



Strategic Plan

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Executive Summary

Mission Statement

To encourage beautification, waste reduction, and recycling activities in the community.

Vision Statement

Raise public interest in the general improvement of the community by planning, initiating, and coordinating programs for litter control, environmental sustainability, and beautification.

Time Frame

We have created this strategic plan to plan for our future. We have outlined several short-term goals and long-term goals. The board will review the strategic plan and goals every other year.

(This strategic plan was established February 2023 and is to be reviewed again in March 2025)

Community Importance

As our organization focuses solely on our community and its everyday improvement, we want to provide a document for our community so they can understand how we plan to function on an everyday and long-term basis to achieve our goal.

Overview of Budget

Summary of Budget

Keep Tyler Beautiful is funded by the City of Tyler Solid Waste Department

Acct. #	Account Description	22-23 Budget	23-24 Proposed Budget
01.01 - 01.08	Salaries	\$67,977	\$70,568*
02.01 - 02.10	Benefits	\$29,143	\$30,000*
03.01 - 03.06	Office Supplies & Fuel	\$2,230	\$2,230
04.08	Special Services	\$101,000	\$103,000
04.09	Advertising	\$5,000	\$5,000
04.10	Dues & Subscriptions	\$495	\$1,070
04.11	Travel & Training	\$5,000	\$5,000
04.56	Landfill Disposal Fees	\$1,000	\$1,000
07.07 - 07.09	Utilities	\$800	\$800
01.01 - 07.09	TOTAL BUDGET	\$212,501	\$218,468

* Assuming standard increases as in previous years of 2.5% average.

Special Services Account (560-0755-755-04.08) Breakdown

Program/Event/Project	22-23 Budget	23-24 Proposed Budget
ADI Contract	\$58,940	\$62,476**
Awards Programs	\$1,750	\$1,750
Beautification Events & Projects	\$18,210	\$17,674
Bee City USA	\$1,000	\$1,000
Big Belly	\$600	\$600
Education Events	\$6,000	\$6,000
KTyB Board	\$2,000	\$2,000
KTyB Litter & Cleanup Events	\$5,000	\$4,000
Tyler Against Graffiti	\$6,000	\$6,000
Youth Advisory Committee	\$1,500	\$1,500
Total Special Services	\$101,000	\$103,000

** Assuming average CPI increase of 6%.

Contracted Services

Andrews Diversified Industries (ADI)

Description: Contracted with the City of Tyler to keep specific streets, not otherwise Adopted cleaned and serviced. ADI employs disabled members of our community that may not otherwise be able to find employment. ADI has many streets they are contracted to clean four times a year (quarterly). Other Adopt-a-Spot participants can also pay ADI to clean their streets for them if they choose at a rate of \$100/hr.

Year	Contract Amount	Bags Collected
2023 (Forecast)	\$62,476*	
2022	\$58,940	388.5
2021	\$58,940	475.5
2020	\$58,940	297.5
2019	\$58,940	475.5
2018	\$58,940	436.5
2017	\$58,940	308.5
2016	\$58,940	480
2015	\$58,940	362
2014	\$58,401.07	-

* Estimating a 6% increase in contract cost based off current CPI

Total Estimated Program Cost: \$62,476

Cotton Belt Depot Lawn Care Maintenance

Description: Contracted with Salcido Lawn Care to maintain the Parklet located at the Cotton Belt Depot.

Year	Contract Amount Monthly	Contract Amount Total
2023	173.33	\$2079.96
2022	162.50	\$1950
2021	162.50	\$1950

Total Program Cost: \$2079.96

Events

Bee Day in the Garden

Description: Annual pollinator celebration event at the Rose Garden Center featuring vendors, workshops, and bee-themed activities.

Year	Vendors	Monetary Donations Received	Participants
2022	12	\$250 (Shirt Sales)	250
2021	6	\$0	200

Item	Cost
Décor	\$100
Supplies for Activities	\$250

Total Estimated Event Cost: \$350

Earth Day Festival

Description: Promotional opportunity for Keep Tyler Beautiful to reach children and their guardians and educate them on our organization, recycling, and sustainability issues.

Year	Cost
Banner	\$40 each
Yard Signs	\$55
Prize Drawings	Donated
Photo Booth	\$100/hr.
DJ	\$600

Total Estimated Event Cost - \$1,000

Great Tyler Cleanup

Description: Great American Cleanup is the nation's largest community improvement program, engaging more than 5 million volunteers and participants every year to create positive clean and lasting impact in local communities.

Past Partnerships: Chick Fil A, Starbucks, Pyramid Homes, Ark-La-Shredding, Suddenlink, Department of Transportation, Coca-Cola, Brookshires, Slim Chickens.

Year	Participants	Litter Collected	Monetary Donations Received	Value of Volunteer Time
2022	517	2,720	\$8,850	\$39,441.93
2021	237	2,200 lbs.	\$1,500	\$18,080.73
2020	-	-	-	-
2019	320	3,340 LBS	\$2,500	\$24,412.80
2018	508	6,725 LBS	\$3,850	\$38,755.20
2017	360	3,600 LBS	\$3,620	\$27,464.40
2016	115	800 LBS	-	-
2015	185	1,300 LBS	-	-
2014	130	1,600 LBS	-	-
2013	125	1,300 LBS	-	-

Item	Cost
T-Shirts	\$2,000
Banner	\$40 each
Yard Signs	\$55
Prize Drawings	Donated
Litter Grabbers	\$22 each
Photo Booth	\$100/hr.
Food, Breakfast	\$100 (for staff/board only)
Food, Lunch	\$5 per person (300 sandwiches donated)
Drinks	\$50 (water)

Total Estimated Event Cost: \$4,000

Park Service Day

Description: Annual day of service to beautify and improve parks in our North Tyler area. Projects may include repainting bathrooms, railings, or signs, installing new picnic tables, weeding flower beds, and picking up trash. This event serves to allow residents to volunteer their time by bettering their community and help with offsetting staffing and funding limitations.

Year	Participants	Monetary Donation Received	Value of Volunteer Time
2022	179	\$14,500	\$13,655.67
2021	95	\$1,250	\$7,247.42
2020	-	-	-
2019	-	-	-
2018	194	\$2850	\$14,800
2017	220	\$750	\$16,783.80

Item	Cost
T-Shirts	\$1,800
Banner	\$40 each
Yard Signs	\$55
Prize Drawings	Donated
Project Supplies	\$6,000
Food, Lunch	\$5 per person (300 sandwiches donated)
Drinks	\$50 (water)

Total Estimated Event Cost: \$8,000

Paint Recycles Day

Description: To raise public awareness about proper disposal of hazardous waste and encourage recycling. This event only occurs once every two years, so it is not an annually budgeted item and is funded by a grant from East Texas Council of Governments.

Partnerships: Tyler Recycling Center, ETCOG, Clean Earth

Year	Cost	ETCOG Grant	Paint Collected	Participants
May 2023	\$20,000 (Est.)	\$14,000	-	-
Nov. 2020	\$20,000	\$20,000	7,178 gal. / 75,370 lb.	156
May 2018	\$18,525.75	\$12,000	1132 gal. / 12,000 lb.	131
June 2016	\$12,494.54	\$12,000	3,320 lb.	59
June 2014	\$10,060	-	-	-
May 2012	\$8,993	-	-	-
May 2011	\$11,510	-	-	-

Item	Cost
Banner	\$40 each
Advertising	\$50
Clean Earth Agreement	\$16,700
ETCOG Grant Funding	\$14,000

Total Estimated Event Cost: \$16,830 (\$2,830 – Cost to KTyB)

Project Daffodil

Description: Fundraising event to raise money for charitable organizations and to promote beautification by encouraging the planting of daffodil bulbs throughout the city.

Year	Bags Sold	Bags Donated	Total Bags Ordered	Re-Sale Price	Purchase Price	Total Sales	Total Vendor Cost	Profit
2022	232	5	275	20	17.50	5868.95	4812.50	825.00
2021	259	0	260	20	15	5325.02	4030.02	1295.00
2020	208	0	215	20	15	4100	3120	980
2019	120	0	125	20	15	2500	1875	625
2018	62	13	75	\$20	\$15	\$1240	\$1125	\$115
2015	260	5	550	\$20	\$14.90	\$5,200	\$8,195	-\$2,995
2014	360	5	450	\$15	\$14	\$5,400	\$6,300	-\$900
2013	400	10	750	\$15	\$14	\$6,000	\$10,500	-\$4,500
2012	580	64	750	\$15	\$14	\$8,700	\$10,500	-\$1,800

Total Estimated Event Cost: \$0

Recycled Art Contest

Description: Encouraging Tyler residents of all ages to utilize recycled materials to create art. Adult and student categories for winners.

Year	Participants	Monetary Donations Received	Gift Card Cost
2023	30	\$0	\$60 (donated)
2022	20	\$0	\$60 (donated)

Item	Cost
Billboard Ad	\$0 (donated)
Peach Jar Ad	\$400
Gift Cards	\$60 (donated)

Total Estimated Event Cost: \$400

Tyler Recycles Day

Description: America Recycles Day is a Keep America Beautiful program that is the only nationally recognized day dedicated to promoting and celebrating recycling in the United States.

Partnerships: Interstate Battery, Ark-La-Tex Shredding, Bridgestone Tires

Year	Lbs. of Recyclables	Participants
2022	10,750	150 (est.)
2021	8,145	-
2020	5,970	-
2019	-	-
2018	13,500	-
2017	17,470	185
2016	12,000	200
2015	1,250	-
2014	1,300	450
2013	1,200	575

Item	Cost
Banner	\$40 each
Balloons	\$43.49

Total Estimated Event Cost: \$ 123.89

Programs

Adopt-a-Spot

Description: Local groups adopt a city street, park, or special location for litter cleanup. We provide trash bags, litter picker tools, safety vests and 1-2 road signs for new adoptees.

Year	Streets Adopted	Parks & Campuses Adopted	Bags Collected
2022	37	21	1086.5
2021	58	20	688.5
2020	49	15	390
2019	43	15	195 (so far)
2018	38	10	262.2
2017	30	3	277
2016	13	5	73
2015	27	4	289
2014	32	4	211
2013	41	4	165

Item	Cost
Road Signs	\$40 per sign
Gloves	\$6/box of 100

Trash Bags	\$0 (mostly donated)
Litter Grabbers	\$22 each

Total Estimated Program Cost: Dependent on number of new contracts

Beauty & the Box

Description: Partners local sponsors with local artists to cover metal traffic boxes at intersections around the City with artwork. The project not only beautifies an eyesore on our streets but also deters graffiti artists from tagging these boxes.

Partnerships: Traffic Department, Sign Shop, Par3 Wraps

Year	Small Box Sponsorship	Large Box Sponsorship	Artist Stipend	# of Wrapped Boxes
2023	\$415	\$450	\$250	
2022	\$290	\$345	\$250	12
2021	\$290	\$345	\$250	11
2020	\$290	\$345	\$250	25
2019	\$290	\$345	\$250	13
2018	\$290	\$345	\$250	17
2017	\$290	\$345	\$250	3
2016	\$290	\$345	\$250	13

Total Estimated Program Cost: \$0 (All costs covered by sponsors)

Beauty & Bloom Awards

Description: Recognition for Tyler residents that have attractive, clean, and well landscaped property. Awarded twice a year with 1 winner in each council district and voted on by KTyB Board.

Description	Amount Each	Amount Per Year
Yard Sign	\$20	\$300
Certificate & Frame	\$10	\$130

Total Estimated Program Cost: \$430

Beauty & Business Awards

Description: Recognition for local businesses that have attractive, clean, and well landscaped property. Awarded quarterly and voted on by KTyB Board.

Description	Amount Each	Amount Per Year
Yard Sign	\$70	\$280
Certificate & Frame	\$10	\$40

Total Estimated Program Cost: \$320

Bee City USA

Description: The Bee City USA program endorses a set of commitments, defined in a resolution, for creating sustainable habitats for pollinators, which are vital to feeding the planet. New in 2019. This program will be in partnership with Animal Services, the East Texas Beekeeper Association, and the Tyler Public Library.

Environmental Awards

Description: Partnership with the Tyler Trees Committee. Expenses will start in 2023. These awards recognize individuals, groups, and businesses who have committed to enhancing our City through volunteer work, conservation, and environmentally minded choices. Each award name is to be decided.

- Individual Award: This award recognizes an individual who personally embodies the Keep Tyler Beautiful spirit. Their volunteer and conservation efforts stand out in the community and their passion for being green and beautifying the community inspires others to follow in their footsteps.
- Group Award: This award recognizes a group who continuously takes part in Keep Tyler Beautiful and Tyler Trees Committee events and programs. Their group focuses on giving back to the community and creating a greener and more beautiful Tyler.
- Business Award: This award recognizes a business who supports the Keep Tyler Beautiful and Tyler Trees Committee mission. This business makes environmentally conscious decisions in their everyday processes and goes out of their way to be a green organization.
- Adopt-A-Spot Award: This award goes to the group that completes each quarterly clean-up and exceeds expectations set by the Keep Tyler Beautiful program.

Murals

Description: Beautification projects partnering with local artists to create murals in public spaces.

Year	Location
2019	Hillside Restroom

2019	Hillside Art Wall
2020	Emmett J. Scott Restroom
2020	Loop 323 Mural
2020	Woldert Splashpad
2021	Bergfeld Park Restroom
2021	Woldert Park Restroom
2022	Golden Road Park Restrooms
2022	Parks Admin Retaining Wall
2023	Noble E. Young Restroom Mural
2023	Southside Park Wall Mural
2023	Lindsey Park Softball Restrooms
2023	Pollard Park Restroom
2023	P.T. Cole Restroom

Total Estimated Program Cost: \$

Recycling

Description: Presentation for civic, school, or other interested groups at Downtown Recycling Center.

Year	# of People Given Tours
2022	126
2021	-
2020	-
2019	47 (so far)
2018	168
2017	128
2016	Missing Data from Jan-June
2015	625
2014	675
2013	325

Items	Amount	Cost
Coloring Books	200	Free from Take Care of Texas

Total Estimated Program Cost: \$0

Tyler Against Graffiti

Description: TAG was created to clean up graffiti from all areas in the City of Tyler. TAG aims to cover or remove graffiti within 72 hours of being reported in hopes that it will discourage graffiti taggers from vandalizing residential and commercial property. Prior to 2020, KTyB contracted out this service out after which Keep Tyler Beautiful created a 19-hour part time position with a priority to handle graffiti.

Item	2019 Budget Amount	2023 Budget Amount
Yearly Paint / Supplies Stipend	\$4,000	\$6,000
Yearly Contract	\$19,200	-
KTyB Tech – Salary & Benefits	-	\$19,105
TOTAL ESTIMATED PROGRAM COST	\$23,200	\$25,105

Year	Sites Cleaned	Graffiti Tags Removed
2022	47	107
2021	-	54
2020	69	-
2019	134	*
2018	*	478
2017	-	-
2016	64	293
2015	143	1,100
2014	94	950
2013	144	1,040

* We changed the way we tracked the tag cases.

Total Estimated Program Cost: \$25,105

Tyler Against Graffiti (TAG)

Description: TAG was created to clean up graffiti from all areas of the City of Tyler. The TAG contracts states that the graffiti be covered up or removed within 72 hours of it being reported in hopes that this will discourage graffiti taggers from vandalizing residential and commercial property. In 2020, Keep Tyler Beautiful created a 19-hour part time position to cover graffiti. Before 2020, graffiti removal services were contracted out.

Item	Budget Amount
Yearly Paint/Supplies Stipend	\$6,000
Yearly Contract until 2019	\$19,200
KTyB Tech – Salary & Benefits	\$19,105

Year	Sites Cleaned	Graffiti Tags Removed
2022	47	107
2021	-	54
2020	69	-

2019	134	*
2018	*	478
2017	-	-
2016	64	293
2015	143	1,100
2014	94	950
2013	144	1,040

* We changed the way we tracked the tags.

Total Estimated Program Cost: \$25,105

Projects

Hillside Art Wall

Description: During the renovation of Hillside Park in 2018, a 200-foot concrete wall was built to create an art wall. Keep Tyler Beautiful was tasked with picking the artists to paint their custom pieces on the wall. Every other year, KTyB will pick up to 19 new artists to be featured on the wall to create a revolving art piece.

Item	2019	2021
Graffiti Sealant	\$220	\$215.25
Artist Reimbursement	\$100/panel	-

Total Estimated Program Cost: \$4,500

Continued Partnerships

- Tyler Trees Committee: The Tyler Trees Committee is a long-standing committee sponsored by the City of Tyler through the Urban Forestry program. Historically, Keep Tyler Beautiful partners with the Tyler Trees Committee to host Arbor Day each January. The Tyler Trees Committee has partnered with Tyler Junior College since 2017 to host an Arbor Day on their campus and has also partnered with the University of Texas at Tyler in 2018 and 2019 to host an Arbor Day on their campus. The Tyler Trees Committee also hosts an annual Seedling Giveaway event in February.
- Youth Advisory Committee: In 2017, Keep Tyler Beautiful started a Youth Advisory Committee to bring together the youth from the local high schools and colleges, in hopes to grow our connection with the youth and increase their involvement in environmental efforts. We currently have 11 members of this committee that range from 8th Graders to College Sophomores.
- Keep TJC Beautiful: When Keep Tyler Beautiful started the Youth Advisory Committee in 2017, we also reached out to TJC to recruit students for that committee. The large interest in this committee and Keep Tyler Beautiful created a Keep TJC Beautiful Committee. There is currently a faculty ran committee and a student ran committee. Keep TJC Beautiful hosts recycling on their campus, an Adopt-a-Spot program, an annual Arbor Day event and works to reduce waste in different ways across their campus.
- University of Texas at Tyler Freshman Camp: Starting in 2017, UT Tyler has partnered with Keep Tyler Beautiful to host a Service Day during their Freshman Swoop Camp. They send approximately 200 students to help us clean the Faulkner Park Nature Trails for four hours. This volunteer time is valued at over \$20,000.

SWOT Analysis

2023

Strengths	<ul style="list-style-type: none"> • Engaged Board & Council members • Strong Coordinator & staff • Flexible and secure budget • Donors/Sponsors • Community support • Volunteer base • Relationship w/ media • Strong processes & organization • Passion & universally loved mission • Communication w/team
Weaknesses	<ul style="list-style-type: none"> • Low awareness & Communication to community • Missing demographics • Education/Outreach • Recycling limitations • Plateau on expanding/ creating new programs • Staffing
Opportunities	<ul style="list-style-type: none"> • Seek more grant funding • Making newsletter monthly instead of quarterly • More people becoming earth conscious • Support existing programs in the community • Add new programs • All colleges w/ Keep ___ Beautiful • More robust sponsorships and increase private donors • Stronger engagement with Seniors and Youth
Threats	<ul style="list-style-type: none"> • Weather dependent programming • Urban sprawl as population grows • Future of funding • Contract services increasing in cost • Tyler received more visitors in a daily basis compared to residents • Other volunteer opportunities (PATH, Food Bank, etc.) • Lack of interest from youth • Lack of support/concern about green issues • Lack of follow through from volunteers • Negative press/public opinion regarding some programming • Public health events

Goals

2023 Short Term Goals (1-2 Years)

Goal
Host 30 th Anniversary Celebration in 2025
Create a Scholarship Program for High School Seniors
Fund at least 1 youth project a year
Apply for more awards/grants & win at least 1 award and 1 grant per year
Create a youth ambassador program
Beautify recycling center
Increase awareness of programming
Become a Scenic City
Create a Senior Advisory program

2023 Long Tern Goals (3-5 Years)

Goals
Win GCAA after 2025
2 nd full time staff member
Expand Bee City USA outreach and programming
Wrap all Beauty & the Box locations and expand to electrical
Increase/ grow mural program (Have all Park restroom murals complete)
Create a more robust Sponsorship Program (to increase donor funds)
Keep Beautiful at all 3 Colleges and potentially High Schools
Increase KPI's for each event/program by 10% each year
Have 1 YAC member on Keep Texas Beautiful Youth Ambassador Program

Appendix

Official Agenda Example



AGENDA

Keep Tyler Beautiful Board REGULAR MONTHLY MEETING

Rose Garden Center
Rose Room
420 Rose Park Dr.
Tyler, Texas
Tuesday, May 9, 2017
Noon



Please call (903) 531-1212 if you need assistance with interpretation or translation for this City meeting.

Si usted necesita ayuda con la interpretación o traducción de cualquier material en este sitio o en una reunión pública de la Ciudad de Tyler por favor llame al (903) 531-1349.

AMERICANS WITH DISABILITIES ACT NOTICE

The City of Tyler wants to ensure that City meetings are accessible to persons with disabilities. If any individual needs special assistance or accommodations in order to attend this board meeting please contact the Rose Garden Center at 903-531-1212 in advance so accommodations can be made.

Keep Tyler Beautiful Mission:

To encourage beautification, waste reduction and recycling activities in the community.

- 1) Call meeting to order.
- 2) Conduct a roll call; establish a quorum.
- 3) Consider approval of minutes from the Board Meeting held on April 11, 2017.
- 4) Board members turn in any volunteer hours worked.
- 5) Present rough draft of Strategic Plan document.
- 6) Liaison Report: Project update for KAB/Lowe's Community Impact Grant (Cotton Belt Crossing), 4th Quarter Beauty and Business Award announcement, Youth Advisory Board and 2017 Cigarette Butt Litter Prevention Grant.
- 7) Calendar of Events: Keep Tyler Beautiful Adopt-A-Street cleanup - May 20, 2017; Keep Texas Beautiful Conference – June 12-14, 2017

Bylaws

ARTICLE I

Section 1 -- Name

The Keep Tyler Beautiful Board (KTyB) will be operating under the above title and will hereinafter be referred to as KTyB.

Section 2 -- Creation and Purpose

The KTyB Board was duly created by Ordinance Number 0-95-3-16, passed by the City Council on April 6, 1995, and as amended from time to time. The purpose and duties of the KTyB are set forth in Tyler City Code Section 16-17. The mission of the KTyB Board is to enrich the community by working with individuals, volunteer organizations, schools, businesses, and governments to promote and establish activities that encourage waste reduction, litter control and beautification. These Bylaws are established by authority of Tyler City Code Section 16-17. c.

Section 3 -- Officers

Officers shall be Chair, and up to two Vice Chairs. Officers' terms shall be for one-year terms and a maximum of two terms. Election of officers shall take place during the KTyB Board's August meeting. Currently the Chair is appointed by the City Council.

Section 4 -- Duties

A. Chair. The Chair shall act as public spokesman for the KTyB Board at public functions; shall serve as ex-officio member of all Standing and Ad Hoc Committees; shall appoint Committee Chairs and ad hoc Committees upon the advice and consent of the KTyB Board; shall upon the approval of the KTyB Board appoint a Vice Chair; and shall perform all other duties as the Chair elects.

B. Vice Chairs/Parliamentarian(s). The Vice Chairs shall perform the duties of the Chair in the Chair's absence and other duties assigned by the chair.

Section 5 -- Standing Committees

The Standing Committees of the Keep Tyler Beautiful Board shall be determined by the current Keep Texas Beautiful Governor's Community Achievement Award (GCAA) program categories, or as otherwise determined by the KTyB Board.

Section 6 -- Other Committees

In addition to the Standing Committees, the KTyB Board may establish ad hoc committees.

ARTICLE II

Section 1 -- Voting

All eleven (11) KTyB Board members shall have one vote equal in weight.

Section 2 -- Meetings

The KTyB Board hereby establishes a regular monthly meeting date, time and place as follows: the second Tuesday of the month at 12:00 p.m. (Noon). Public notice of each meeting shall be posted at Tyler City Hall, 212 North Bonner Ave., and outside the meeting location, according to State law and City policies.

Section 3 -- Special Meetings

A special meeting of the KTyB Board may be called by the Chair or by a majority of the KTyB Board. Special Meetings shall be posted in the same manner as a regular meeting of the Board.

Section 4 -- Transaction of Business

Every act or decision made by a majority of the KTyB Board present at a duly held meeting at which a quorum is present shall be regarded as the act of the entire KTyB Board.

Section 5 -- Meeting Duration

Meetings shall commence promptly. Generally, a meeting shall not last more than ninety (90) minutes. If a meeting is likely to continue beyond the 90-minute mark, or if it necessary to continue the meeting past the 90-minute mark unless a majority of those KTyB Board members present that such meeting continue.

Section 6 -- Parliamentary Procedure

All meetings shall be conducted according to Robert's Rules of Order, current edition.

Section 7 -- Duties and Responsibilities

It is necessary that Members attend the monthly Keep Tyler Beautiful meetings, attend 2 special events a year and serve one at least one ad hoc or standing committee per year. Members are further encouraged to commit to at least eight (8) hours of volunteer work per month and support KTyB by actively soliciting sponsors/donations and advertising all KTyB programs, events, and projects to the public.

ARTICLE III

Section 1 -- Accounting

KTyB expenditures shall follow Tyler City Code Section 16-17. d. and the City of Tyler's guidelines and shall be monitored by the Director of Solid Waste.

Section 2 -- Funding

The KTyB Board shall establish annual priorities for the disbursement of funds, which may include dues, donations, monies from fund raising projects, and monies provided to KTyB by the City of Tyler Solid Waste Department. Once these priorities are adopted by the KTyB Board, it shall require a majority vote of the KTyB Board

to change the priority. Additionally, a majority vote of the KTyB Board shall be required to expend these funds.

Section 3 -- Dissolution of KTyB Board

Upon dissolution of the KTyB Board, all funds shall be transferred to the City of Tyler Solid Waste Department for future cleanup and beautification projects.

ARTICLE IV

Section 1 -- Amendments

The Bylaws may be amended by a simple majority vote of the KTyB Board, provided that notice is presented in writing at the previous KTyB Board meeting, or a notice is emailed or mailed 10 days prior to the meeting, and the meeting of the Board is otherwise posted in accordance with State law and City policies.

Section 2 -- Conflicts

In the case of any conflict between these Bylaws and the Tyler City Code or City Policy, the City Code or Policy shall take precedence over the Bylaws.

Section 3 -- Definition of Terms

1. The term majority shall mean a simple majority of those Board members present and voting.
2. The term Chair means the person appointed to serve as leader of the KTyB Board, a Standing Committee, or Ad Hoc Committee.
3. The masculine term he, his and him are used to designate any person without respect to gender.

City of Tyler Ordinances

Sec. 16-17. Keep Tyler Beautiful Board.

a. Purpose. The Keep Tyler Beautiful Board consisting of eleven (11) members is hereby created for the purpose of assisting the City Council in implementing a Citywide program for the reduction of litter, the beautification of each neighborhood and the community as a whole that results in litter and solid waste reduction. A staff coordinator from Solid Waste shall act as staff liaison for Keep Tyler Beautiful. The Solid Waste Department may budget funds to support activities performed by the coordinator on behalf of the Board.

b. Duties. The duties of the Board are:

1. to promote public interest in the general improvement of Tyler;
2. to plan, initiate, direct and coordinate programs for litter control and neighborhood beautification in conjunction with, and in voluntary cooperation of citizens, government, business, and industries within the City on a sustained basis;
3. to study, investigate and develop plans for litter control and the general cleanliness of the City; and
4. to make recommendations regarding measures it deems necessary to implement, maintain, and accomplish the objectives of the Keep America Beautiful, Inc., system.

c. By-laws; Subcommittees.

1. The Board shall adopt by-laws addressing time and place for regular meetings; the establishment of subcommittees; procedures for transacting business during meetings, and other matters.

2. The board shall appoint subcommittees as it deems necessary to accomplish the objectives of the board and the Keep America Beautiful, Inc., system. Said subcommittee members shall serve at the pleasure of the Board.

d. Finance. The City may appropriate annual funds for the Board to use in fulfilling its objectives, and the Board may accept cash contributions for the same purpose. These funds shall be deposited within the Solid Waste Fund in a separate general ledger account to show the receipts and disbursements of the board. (Ord. No. 0-97-53, 11/5/97) (Ord. No. 0-2012-46, 6/13/2012)