

NEW MEXICO TRUE

New Mexico Clean and Beautiful Advisory Committee – Meeting Minutes

Virtual - GoToMeeting

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1-571-317-3122; Access Code: 637-165-741

Wednesday, June 16, 2021 – 2:00 p.m.

Call to Order:

Meeting was called to order at 2:00 P.M. by Chair Debbie Homer.

Roll Call:

Members Present

Chair Debra Homer

Member Joe Padilla

Member Sarah Pierpont

Member Mary Garwood

Member Thalia Pantoja

Member Shawn Jeffrey

Members not present

Member Judy Cunningham

Member Irene Holguin

Guests Present

Lucy Stanus, NMTD

Lancing Adams, NMTD

Allison Martinez, NMTD

Holly Kelley, NMTD

Approval of Agenda:

The motion was made by Member Shawn Jeffrey to approve the agenda as presented, seconded by Member Sarah Pierpont and passed unanimously.

Approval of Minutes:

The motion was made by Member Joe Padilla to approve the minutes from the January 27, 2021 meeting, seconded by Member Mary Garwood, and passed unanimously.

NMTD Updates:

NMTD provided an update on the FY21 Clean and Beautiful grant cycle. The deadline for the Final Reimbursement Packet was June 15, 2021. Several grant partners have expressed challenges related to supply chain issues and program capacity.

NMTD measured success of outreach efforts for the FY22 Clean and Beautiful grant cycle in the following ways: number of applications, retention of current partners, tribal participation, and the quality of proposals. Fifty-five applications were received for FY22, an increase in 15 applications from the

previous year. Thirty-three out of thirty-seven FY21 partners applied for FY22 funding for a return rate of 89.2% compared to a return rate of 76.3% for FY21. Five applications were received from tribal governments for FY22, compared to two application in FY21 and one application in FY20. NMTD expressed that the quality of project proposals improved for FY22 leading to a very competitive process.

NMTD reviewed the awards for FY22 funding with a total grant allocation of \$789,802.57 to fifty-three entities, an increase of sixteen partners from FY21. The funding allocation per tourism region was also reviewed with Committee members. Awardees are still in the process of being notified.

NMTD proposed an update to the Clean and Beautiful program objective 2.4 which currently reads “improve composting and sustainable food management.” The proposed change was to “improve composting and sustainable organics management.” Committee members agreed with the proposed change and did not propose any further changes.

Member Jeffrey asked for clarification on the FY21 End of Year Report which included a narrative on climate change adaptation and mitigation. NMTD clarified that this narrative was optional and would not be mandatory unless further technical assistance was provided on how to capture these efforts.

NMTD provided an update on the New Mexico True and Keep New Mexico True brand refresh. Three Keep New Mexico True videos are currently in development which will highlight stories and individuals, including Member Pierpont as well as community members from the City of Las Vegas. One additional video will be developed and committee members were encouraged to send recommendations of youth storytellers to NMTD.

Regional Support to Partners:

Chair Homer asked the committee if any members had met with FY21 regional grant partners. Chair Homer and Member Padilla expressed that they had not. Member Pierpont mentioned that she had provided support with virtual repair clinics, although participants did not show up to the virtual event to repair items. She expressed that in-person repair clinics were more successful and another event would be held in the Fall.

Chair Homer requested feedback on how to support FY22 regional partners moving forward. Member Padilla suggested that Committee reach out directly to grant awardees. The Committee agreed and decided to postpone the next Advisory Committee meeting until August 27th from 1:30 to 3:30pm in order to allow members time to reach out to FY22 regional partners.

Litter Study Feasibility:

Chair Homer reviewed key points from the 2020 Keep America Beautiful National Litter Study including:

- Nearly 50B pieces of litter along roadways and waterways, which is equivalent to 152 items of litter per U.S. resident.
- 207.1B PPE items littered.
- Compared to previous years, slightly more litter along waterways vs. roadways.
- The most littered item is the cigarette butt. However, that is down almost 70% from the previous 2009 study.
- 90% of people believe litter is a problem in their state.
- Slight increase in litter from 2019 to 2020.

Committee members discussed the Keep America Beautiful Community Appearance Index technique that Keep America Beautiful affiliates utilize on a yearly basis. The Committee agreed to compile the most current 2020/2021 Community Appearance Indices to discuss at the next meeting.

Rules of the Committee:

NMTD announced that per diem will be issued to eligible committee members for virtual meetings. NMTD reviewed a draft outline document for Rules and Procedures of the Advisory Committee and requested input from Committee members. The statutory requirements for the composition of the Committee were also reviewed.

Member Pierpont recommended that Committee members serve for three or four-year terms with a term limit of three consecutive terms. Chair Homer and Member Padilla expressed that to their knowledge there have not been term limits in the past. Member Jeffrey recommended four-year terms. Chair Homer proposed no term limits for members but proposed a term limit on the Committee Chair potentially of two consecutive terms.

NMTD requested feedback on the responsibilities of the Committee Chair. Chair Homer mentioned the current responsibility of the Chair has included: communicating the agenda, being familiar with “Robert’s Rules of Order” to conduct meetings, being available for questions from other members, signing the meeting minutes, and ensuring there is someone to take minutes at each meeting.

Member Jeffrey asked if there had been a Rules and Procedures of the Advisory Committee document already in place. Lucy and Lancing expressed that there had not previously been a document in place to their knowledge.

Advisory Committee Updates:

Chair Debra Homer – The City of Farmington held their bi-yearly dumpster weekend event; 998 tires, several tons of trash, 67 refrigerators, and approximately 172 tons of scrap metal were collected. The Recycling and Illegal Dumping (RAID) grant has supported these events.

Member Joe Padilla – Luna County was awarded a RAID grant for tire amnesty and equipment.

Member Sarah Pierpont – The NM Recycling Coalition has been conducting virtual trainings; they have trained about 200 people in rural parts of the state in backyard composting. The next training will be held in the Silver City area. Additional trainings will take place before the USDA grant for this program ends in September.

Member Shawn Jeffrey – The Village of Cimarron held a beautification event with a clean-up in town and at the cemetery as well as the beautification of two parks. The Town of Springer has hired youth workers and is completing a beautification project. The Village of Maxwell is preparing for the development of a veteran’s park.

Public Comment:

There was no public comment.

Adjourn:

The motion was made by Member Shawn Jeffrey to adjourn the meeting, seconded by Member Joe Padilla, and passed unanimously. Chair Debra Homer adjourned the meeting at 3:26 P.M.

Approved by Committee vote at public meeting held on November 5, 2021.



Committee Chair