



**TOWN OF SHADY SHORES
KEEP SHADY SHORES BEAUTIFUL
REGULAR SESSION
SEPTEMBER 23, 2019; 7:00 PM
SHADY SHORES COMMUNITY CENTER
101 S. SHADY SHORES ROAD
SHADY SHORES, TX 76208**

AGENDA

1. CALL TO ORDER
2. ROLL CALL
Establish a quorum
3. MINUTES:
 - a. Consider and act on minutes of the August 5, 2019 Keep Shady Shores Beautiful Meeting.
4. OLD BUSINESS
Consider and take action relative to ongoing projects and events as listed below.
 - a. Consider and act on approval of a bid from SA-SO for Shady Shores Street Signage
 - b. Arbor Day Celebration/Tree Planting Celebration - Set a tentative date for a tree planting event at Town Hall in Celebration of Arbor Day.
5. NEW BUSINESS
Discuss any new projects to be considered at the next monthly meeting
 - a. Public Education Events
 - a) Booth at Shady Shores Baptist Church Fall Festival October 12th, 10-2pm
 - b) Lake Cities Trunk or Treat- October 31, 2019
 - b. November 16, Texas Recycles Day
6. ADJOURN

The Keep Shady Shores Beautiful Agenda was posted in accordance with Texas Open Meetings Act on _____,
_____, _____ at ____:____, ____M.

Wendy Withers, Town Secretary



**KEEP SHADY SHORES BEAUTIFUL
AUGUST 5, 2019; 7:00 PM
SHADY SHORES COMMUNITY CENTER
101 S. SHADY SHORES ROAD
SHADY SHORES, TX 76208**

MINUTES

Nathan Abato	Chairman	Present
Tamara Ross	Vice-Chairman	Absent
Chris Britton	Commissioner	Present
Bill Krueger	Commissioner	Present
Amy Whiting	Commissioner	Absent
Lynn Grimes	Commissioner-Alternate	Present

Staff Present: Wendy Withers, Town Administrator; Tom Newell, Mayor Pro Tem

1. CALL TO ORDER

Chairman Abato called the meeting to order at 7:00 pm.

2. ROLL CALL

Establish a quorum

Town Administrator Wendy Withers called the roll and a quorum was established for the record.

3. MINUTES:

- a. Consider and act on approval of the minutes of the June 3, 2019 Keep Shady Shores Beautiful Meeting. Chris Britton made a motion to approve the minutes. Bill Kruger seconded the motion.
Discussion: None
Ayes: Britton, Krueger, Grimes
Nays: None
The motion passed unanimously.

4. OLD BUSINESS

Consider and act relative to ongoing projects and events as listed below.

- a. Signage/Branding for the Town of Shady Shores
 - b. Green Space Around Town Hall- No action taken
 - c. Arbor Day- No action taken
- Signage/Branding for the Town of Shady Shores
Placement of Signs for the Town- A discussion was held relative to placement of signage around the Town.

5. NEW BUSINESS

Discuss any new projects to be considered at the next monthly meeting

- a. Clean Up Dates for 2019/2020
- b. Joint marketing with Lake Cities
- c. Other new business to discuss

6. ADJOURN

The meeting was adjourned at 7:55 pm.

PASSED AND APPROVED THIS THE _____ DAY OF _____, 2019

APPROVED:

Nathan Abato, Chairman

ATTEST:

Wendy Withers, Town Administrator



AGENDA MEMORANDUM

DATE: September 16, 2019
TO: Keep Shady Shores Beautiful
FROM: Wendy Withers, Town Administrator
SUBJECT: Consider and act on approval of a bid from SA-SO for Shady Shores Street Signage

BACKGROUND/INFORMATION:

FINANCIAL IMPLICATIONS:

RECOMMENDATION/ACTION DESIRED:

ATTACHMENTS/SUPPORTING DOCUMENTATION:

1. Q19-15207

REVIEWED BY:



QUOTATION

Q19-15207

525 N. Great Southwest Pkwy
Arlington, TX 76011
972-641-4911

Quoted to Wendy Withers
P 940-498-0044 F
Email wendy.withers@shady-shores.com
Company Town of Shady Shores
P O BOX 362

Lake Dallas TX 75065

Cust Code 700863

Date 08/07/2019

Quoted by Brandon Ali
Lead Time 5-10 BUSINESS DAYS
Terms Net 30

Part # / Size	Description	Qty	UM	Unit Price	Total Price
1	45140 24" x 9"	20	EA	40.95	819.00
	STREET SIGN TOPPER, REFLECTIVE (BRACKET WILL COVER CENTERED SPACE AT BOTTOM 5 3/8 X 1.25 " - DO NOT PUT IMPORTANT DESIGN ELEMENTS OR WORDS THERE) - WILL HAVE 1/4" BORDER				
2	45140 24" x 9"	30	EA	34.95	1048.50
	STREET SIGN TOPPER, REFLECTIVE (BRACKET WILL COVER CENTERED SPACE AT BOTTOM 5 3/8 X 1.25 " - DO NOT PUT IMPORTANT DESIGN ELEMENTS OR WORDS THERE) - WILL HAVE 1/4" BORDER				
3	ARTFEE CUSTOM ART CREATION BY GRAPHIC ARTIST FOR SIGN PRINTING	1	EA	40.00	40.00
4	45081C POST CAP FOR SQUARE POST	30	EA	6.95	208.50
5	FNI PLEASE NOTE: THIS QUOTE DOES NOT INCLUDE SHIPPING COSTS. PLEASE CONTACT YOUR ACCOUNT MANAGER OR SERVICE REP FOR A FREIGHT ESTIMATE.				

Subtotal \$2,116.00

Freight Estimate

Total Quote \$2,116.00

SHIP TO ADDRESS

Company: _____
Attention: _____
Address only: _____
Inst. Ste, etc: _____
Ship To Phone: _____
Ship To City: _____
Ship to State: _____ Zip _____

Ship to for Freight Estimate

Shipping Via
Shipping Terms
Transit Time

A quote not accepted within ninety (90) days is subject to review.
Custom products are NOT returnable, refundable or cancelable.



AGENDA MEMORANDUM

DATE: September 16, 2019

TO: Keep Shady Shores Beautiful

FROM: Wendy Withers, Town Administrator

SUBJECT: **Arbor Day Celebration/Tree Planting Celebration - Set a tentative date for a tree planting event at Town Hall in Celebration of Arbor Day.**

BACKGROUND/INFORMATION:

We have discussed participation in Arbor Day. Would like to set a date and determine what type of tree and where to plant. The Town will be planting a live Christmas Tree in the Gazebo Area for Christmas, discuss possibly tying this in for the first year.

FINANCIAL IMPLICATIONS:

RECOMMENDATION/ACTION DESIRED:

ATTACHMENTS/SUPPORTING DOCUMENTATION:

None

REVIEWED BY:



AGENDA MEMORANDUM

DATE: September 16, 2019
TO: Keep Shady Shores Beautiful
FROM: Wendy Withers, Town Administrator
SUBJECT: **Public Education Events**
a) Booth at Shady Shores Baptist Church Fall Festival October 12th, 10-2pm
b) Lake Cities Trunk or Treat- October 31, 2019

BACKGROUND/INFORMATION:

Shady Shores Baptist Church has asked KSSB to participate in their Fall Festival. If anyone is available for that Saturday for a couple of hours, we could pass out candy and we have some informational coloring books etc.

We will be participating in the Lake Cities Trunk or Treat event with information and handouts.

FINANCIAL IMPLICATIONS:

RECOMMENDATION/ACTION DESIRED:

ATTACHMENTS/SUPPORTING DOCUMENTATION:

None

REVIEWED BY:



America Recycles Day

NOVEMBER 15



A nationwide initiative by Keep America Beautiful

This Go-to Guide is intended for any individual or local group planning America Recycles Day community events.

Table of Contents

- Welcome and Introduction
- Why America Recycles Day
- Reasons to Recycle
- Resources to Reuse
- Celebrate in Style
- I Recycle Display
- Steps to Success
- Register Your Event
- Materials
- Spread the Word
- Interactive Recycling Activities

America Recycles DaySM, a program of Keep America Beautiful, is the only nationally recognized day dedicated to promoting and celebrating recycling in the United States. Every year on or around November 15 (America Recycles Day), millions turn out to thousands of local events held throughout the country to celebrate and learn more about their recycling programs. For more information, visit americarecyclesday.org

Keep America Beautiful®, Inc. is the nation's leading nonprofit that brings people together to build and sustain vibrant communities. With a strong national network of 1,200 affiliates and partners including state recycling organizations, we work with millions of volunteers who take action in their communities. Keep America Beautiful offers programs and engages in public-private partnerships that help create clean, beautiful public places, reduce waste and increase recycling while educating generations of environmental stewards. Through our actions, we help create communities that are socially connected, environmentally healthy and economically sound. For more information, visit kab.org

Welcome and Introduction

Word of mouth is a powerful force. That's why communities come together every year to celebrate America Recycles DaySM. Last year, local organizers like you educated millions of people through thousands of America Recycles Day events.

Keep America Beautiful created this "Go-to Guide" to make it easy to organize a local event. Register your events at americarecyclesday.org, and use these step-by-step instructions and resources to promote recycling awareness, commitment and action in your community.

Thank you for joining Keep America Beautiful's strong network of America Recycles Day event organizers, and making recycling a natural thing to do.



America Recycles Day
NOVEMBER 15



Why America Recycles Day?

- To celebrate and increase recycling.
- To improve education about what is recycled in your community.
- To motivate people to recycle more by providing a way to demonstrate their commitment.



America Recycles Day

November 15



Reasons to Recycle

- Recycling is the easiest thing we all can do 365 days a year to save energy, conserve natural resources and create green jobs.
- Recycling is a multibillion dollar industry that employs millions of Americans and helps advance our clean energy economy.
- Our national recycling rate of 34.5 percent annually:
 - Saves the equivalent of the annual energy consumption of nearly 10 million U.S. households per year.
 - Avoids greenhouse gas emissions equivalent to removing more than 33 million cars from the road each year.



America Recycles Day
NOVEMBER 15

Resources to Reuse

Customize America Recycles Day materials to promote your recycling event throughout your community.

Download materials from
americarecyclesday.org/toolkit

America Recycles Day Logo
Flyers
Pledge Cards and Signage
PowerPoint Template
Sample Media Materials
Sample Proclamations
Sample Promotional Emails
Website Banners

Visit americarecyclesday.org to tap into resources such as recycling fact sheets, links to government and industry recycling information, and Earth911®.com, a free service to identify where and what to recycle in your community.

Celebrate in Style

Order America Recycles Day promotional items made from recycled content, to use for publicity and incentives. Our partner, Target Marketing is supplying ARD promotional items at a special discount for our event organizers and state coordinators.

Visit <http://americarecyclesday.org/host-an-event> to order your 2014 promotional items.

Register your event at americarecyclesday.org

Take the Pledge

THE NATIONAL RECYCLING RATE HAS INCREASED EVERY YEAR FOR THE PAST 30 YEARS. THE CURRENT RECYCLING RATE IS 34.3%. JOIN US IN RECYCLING MORE.

For America Recycles Day 2014, I pledge to:

Leader: I will find out what materials are collected for recycling in my community at americarecyclesday.org.

Act: Reduce my personal waste by recycling. In the next month, I will recycle more.

(List the material you commit to recycling)

Name: _____

City/Town: _____

Email (optional): _____

On Nov 15, in the next month, I will encourage one family member or one friend to take the pledge.

KEEP AMERICA BEAUTIFUL

Waste Management, Amcor, Care To Recycle, Green Coast, and others are proud sponsors of America Recycles Day.



Give your Garbage Another Life
Join the Celebration

I Recycle
America Recycles Day
NOVEMBER 15

What: _____

When: _____

Where: _____

Other Information: _____

KEEP AMERICA BEAUTIFUL

Sponsored nationally by: Waste Management, Amcor, Care To Recycle, Green Coast, and others.

A nationwide initiative by Americarecyclesday.org



I Recycle Display

Host a recycling information table in your community to promote recycling awareness, commitment and action.

Steps to Success

Engage local partners

Join forces with such partners as your city government, schools, businesses, nonprofits or neighborhood and civic associations.

Identify a prime location

Ask to stage your event at a local store, hospital, school or city hall if you don't have a visible, high-traffic location in mind.

Select your event date and time

Schedule your event on or around November 15 or during the entire month.

Recruit and train your volunteers

- Reach out to your personal networks and event partners to recruit volunteers.
- Familiarize your volunteers with the recycling information and materials at your event.
- Prominently display giveaways to encourage people to stop by the table.
- Outfit volunteers in I Recycle T-shirts. Visit americarecyclesday.org to order items at a special discount or use the guidelines to create your materials locally.

Register your Event

Register your local event at

americarecyclesday.org/host-event.

Sample Information Table

Connect to the national I Want To Be Recycled campaign for ideas and resources (lwanttoberecycled.org).

Publicize your event in the searchable city list of activities.

Share your results and photos on

facebook.com/americarecyclesday

or send them to us at americarecyclesday@kab.org.



Materials

Table and chairs

Set up for the volunteers who are staffing your display.

Banner or signage

Request a free banner when you register, purchase one at a discounted price, or download the print-ready file and produce it locally.

Handouts

Contact your city or county recycling office as well as local partners for your community-specific recycling information.

Giveaways

Purchase America Recycles Day promotional items at a special discounted rate. Visit americarecyclesday.org for more information

Pledge cards (optional)

Provide pledge cards to encourage people to take the America Recycles Day pledge or set up a laptop with Internet access so they can pledge online. (See page 9 for details.)

Extra supplies

Remember to bring pens, scissors, tape, a black permanent marker, string and a stapler.

Digital camera

Capture photos to share your success with local partners and americarecyclesday.org



Centrat Elementary School, Okeechobe, FL



Northwestern University, Chicago, IL

Spread the Word

Create some buzz about your event and recycling.

Signage

Customize the America Recycles Day posters or flyers to post on site. Ask your local partners to post them in their offices or buildings.

Email blasts

Promote your event with your personal and professional networks by using the customizable America Recycles Day email template. Include a link to americarecyclesday.org. Ask your local partners to do the same.

Local media

Issue a news release about your America Recycles Day event, and get listed in local community event calendars on air, online or in print. Go to americarecyclesday.org/toolkit for sample media materials.

Social media

Post a promotional message on your personal and organization's Facebook pages. Download sample social media posts at americarecyclesday.org/toolkit

Leverage other events

Visit americarecyclesday.org to build on other events planned in your community including educational presentations, special collection drives, recycling competitions and more.

Print advertising

Customize the America Recycles Day public service announcement (PSA) to place in your local newspapers.

Radio advertising

Contact your local radio stations about their requirements for local PSAs. Download the America Recycles Day radio PSA script from americarecyclesday.org/toolkit and customize with your event details.



Santa Clarita, CA



Kramer Hardware, Mason City, IA

Interactive Recycling Activities

These activities can help draw attention to your display and engage visitors.

America Recycles Day Pledge Drive

Research shows that asking people to make a commitment to recycle actually builds motivation that leads to lasting changes in behavior.

- Promote the pledge drive with the “Take the Pledge” table tent that can be downloaded from americarecyclesday.org/toolkit
- Set up a table tent and a laptop at your display with access to the Internet so visitors can “Take the Pledge” online at americarecyclesday.org or they can text “Recycle Pledge” to 91011.
- If you don’t have Internet access, download instructions, the table tent and America Recycles Day pledge cards from americarecyclesday.org/toolkit and print them on recycled-content paper.
- Offer recycle giveaways to those who pledge so they can help spread the word.
- Make your pledges count. Include the number of pledges collected at your event when you report your results on americarecyclesday.org



Below are some sample activities. For additional activities, visit americarecyclesday.org/toolkit

Ready, Set, Sort

Provide a mix of five to 10 items along with a trash can and recycling bin, and ask attendees which of the items can be recycled in your community. Some items may include a yogurt container, cereal box, paper coffee cup, aluminum foil or paper towel roll. Confirm what is recyclable in your community by contacting your city’s recycling office. Award prizes to those who answer correctly.

Bet the Bottle Tops

Bring a clear container, filled with assorted plastic bottle caps. Ask people to guess the number of caps and teach them that they are recyclable.

Catch Recyclers “Green-Handed”

Give the recyclers that you catch “green-handed” a prize such as an I Recycle button, sticker or t-shirt.

Take the “I Recycle” Pledge

Invite your friends, neighbors and co-workers to pledge to recycle more. This year the pledge is available via text, as well as online and in print.



America Recycles Day
NOVEMBER 15

For more information, visit
americarecyclesday.org

Keep America Beautiful, Inc.

1010 Washington Boulevard
Stamford, CT 06901
203.659.3000



A nationwide initiative by Keep America Beautiful