



**TOWN OF SHADY SHORES
KEEP SHADY SHORES BEAUTIFUL
REGULAR SESSION
JULY 20, 2023; 6:00 PM
SHADY SHORES COMMUNITY CENTER
101 S. SHADY SHORES ROAD
SHADY SHORES, TX 76208**

TO VIEW THE MEETING LIVE
<https://shadyshorestx.civicclerk.com/>

AGENDA

1. CALL TO ORDER
 - a. Mission and Vision Statement
2. ROLL CALL
 - Establish a quorum
 - a. Consider and take action to name a vice chair.
3. MINUTES:
 - a. May 2023 Minutes- consider and act on approval
4. Strategic Plan
 - a. Receive hard copy of the strategic plan.
5. OLD BUSINESS
 - Consider and take action relative to ongoing projects and events as listed below.
 - a. Volunteer Hours Reported- Ongoing Reporting
 - i. Volunteer Hours Reported- Ongoing Reporting
 - b. Adopt a Spot Program Stats- Ongoing Reporting
 - i. Adopt a Spot Program Stats- Ongoing Reporting
 - c. Tree City Growth Award Goals for 2023
 - d. Apply for 2 tree associated grants
 - e. Survival Monitoring of public trees-
Tree Reporting Process

- f. Young Tree Training
- g. Restoration Work
- h. Volunteer Tree Care- Citizens Foresters education/community seminar
- i. Publicity Campaign
Arbor Day Posts- February, April, May, July, August- completed
- j. Greenspaces and Trails Ad Hoc Committee Update
- k. Report from Erik Trevino- Town Hall Garden Landscaper
- l. Keep Texas Beautiful Affiliate
- m. Fundraising Efforts for Keep Shady Shores Beautiful
- n. Bricks R Us- Honorium and Memorial Bricks available. Bricks line the community gardens around Town Hall.
- o. T-Shirts and other merchandising for sale
- p. In Kind Donations for Keep Shady Shores Beautiful Efforts
- q. Training Attended -4 hours annually.
- r. Clean Up Event- 1 per year
- s. 2023 Clean Up Events
- t. Conduct a Community Appearance and/or Litter survey
- u. Bee City Affiliate

6. NEW BUSINESS

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

7. ADJOURN

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

Katie Klein, Community Relations



AGENDA MEMORANDUM

DATE: July 20, 2023
TO:
FROM: Katie Klein, Administrative
SUBJECT: Mission and Vision Statement

BACKGROUND/INFORMATION:

Mission: The Town of Shady Shores endeavors to preserve the original charm of the town while providing efficient and effective service at reasonable costs to residents. We remain committed to encouraging citizen involvement through transparency, active volunteerism, and sound fiscal management.

Vision: Shady Shores, an ideal lakeside community where life happens

FINANCIAL IMPLICATIONS:

RECOMMENDATION/ACTION DESIRED:

ATTACHMENTS/SUPPORTING DOCUMENTATION:

None

REVIEWED BY:



KEEP SHADY SHORES BEAUTIFUL
MAY 18, 2023; 6:00 PM
SHADY SHORES COMMUNITY CENTER
101 S. SHADY SHORES ROAD
SHADY SHORES, TX 76208

MINUTES

1. CALL TO ORDER

Meeting was called to order by Amy Whiting at 6:03 pm

2. ROLL CALL

Establish a quorum

MEMBERS PRESENT

Committee Member Amy Whiting, Karen Thomas, KSSB Committee Member Michele Beacom, Keep Shady Shores Beautiful Comt. Member Andrea Dixon, Keep Shady Shores Beautiful Comt. Member Juan Hernandez Herrera, Jr KSSB Member Maddy Haney, Alternate 2 Whit Dieterich

Excused: Bill Krueger

STAFF PRESENT: Katie Klein

Council Member Present: Charles Grimes

a. Mission and Vision Statement

Shady Shores mission and vision statement were introduced to the Committee.

3. MINUTES:

a. Approve April 2023 Minutes

A motion was made by Karen Thomas, seconded by Keep Shady Shores Beautiful Comt. Member Juan Hernandez Herrera; to Approve April 2023 Minutes. The motion carried.

Yes: 6 - Amy Whiting, Karen Thomas, Michele Beacom, Andrea Dixon, Juan Hernandez Herrera, Maddy Haney

No: 0 - None

Recused: 1 - Fredrick Dieterich

4. Strategic Plan

a. Review 2023 Draft of the Town of Shady Shores Strategic Plan

Staff member Katie gave a brief overview of the Shady Shores Strategic Plan.

Some questions for the council to consider:

1) How much revenue is lost without the other opportunities?

5. OLD BUSINESS

Consider and take action relative to ongoing projects and events as listed below.

- a. Volunteer Hours Reported- Ongoing Reporting
- b. Adopt a Spot Program Stats- Ongoing Reporting
- c. Tree City Growth Award Goals for 2023
- d. Apply for 2 tree associated grants

- e. Review approved tree species list per town ordinance

Review of the Ordinance "Landscaping" passed by the Planning and Zoning Commission.

The KSSB committee asked the following questions:

Where did the list originate from? Was it reviewed by a local Arborist or the local County Ag Ext. Office?

- f. Survival Monitoring of public trees-
Tree Reporting Process
- g. Young Tree Training
- h. Restoration Work
- i. New Tree Board Member- completed Dec. 2022, Juan Herrera
- j. Volunteer Tree Care- Citizens Foresters education/community seminar
- k. Publicity Campaign
Arbor Day Posts- February, April, May, July, August- completed
- l. Greenspaces and Trails Ad Hoc Committee Update
- m. Inspire Us with Your Green Thumbs Program- Keep Shady Shores community beautification recognition program
- n. Report from Erik Trevino- Town Hall Garden Landscaper
- o. Keep Texas Beautiful Affiliate
- p. Fundraising Efforts for Keep Shady Shores Beautiful

- q. Bricks R Us- Honorium and Memorial Bricks available. Bricks line the community gardens around Town Hall.
- r. T-Shirts and other merchandising for sale
- s. In Kind Donations for Keep Shady Shores Beautiful Efforts
- t. Training Attended -4 hours annually.
- u. Clean Up Event- 1 per year
- v. 2023 Clean Up Events
- w. Conduct a Community Appearance and/or Litter survey
- x. Silver Star Recognition for KTB affiliation
- y. Jr. Member to KSSB
- z. Apply for Keep Texas Recycling pogram- <https://www.tceq.texas.gov/p2/events/teea/teea>
- aa. Bee City Recognition
The proposed Bee Keeping Ordinance was reviewed. The committee had the following questions:
How will (7) be implemented?
Will an exception be added, such as 2.01.007 (5), in regards to if the bees are established before a new building, will an exception be granted to the beekeeper?

6. NEW BUSINESS

Discuss any new projects to be considered at the next monthly meeting
Elect a Vice Chair

7. ADJOURN

A motion was made by Karen Thomas, seconded by Keep Shady Shores Beautiful Comt. Member Juan Hernandez Herrera; to ADJOURN. The motion carried.

Yes: 5 - Amy Whiting, Karen Thomas, Michele Beacom, Andrea Dixon, Juan Hernandez Herrera

No: 0 - None

Recused: 2 - Maddy Haney, Fredrick Dieterich

Passed and Approved this _____ day of _____

Chair, Keep Shady Shores Beautiful

Katie Klein, Community Relations
Staff Representative for Town of Shady Shores



AGENDA MEMORANDUM

DATE: July 20, 2023
TO:
FROM: Katie Klein, Administrative
SUBJECT: Volunteer Hours Reported- Ongoing Reporting

BACKGROUND/INFORMATION:

As part of the Keep Texas Beautiful Affiliate and Tree City Affiliate Programs, volunteer hours are required to be logged and reported. Committee members are asked to submit their hours [Keep Shady Shores Volunteer Form](#) by the third Monday of each month.

2023 Reporting Year

Month	KSSB Hours Reported	Tree City Hours Reported
December 2022	46	68.5
January 2023	4	0
February	4	0
March	3	0
April	8	3
June	8	3
Volunteer Hours x Federal Estimated Worth	38 x 31.80= \$1208.40	

FINANCIAL IMPLICATIONS:

RECOMMENDATION/ACTION DESIRED:

ATTACHMENTS/SUPPORTING DOCUMENTATION:

None

REVIEWED BY:



AGENDA MEMORANDUM

DATE: July 20, 2023
TO:
FROM: Katie Klein, Administrative
SUBJECT: Adopt a Spot Program Stats- Ongoing Reporting

BACKGROUND/INFORMATION:

Areas Adopted

Fritz Lane - No collection reports for 2023
Bartley Family
Town Hall Campus- No collection reports for 2023
Bill Krueger
S. Shady Shores Rd and Bridge at Town Limits- No collection reports for 2023
Latham Family
W. Shady Shores Road (Corner of Fritz Lane-Terra di Lago Entrance)- No collection reports for 2023
Cedar Crest Farms
S. Shady Shores Rd, HVA ROW- No collection reports for 2023 from Zingelmann Family, Emsoff Family
3 Collection Reports
S Shady Shores Rd (Town Hall to end of Bridge)-2 Collection Reports
Kalman Family
Lakeshore Rd (Town Hall to Boat Ramp)- No collections reports for 2023
Get Hooked Guide Service
1st Street to Jay Street- No collection reports for 2023
Donna Cody and Anita Rioh
Big Sandy Boat Ramp- 2 Collection Reports and focus of waterway clean up- Belton Family **Due to the amount of waste and debris, the committee may want to consider regular community event clean-ups. For example, one time per quarter.
(Town Hall)West Shady to Everett Ct- 1 Collection Report-Staff, Staff have been cleaning up Garza

West Shady along HVA fenceline,
east side of driveway- area
combined to one Adopt a Spot
Location with 2 adoptors.

Garza Road -No collection reports
for 2023 Grimes Family have
participated on Garza clean up
Olive Branch-No collection reports
for 2023. Herrera Family have
participated on Garza clean up

Collection Reports 2023

Number of Volunteers	# Children < 18	# of Adults	Est # of Volunteer Hours
106	10	83	30

* amounts include clean-up event stats.

FINANCIAL IMPLICATIONS:

30 volunteer hours x \$31.80= \$954.00

RECOMMENDATION/ACTION DESIRED:

ATTACHMENTS/SUPPORTING DOCUMENTATION:

None

REVIEWED BY:



AGENDA MEMORANDUM

DATE: July 20, 2023
TO:
FROM: Katie Klein, Administrative
SUBJECT: **Survival Monitoring of public trees-
Tree Reporting Process**

BACKGROUND/INFORMATION:

After attending the community event and the Keep Texas Beautiful Conference, a survival monitoring plan could be implemented with a community (public) tree inventory program.

FINANCIAL IMPLICATIONS:

RECOMMENDATION/ACTION DESIRED:

ATTACHMENTS/SUPPORTING DOCUMENTATION:

None

REVIEWED BY:



Memo

To: Wendy Withers, KSSB Committee
From: Katie Klein
cc:
Date: 7/12/2023
Re: Overview of the Urban Forests Presentation

Held on June 15, 2023
Speakers: Rachel McAdams and Courtney Blevins

15 Community Participants

Our tree ordinances state, “We recognize trees on public property are important” and “our responsibility.” As a Tree City Affiliate, we are accountable for a \$2.00 per capita investment. How do we live this out in our practice as a community?

Tree Inventory:

- High Priority
- Challenge level- medium to low
- Areas where we would identify trees:
 - Easements
 - Public Property: Town Hall Campus, Garza, Shady Rest
- Other cities as examples: Argyle
- Data can provide:
 - The monetary value of trees – the town’s resources
 - Urban heat studies- where do we need trees? What is our air quality
 - Monitoring of trees for health and disease
- Can be done by volunteers or funded professionals
- TreesCount App

Urban Master Plan

- Priority Level
- Challenge Level-high
- Using a Tree Inventory, we can implement a master plan
 - As trees age, are damaged by a weather event, or need removal- what will we replace them with?
 - What do we want our community to look like in 2-5-10 years?

Management Plan

Priority Level: low

Challenge level- high

Education and program ideas:

Priority Level:

Challenge Level

Ideas:

Oak Wilt campaign – what is it, whom to call, what can be done

Training of tree care- Use Forester program- free

Emerald Ash Borer

Tree Planting succession plan- branching out

Trees on School Property-Cool Schools program

After school, give away trees through drop-off lines

Tree Highlight/Recognition idea

Legacy or heritage-define attributes- age, size

Historic or story- did something cool happen at this tree

Champion

Be aware of how this could backfire- some trees need to be removed for safety or improvements, and be ready to address possible issues.

Training Opportunities for KSSB and Community

Citizen Foresters

CTUFC.org- Crosstimbers Urban Forestry Council

Treesaregood.org

Healthy Trees, Healthy Lives- website and FB

Funding Opportunities

Urban Forestry Grant- not yet published

Contract for tree care

Management Plan

Professional Tree Inventory



Memo

To: Wendy Withers, KSSB Committee, Greenspace Committee
From: Katie Klein
cc:
Date: 7/13/2023
Re: Highlights from meeting with Corinth

Held on June 9, 2023

Attendees: Glenn Barker, Melissa Dolan, Mayor Cindy Aughinbaugh, Staff Katie Klein

Fritz Lane Connection to the Corinth Park

Ideas were introduced about creating a connection at the S curve over the “culvert” to the Corinth park.

Challenges: Possible ROW clean up/clearing

Signage: How will people know they can enter the park at this juncture?

Possible connection through to Corinth bike path. This connection entrance would be along S. Shady Shores rd.

Possible partnership or engagement with DORBA, Dallas Off Road Bicycling Association,
<https://www.dorba.org/>

They have partnered with Corinth to help identify and implement possible biking paths in the area.



Memo

To: Wendy Withers, KSSB Committee
From: Katie Klein
cc:
Date: 7/12/2023
Re: Highlights from the Keep Texas Beautiful Conference 2023

Community Tree Inventory

- Overview of tree biology
- *Measuring Trees -How To
 - Demonstration Manual given
 - Only track trees over a specific size to help with inventory
- Tagging vs. Not Tagging
 - Pro- assurance of monitoring the same tree year to year
 - Con- cost of tags
- Volunteers vs. Staff
 - Many communities have one staff liaison (forester) and use volunteers
 - Data Integrity may be a consideration
 - At least 2 people per “crew”; once trained crews can schedule themselves for assigned area
- Areas of Inventory
 - Only Public Spaces
 - Decide if we measure all trees in the area or sample the area
- Tools:
 - Measuring tape- either standard or invest in tree measuring tool- just decide unit of measure and maintain. (Circumference vs. DBH)
- Take Aways for Consideration:
 - Big Tree Registry- Communities across Texas place a value on trees based on age, size, location and more.
 - This could be a program to implement as an intentional way to care for trees.
 - Several variations of intent, process, and implementation
- Tree Inventory Program is doable for Shady Shores
 - Benefits- baseline for professional inventory that could lead to grant and funding opportunities
 - Challenge- ability to gather 6-10 volunteers

Prairie Garden- NRG Dewey Prairie Garden- “Creating a program that lives beyond the present”

TexanbyNature Program

Conservation and Sustainability focus- Texas is losing a square mile of open space per day on average

Connects conservation programs with business philanthropy sources

What is the benefit to the ecosystem in concentrating on conservation?

Overall impact questions to consider

Impact on Water- Watershed, Stormwater, quality of water, flood prevention

Impact on Natural- Habitat- shelter, food, etc

Impact on Human- Health- overall community health and attitude, social impact
(level of happiness, pride of residents to live in Town, avenues to serve and give back)

Economic Impact- ROIs, if a garden, where does the food go? What are we growing?

Reclaim the land

Education- Earth Day, Schools, Local Master Gardeners, Agrilife, 4H, scouts and more- could use "Green Thumbs" initiative to spring board from

Size- can be done on any size lot with planning

What to plan?

Food: crops; fruit trees,

Be sure to plant native and heirloom

Volunteers

Who: non violent offenders for community service through our Municipal court, local farmers, symbiotic relationships (pig farmer could use scraps if they would keep the edges mowed), mental health programs (dementia programs);

Take aways:

Look into explorationgreen.org

Tools and Supplies to Consider: (this would all depends on size and need of location)

Storage Shed for tools

Raised Beds if desired- metalgardenbeds.com (veteran owned). TXdot in area
(repurpose guardrails)

Tractor- Denton Antique Tractor club

Challenges noted:

Garden manager

Education/group coordinator

Location

Take Away:

Shady Shores could invest in this type of program

Increasing Youth Involvement: City of Plano LiveGreen

Youth need hours for school and college apps

Time Commitment:

Ongoing or one time

- Have flexibility in opportunities
- Explain Opportunities
 - Who is this best suited for (terrain, work load expectation, etc)
 - Volume expected, time expected
- Challenge level: high, medium, low

Volunteers- change the language to Champion

Examples:

- Community Garden- space is available, 50% of growth is personal 50% is donated to local food banks
- SmartScape- work in the pollinator garden
- Community Clean Ups
- Monthly Waterway Clean Ups
- Ambassadors-Champions for community awareness
 - Help spread the word about need
 - Educate about litter in our area- much of our litter is from boating activities
- Photographers
- Check ins at Events
- Prep supplies
- Culvert labeling- "This leads to the Lake"
- Data collection
- Youth Summit
 - Hands-on- not talking heads
 - Have food
 - Ideas- how to budget for projects, sustainable practices, how trash impacts town

Challenges

- Working with youth- communication, follow through

Tools and Supplies to Consider:

- Litter trailer- through grant request

Take Away:

- Shady Shores could implement youth-focused programming
- Implement Supply bags for pick up
- The program could initiate grant and funding
- Recognition!! Volunteer vine
- Opportunities to build skills for life

Board Retention and Practices- What do you want to realize

- Recruitment
 - Elected Officials
 - Friends family
 - At events- at the chamber- religious groups
- Define clear roles and responsibilities
 - Boards are only as good as volunteers make them
- Make it fun

Lead to funding opportunities

Volunteer hours are valued at \$31.80 per hour (Independent Sector for 2023)

These hours can be counted toward contributions

New member orientation

Welcome PowerPoint, food, set clear expectations

Hands-on

Areas of service- create committees, board members serve or lead in at least one area

Fundraising

Events

Recruitment

Events

Projects

Offer Ongoing Training- generate ideas and programs

KTB Conference

Webinars

Local opportunities

Take Away:

In October have a new member orientation

Strat plan

By laws

SWOT analysis

Teambuilding

Expectations

Goals

Council attend to thank and recognize

Provide food and snacks

Plan for an 8-12 or other 4-hour block

Add volunteer calculations to the board packet as ROI

Consider growing our board numbers in order to have a greater impact on passion and diversity

Associate member position- previous board members mentor new board members.

Create ad hoc sub-committees based on passion.

Different Shades of Green-Inclusion in Conservation

The land is a public trust – everyone's enjoyment and stewardship

Local engagement is part of global responsibility

How are we re-engage and retain people going outdoors? 95% of land in Texas is "privately owned."

Intentional engagement

Feel invited

Every voice is heard

Everyone has something they can contribute

Don't do anything for me without me

No one size fits all
Be an accomplice- a new language for volunteers
Listening tools
If I don't see "me,"; it won't be me

How do we make the outdoors relevant to all ages- to those who have grown up separated from the outdoors

What is the cost of getting outdoors? Transportation to trails, etc.

Focus on mental and physical health benefits

Agencies to look into:

Natureofamericans.org
Project Wild
Texas Children Wildlife
Blackoutside
100 Ranchers

Authentic Ways to Engage

Multi platforms at the same time

New ways to meet people where they are

Who are we talking to and what do we want to say?

Move forward to stay relevant- adaptation – look ahead at 5-10-15 years

Diversity Equity Inclusion

Authentic-

See themselves as connected

Behave the way "we" want

Are we reflecting our residents- do they see themselves in us?

Build a strong foundation

Brand guidelines

Take away- everything should refer back to "lakeside living"; "life happens here"

Proclamations should be more than words- what is the action behind it? This also references authenticity

Does the community see themselves in our branding

Beyond Data- Listening and Learning from Courts to Code to the inbetween

Take Away

Litter vs illegal dumping campaign

What can be better than fines?

Community services- number of hours within the timeframe- generate buy in- "I cleaned that up" and pride.

Fines- often are not strong enough to impact, don't outweigh the cost, not a deterrent

Provide Services and programs – Education, Services and Engagement

Do we know the rules? Ordinances?

Waste services
Dumping
Do we have receptacles in strategic places?
Emphasize the negative impact to habitat and people
Everyone is responsible
Data Collection for our area is key

Message ideas -consistent messaging
Shady Shores fights dirty
Don't Mess with Shady Shores
Trash pickers of Shady Shores-UNITE
Clean stays clean
YOU own the public land

Adopt a Spot
Show the difference clean ups make



AGENDA MEMORANDUM

DATE: July 20, 2023
TO:
FROM: Katie Klein, Administrative
SUBJECT: 2023 Clean Up Events

BACKGROUND/INFORMATION:

Garza Phase 2 was held on June 24th.
9 Volunteers participated- 2 new faces!
2 bags of trash and debris and a few large items were recovered.
The majority of this work focused on cleaning the east side of the drainage ditch and property.
A local tree company is bringing in recycled mulch to create good ground cover.

Ideas: recycle/upcycle stones to help protect and maintain the edges of the drainage ditch

FINANCIAL IMPLICATIONS:

RECOMMENDATION/ACTION DESIRED:

ATTACHMENTS/SUPPORTING DOCUMENTATION:

None

REVIEWED BY: