



New Mexico Clean and Beautiful Advisory Committee – Meeting Minutes

Virtual - GoToMeeting

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(872) 240-3212; Access Code: 208-102-005

Wednesday, January 27, 2021 – 1:00 p.m.

Call to Order:

Meeting was called to order at 1:15 P.M. by Chair Debbie Homer.

Roll Call:

Members Present

Chair Debra Homer
Member Irene Holguin
Member Joe Padilla
Member Sarah Pierpont
Member Mary Garwood
Member Thalia Pantoja
Member Judy Cunningham
Member Shawn Jeffrey

Members not present

Not Applicable

Guests Present

Lucy Stanus, NMTD
Lancing Adams, NMTD
Kenneth Hare, City of Bloomfield

Approval of Agenda:

The motion was made by Member Mary Garwood to approve the agenda as presented, seconded by Member Judy Cunningham, and passed unanimously.

Approval of Minutes:

The motion was made by Member Mary Garwood to approve the minutes from the September 30, 2020 meeting, seconded by Member Joe Padilla, and passed unanimously.

NMTD Updates:

Lancing Adams was introduced as NMTD's Tourism Development Director. NMTD reviewed the Google Drive for the Advisory Committee to store documents. Advisory Committee members agreed to send any relevant documents to Lucy to upload.

NMTD stated that Clean and Beautiful partners in counties with 'red' designation under the State's Red to Green Framework are prohibited from completing activities which encourage the public to leave their homes. Volunteer and other public engagement activities will be allowed to resume once a county reaches 'yellow' or 'green' designation. Member Pantoja asked for clarification about internships, which

NMTD stated is a permissible activity at this time. NMTD is encouraging grant partners to submit budget amendment requests for projects not deemed feasible due to restrictions. Member Cunningham mentioned that she can support Clean and Beautiful partners with beautification planning while activities are on pause, in coordination with UNM's Landscaping Architecture program.

NMTD presented draft objectives for the Clean and Beautiful program which were developed from input at the 2020 New Mexico Clean and Beautiful State Meeting. Member Holguin asked if education on single-use plastics to reduce litter was included in the objectives. NMTD clarified that Goal #2 was changed from "improve recycling" to "reduce waste" which includes education around the principle of reuse, and that many of these objectives are complimentary. NMTD clarified that Goal #4 was also expanded to include not only youth employment, but also youth education and leadership. Chair Homer highlighted that including the term "sustainable landscaping" in the objectives was important for minimizing water consumption. Member Cunningham suggested incorporating landscaping guidelines into the Clean and Beautiful guidelines to improve beautification efforts.

NMTD stated that the program objectives will be incorporated into the FY22 application. The FY22 application is tentatively scheduled to be open March 1 – March 31 and Advisory Committee members were encouraged to conduct grant outreach in their regions.

Regional Support to Partners:

Member Jeffrey discussed best practices for providing regional support and outreach in rural communities. A document outlining these best practices was uploaded to Google Drive.

Members discussed the state-wide meeting's regional break-out sessions. Chair Homer stated that she would continue to encourage regional conversation so other coordinators in the north-west region felt comfortable reaching out to each other. Lucy stated that the north-east region discussed the need to share best practices among coordinators and the north-central region expressed the need for support in identifying additional funding sources.

Member Cunningham asked about the return of in-person meetings. NMTD anticipated that the next two Advisory Committee meetings would be held virtually based upon the current vaccination schedule.

Litter Study Feasibility:

Chair Homer discussed how Keep America Beautiful has an existing Community Appearance Index available to its affiliates. She requested that Advisory Committee members review examples of best practices found on the Google Drive. She mentioned that the Advisory Committee could recommend hiring a contractor to complete a statewide litter study, but suggested that the Committee compile information already available first.

Member Cunningham asked for clarification related to procurement. Chair Homer and Member Jeffrey reviewed the requirements. NMTD reviewed the statutory requirements of the Advisory Committee to assess the feasibility and provide a recommendation on how to achieve a state-wide community appearance index. If that recommendation was approved by NMTD, the Department would be responsible for contracting any services.

Member Garwood stated that additional data would be helpful for community partners. NMTD mentioned that the development of these recommendations could be a long-term process and recommended that the Committee begin by compiling existing community appearance indices, as

outlined by the statute. Chair Homer mentioned that Keep America Beautiful affiliates must complete a community appearance index annually. Members agreed to send Lucy existing community appearance indices to upload to Google Drive.

2021 Meeting Dates:

Members discussed a tentative schedule for upcoming Advisory Committee meetings and agreed to hold the 2021 meetings on Fridays from 1 P.M to 3 P.M. Tentative meeting dates and action items were updated to the Google Drive. NMTD anticipated having a draft strategic plan for review as well as FY22 grant awards announced at the next meeting.

Member Cunningham expressed the need for an additional committee member in the central region. NMTD suggested discussing rules and procedures for the nomination of additional committee members at the next meeting.

Advisory Committee Updates:

There were no Advisory Committee member updates.

Public Comment:

Ken Hare – The City of Bloomfield will be installing two public art sculptures. Two community murals were also created in collaboration with the Northwest New Mexico Arts Council. The City is working to remediate and beautify an existing brownfield; high school students have supported this planning process. The Clean and Beautiful grant has supported the landscaping of medians in Bloomfield. Patio block and bark are being utilized as a sustainable landscaping material.

Lancing Adams – Lancing expressed gratitude for the committee members and the City of Bloomfield, as well as interest in the public art initiatives mentioned.

Adjourn:

The motion was made by Member Shawn Jeffrey to adjourn the meeting, seconded by Member Judy Cunningham, and passed unanimously. Chair Debra Homer adjourned the meeting at 2:50 P.M.

Approved by Committee vote at public meeting held on June 16, 2021.



Committee Chair

