

NEW MEXICO TRUE

New Mexico Clean and Beautiful Advisory Committee – Meeting Minutes

Virtual - GoToMeeting

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1-408-650-3123; Access Code: 791-215-789

Friday, November 5, 2021 – 1:30 p.m.

Call to Order:

Meeting was called to order at 1:30 P.M. by Chair Debra Homer.

Roll Call:

Members Present

Chair Debra Homer
Member Sarah Pierpont
Member Mary Garwood
Member Shawn Jeffrey
Member Irene Holguin

Members not present

Member Judy Cunningham
Member Joe Padilla

Guests Present

Lucy Stanus, 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 Sarah Pierpont to approve the minutes from the June 16, 2021 meeting, seconded by Member Mary Garwood, and passed unanimously.

NMTD Updates:

NMTD provided an update on two state-wide marketing campaigns. Both campaigns were broadcast on television and YouTube advertising. The first campaign focused on litter eradication along waterways. The video featured Elizabeth Juarros from Hermit's Peak Watershed Alliance at the Gallinas River Park in Las Vegas. Volunteer clean-up events were promoted at the campaign landing page: newmexico.org/waterways. The second campaign focused on recycled art. The video featured Committee Member Pierpont at Resourceful Santa Fe. NMTD co-hosted a webinar with NM Recycling Coalition that featured art leaders across the state who repurpose waste into recycled art. The Recycle Santa Fe Art Festival, recycled-art galleries and sculptures, as well as local repurpose stores were promoted at the campaign landing page: newmexico.org/recycled-art.

NMTD shared a regional contact list of FY22 Clean and Beautiful grant partners for Committee members to use in order to provide regional support. The document includes the program manager's contact information as well as grant deliverables for each Clean and Beautiful community.

Rules of the Committee:

NMTD presented and requested feedback on a draft document of Rules and Procedure of the Advisory Committee. The purpose of the document is to outline the expectations of the committee, the role of committee members, and the committee's role in a state-wide litter feasibility study and regional support. NMTD expressed that this document will be used for upcoming committee member recruitment.

NMTD reviewed the following sections of the document: Composition of the Advisory Committee, Role of the Advisory Committee, Responsibilities of Members, Process for Nomination of Members, Vacancies of Members, Election of the Chair, Responsibilities of the Chair, and Per Diem.

Member Pierpont asked if there was funding for a state-wide litter study. NMTD clarified that if the Committee recommended a state-wide litter study, funds could potentially be allocated from the Litter Control and Beautification Fund or the Committee could make recommendations on other funding sources for the project.

Chair Homer asked for clarification on how regional representatives would collaborate. NMTD clarified that there would not be a need for formal regional committees and that the intention is to discuss projects and share best practices among Clean and Beautiful partners. The intention is to fill the Committee with two representatives from each of the six tourism regions, except for one region, as allowed by statute.

Member Jeffrey asked for clarification on when current members' terms would end. NMTD stated there is not currently a term limit established and clarified that the recruitment process would begin following feedback on the Rules and Procedures document in order to present nominations to the Tourism Commission in January.

Member Pierpont asked for clarification on the responsibility of members to facilitate two regional meetings per year and mentioned that one meeting could be sufficient in the summer. NMTD stated that the second meeting was intended to be a regional breakout session at a state-wide meeting.

NMTD proposed a nomination process for members to include the submission of letters of interest and resumes for interested members. Terms would be for three-years with the possibility of consecutive terms. The nomination process would occur every three years at the end of all the members' terms.

NMTD proposed that vacancies on the Committee would be filled at the end of all members' three-year term, unless the Committee is no longer in compliance with the required composition. In that case, nominations would be sought to serve for an abbreviated term. Chair Homer agreed with the same three-year term for all members.

Chair Homer asked for clarification on the appointment process. NMTD explained that current Committee members would support the recruitment effort, NMTD would review nominations to ensure adequate composition and representation, and then NMTD would present a list of 11 members to the Tourism Commission, which is tasked with appointing members to the Advisory Committee.

Member Jeffrey recommended changing the language of "abbreviated term" to "serve the remainder of the term" in reference to the vacancy of members. NMTD agreed to review the proposed change.

NMTD proposed a three-year term for the Chair and responsibilities of the Chair that are aligned with current practice. Member Jeffrey asked for clarification on who should determine meetings. NMTD stated that the Chair would have this responsibility but would collaborate with other members and NMTD on the decision. Chair Homer expressed agreement with a 3-year term and asked for clarification on if the Chair could be re-elected. NMTD stated that the Chair would not serve consecutive terms in that capacity but could be re-elected after another member has served as Chair. Member Pierpont shared that NM Recycling Coalition Board has a similar structure for term limits of the Chair and that it has worked well.

Member Jeffrey asked for clarification on the decision of three-year terms. NMTD stated that two-years may be too short of a time-frame in relation to the responsibilities of the Committee. Chair Homer also expressed that two-year terms would not allow sufficient time to accomplish its responsibilities since the Committee only meets quarterly. Member Jeffrey expressed that she is appointed to her position in local government for two-year terms. NMTD clarified that members are required to have experience and knowledge in relevant content areas but are not required to be currently employed in that area of expertise.

Member Jeffrey and Chair Homer expressed approval of the Rules and Procedures document structure. NMTD agreed to review the feedback provided by the Committee and to start the recruitment process.

Chair Homer asked for clarification on if the Committee could meet more frequently than every quarter. NMTD confirmed that a meeting each quarter is the minimum requirement, but the Committee could decide to meet more often. Member Jeffrey and Chair Homer expressed interest in meeting more frequently depending on the Committee's work plan.

Advisory Committee Updates:

Member Jeffrey – The Village of Cimarron cleaned up ditches this Fall.

Member Holguin – Member Holguin has continued to support community champions with advice and supplies on a volunteer basis.

Member Pierpont – The NM Recycling Coalition held their conference on September 21-22 with 150 attendees. NMRC is looking at federal grant opportunities and exploring a grant with USDA in partnership with tribes and pueblos on waste characterization studies. The next NMRC conference will be in 2023.

Chair Homer – Farmington Clean and Beautiful hosted their Fall Dumpster Weekend and collected 700 tires. The next Dumpster Weekend will be April 2022. The City will work with a middle school to conduct a recycled art and fashion show in December for America Recycles Day. Chair Homer is currently recruiting judges for the event.

Member Garwood – The City of Carlsbad held their River Blitz Round Two in September with a little less than 100 volunteers. The City also held their second household hazardous waste day with 260 cars in attendance.

The Committee decided to hold the next meeting on Friday, December 10 at 1:00 – 3:00pm. The Keep America Beautiful conference will be held November 15-18 in Washington D.C and Chair Homer and Member Garwood agreed to provide a synopsis of the conference at the next meeting.

Public Comment:

There was no public comment.

Adjourn:

The motion was made by Member Shawn Jeffrey to adjourn the meeting, seconded by Member Sarah Pierpont, and passed unanimously. Chair Debra Homer adjourned the meeting at 2:43 P.M.

Approved by Committee vote at public meeting held on December 10, 2021.



Committee Chair