED EXCELLENCE

Judges will recognize all applicants scoring 90 points or above with the Award of Excellence. This prestigious award distinguishes these communities throughout Texas for their outstanding achievements in protecting and enhancing their local environment, exemplifying their efforts as the standard of environmental excellence for communities nationwide.

The Sustained Excellence Award recognizes the communities that have scored 90 or above in the Governor's Community Achievement Awards competition for three consecutive years. Recipients of this esteemed award are recognized for their ongoing commitment to making Texas the cleanest, most beautiful state in the nation. Sustained Excellence Awards will be determined by the overall scores received on the 2012, 2013 and 2014 applications.

### ELIGIBILITY

All Texas communities are eligible to apply. A program may consist of more than one community, but one community may not have more than one Governor's Community Achievement Awards entry. A community is defined as a region or regions with shared or adjoining boundaries whose beautification and litter abatement programs are administered by common groups. First place winners of the Governor's Community Achievement Awards in 2011, 2012 and 2013 are not eligible to win the first place landscape award, or second or third place recognition in 2014, but will be judged for the Award of Excellence and Sustained Excellence.

### JUDGING

Each award application will be judged by a panel of civic, business and/or government representatives. All decisions of the Awards Committee Chair(s) will be final. The maximum score for an application is 100 points (90 possible points for the Executive Summary and 10 possible points for the program portfolio). Points will be deducted if guidelines are not met. Applications received after the deadline will not be submitted for judging and will not be eligible for either the Award of Excellence or Sustained Excellence.

### WINNING COMMUNITIES

Winning communities will be required to consent that any and all information included in the Executive Summaries and photo CD will be available for use at will by KTB and TxDOT.





Keep Texas Beautiful and the Texas Department of Transportation first began working together in the late 1960s, sharing the common goals of making Texas roadways attractive and safe for motorists and encouraging tourism, goals which have remained for more than 40 years. Since 1985, Keep Texas Beautiful has partnered through an annual contract with the Texas Department of Transportation to support TxDOT's anti-litter and beautification programs such as Don't Mess with Texas Trash-Off and the Governor's Community Achievement Awards. KTB has recognized outstanding communities for 28 years via the GCAA program, with TxDOT providing the landscape awards since 1985.



**Keep Texas Beautiful's mission is to educate and engage Texans to take responsibility for improving their community environment.**



For additional information, applications,  
or questions visit [www.ktb.org](http://www.ktb.org) or call  
1-877-475-2815 #ADO CLEAN TX