

Keep Aransas County Beautiful

2019 Planning Retreat

Ice Breaker



Habits of a Healthy Board

Board Meeting Attendance

Participate in Monthly Board Meetings

- We value your opinion/input:
- Show up on time
- Be engaged
- Volunteer to lead things that spark your interest
- Ask questions and make comments
- It's okay to respectfully dissent
- Bylaws dictate that all board members pay annual membership dues, which start at \$25/year and KTB judges us on this

Board Meetings – 2nd Tuesday of the Month at 5:30 pm - Location TBD

- Feb. 12th
- March 12th
- April 9th
- May 14th
- June 11th
- July 8th
- August 13th
- September 10th
- October 8th
- November 12th
- No Board Meeting in December

Common Pitfalls That Happen Everywhere

- Strong Personalities
- Lack of Unified Vision
- Lack of Good Delegation Burn Out
- Expecting to accomplish too much as a person/group
- Lack of Good Communication
- Less Positive Feedback than Negative
- Non-Accountability
- Unforgiveness
- Finger Pointing
- Unconstructive Gossip

Let's All Simply *Patiently* Recognize

- There are 3 Leadership Personality Types:
 - Dreamers
 - Organizers
 - Do-ers

All are important in planning direction and implementation... And all can drive each other crazy!

- We are all on different levels emotionally, physically, financially
- We all have our own unique time limits (Ex. - Time constraints of the busy Parent, caring for unwell parents)
- We have not all traveled together on this KACB path (listen to the past ways and be open to new ways)
- There is nothing at all wrong with a person having a differing opinion
- We all want the same thing and none of us is perfect
- We all like to do useful/challenging work that *we* enjoy or we'll get frustrated - *What makes you happy?*
- Our County, Cities have their hands full with limited budgets - rebuilding literally from the ground up

What Motivates Volunteers in Aransas County?

- A true love of their Neighborhood
- A love of our unique Coastal Beauty
- A need to meet new people and make new friends
- To feel a sense of belonging
- A desire to give back and make a difference
- An interest in learning something new
- Students wanting to build their college potential
- To use a talent they enjoy using
- Some want to be recognized and appreciated

Our Task is to:

- Make it fun and be positive!
- Welcome all that attend, strike up conversations
- Encourage persons in what they want to do --- Place people in an area where they will excel and be happy (tent/island)
- Celebrate the group that shows up
- Thank them for all their work
- Tell them how they made a difference
- Invite to future events
- Ask what they thought of the event
- Invite when you are out and about

As a KACB leader in charge of something:

- Plan, plan, plan
- Ask for help and communicate support when needed - Spread the work around
- Be Inclusive of new members
- Take time to talk about how things have worked in the past
- Provide lots of opportunity to *listen* for *new* input
- Maybe give a job description of everyone's roles
- Provide an honest estimate of time required
- Start your Events on time and hit the ground running
- HAVE FUN AND LAUGH!!!!
- Meaningfully, thank everyone for their work

Go Ahead
Take A Happy Break



Introducing Vicki Totten



Broadening our Approach



- **Introduction**
- **Using KACB's Mission To Help to Engage Aransas County Citizens to Work Together**
- **Framing our Work So that People Can See Themselves as Part of the Solution**
- **Avoiding Burnout by Connecting our work to something larger (upstream and downstream approaches).**
- **Understanding How People and Communities Change**
- **Creating our Narrative in Order to Tell Our Story**

Introduction



- **I have a house and business in downtown Rockport**
- **My careers included College administrator, Counseling Professor, Marriage and Family therapist, and Public Engagement Professional.**
- **My passion is helping people become more engaged citizens by solving problems together**

Kettering Foundation



- **Non-partisan, non profit organization that conducts cooperative research around the world.**
- **Their research question is:**
“What would it take to make democracy work as it should?”
- **Their research indicates that it is engaged citizens that is the most important factor in helping to solve some of society’s more pressing issues facing us.**
- **Kettering works with the National Issues Forums to develop well researched data to use in Public Forums where citizens can grapple with tough problems.**

Keep Aransas County Beautiful Mission



The mission of Keep Aransas County Beautiful is to empower the citizens, businesses and local governments, to keep our coastal community clean and pristine, healthy and beautiful, through litter prevention, waste management, beautification and recycling by means of education and enforcement.

Digging Deeper: Finding the Root Cause of Problems



- **How we address problems doesn't always address the source of the problem.**
- **Sometimes it is like mowing over the top of weeds, rather than pulling them out - only to have them reappear the next week (Homan).**
- **Or sometimes our approach is similar to mopping up the floor instead of fixing a leaky pipe. (Oswald)**

Connecting Downstream Needs to Upstream Drivers



- **Pulling Babies Out of the Water - you need to have people at both ends of the river.**
- **There is a difference, however, between “managing the results of a problem” and actually addressing the root cause of it.**
- **While both are important, burnout is more likely to occur if there is only an emphasis on working downstream.**

How We Define the Problem will Determine the Solutions We Consider

Understanding a Culture's Narrative



- **What are the narratives within the Aransas County culture that supports the problem of plastics in our bay and shores?**
- **Those narratives change over time and can be difficult to change.**
- **For example, in the U.S. our narratives about drinking and driving have changed over time.**
- **As our narratives began to change, so did our individual, institutional and governmental narratives and choices.**
- **Even our narratives about our role as citizens has changed over time - from citizen to taxpayer.**

Our Plastic Culture



- **What are the plastics that end up along our coast line and in the water?**
- **What do you hear people say about their own use of plastics?**
- **What would a downstream approach look like?**
- **How about an upstream approach?**
- **What are some of our habits that can be difficult to change and why is it so hard to change?**

HOW OUR BRAINS PROCESS CHANGE



- We use patterning to filter out information, and to determine where new information fits with what is already known.

- We can miss the opportunity to critically examine our ideas about the world when we don't allow new information to influence us.

- If the facts don't fit the frame, it's the facts that are rejected, not the frame.



The Comfort of Knowing



We like being right, even when being right sometimes means ignoring new information.

“When given a choice between change and trying to prove there is no need to change, most people will opt for trying to prove there’s no need to change.”*

**John Kenneth Galbraith*

Change is Hard

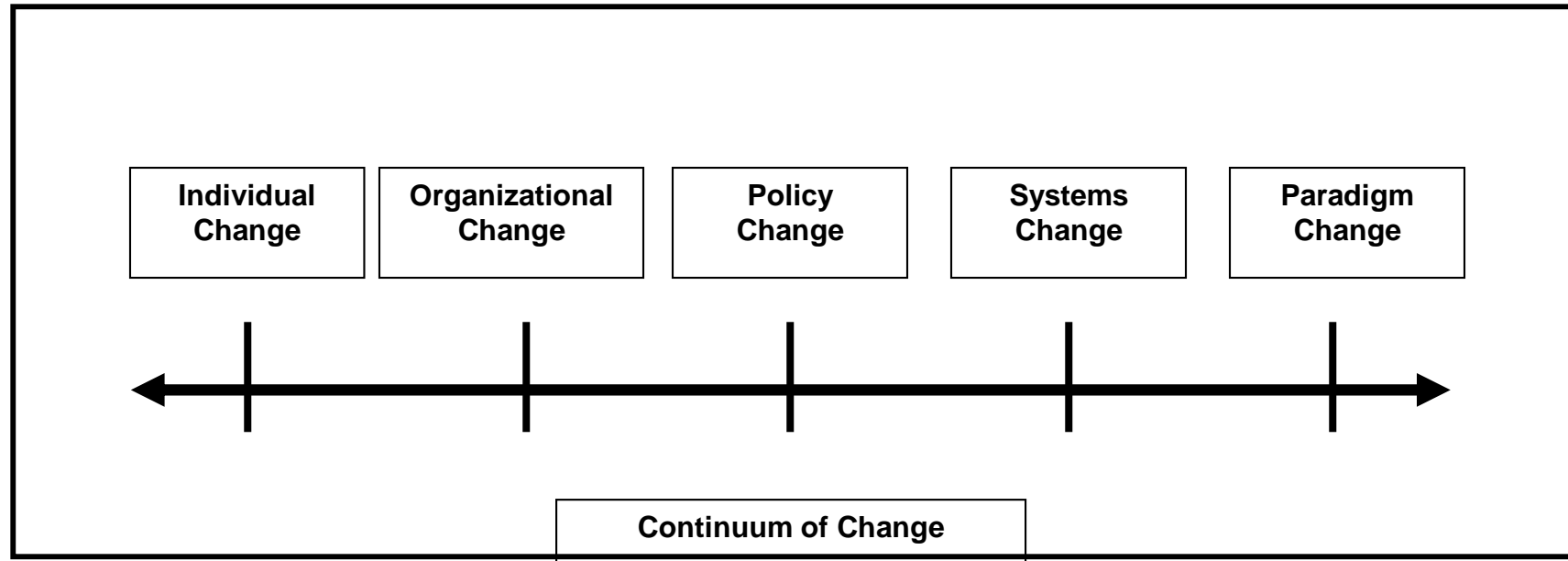
How else does one explain the child's reluctance to take hold of a brand new shiny toy when it means



letting go of the broken toy? It's that moment in between - the one where *our hand is empty* that makes it difficult to let go of the old in order to take hold of the new.

Joseph Campbell

Making Change – Having an Impact



The higher level the change the more people are effected

Putting It All Together



• **By Shifting our Frames from impacting change at the individual level to impacting change at the level of organizations, policy, and systems – we have the potential to begin making paradigm shifts.**

Individual ↔ Organizations ↔ Policy ↔ Systems ↔ Paradigm

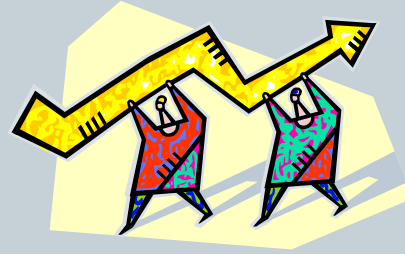
“What you believe determines how you live”

The Importance of Place



- **Importance of local communities.**
- **According to David Mathews in his book "For Communities to Work" it is important to ask what roles citizens play in a community.**
- **Are they seen as objects of a particular agency, or "agents in their own right, working together to produce "public good?"**

Community Actions



“To become truly empowered, a community must move beyond reaction and assert its own agenda, cultivating the internal assets that can provide its members with a high quality of life.”

Mark Homan

You are the one you've been waiting for



MAKING THE INVISIBLE VISIBLE EXERCISE



Putting Your Story Together

2019 Goals

What Keep Texas Beautiful Wants

Let's Brainstorm

Will get into small groups and brainstorm *Keep Texas Beautiful's* key initiatives in their Governor's Grant and explore how we can best implement in Aransas County



Community Leadership and Coordination – 12 Points

1. Who we are as a unique area in Texas. *EASY: Can't beat Aransas County!*
2. State or national organization(s) related to litter prevention, beautification, community improvement and/or waste reduction:
Keep Texas Beautiful - Adopt a Beach, Texas - Padre Island National Seashore – ARK – Master Naturalists - ?
3. *How are we funded: Donations,* *KTB & Castaway Grants, Government Funding for labor, etc.*
4. Describe our staff: *FT Ex. Director via Dept. of Labor Grant, Volunteers*
5. Describe any training that is provided to the instructors/managers of your community improvement programs:

<i><u>KTB Webinars</u></i>	<i>Aransas Pathway Classes</i>	<i>Keep Texas Beautiful Conference in June</i>
<i>TED Talks</i>	<i>PINS Turtle Training</i>	<i>GLO Adopt a Beach Conference in January</i>
<i>This Retreat</i>	<i>Chamber of Commerce Classes</i>	

Action Item: Discuss Ideas for Numbers 3 & 5

Ex. Could monthly post a Webinar on Executive FB Page and each make a comment(s) after viewing...

Public Awareness – 12 Points

1. Describe how KACB made the general public aware of your community improvement programs through the use of *TV media, speeches, social media, Web sites, events, youth workshops, bulletin boards*, technology and/or printed materials. List measurable results.
2. How has your community worked to promote the Don't Mess with Texas® campaign?
 - *Spring in April - Earth Day & Don't Mess With Texas Trash Off in April*
 - *Fall in Aug. – Pirate Sweep*
 - *Other Cleanups in all areas of Aransas County for Harvey Recovery (Ex. Cove Harbor, Salt Lake, etc)*
3. Describe community awards and recognition programs. Note awards given and awards received.
Coastal Bend Bays Foundation President's Award

Action Item: What has worked well and what can we work on to get our Brand out there better

Education – 12 Points

1. What educational events, projects or programs are available in your community to teach the general public about recycling, waste reduction, litter prevention or beautification issues? List impact and measurable results.

Newsletter – Social Network Media – Speaker Invites – Newspaper – TV Spots - Booths

2. Describe what kinds of programs or special events you offer for youth involvement. Include any youth, preschool, elementary, secondary, and college programs in your community.

Notifying ISD of events, Texas A&M Kingsville, Kid's Booth at Tropical Christmas, SeaFare & Market Days

3. How do your schools use environmental curriculum such as Project Wild, Waste in Place, Project Learning Tree, and/or other educational activities? Cheryl/Stephanie know of anything??

Action Item: How can we better engage our Youth?

Beautification and Community Improvement – 12 Points

1. Describe beautification efforts such as tree and flower planting, native or adaptive landscaping, and landscape maintenance.

Plant/Seed Exchange, Entrance Signage, Pathways Benches & Volunteers, Blue Crab Fundraising

2. How has your city worked to improve the appearance of your community, instill pride, and provide a positive impact on the economic development and prosperity of your community?

Partnerships with: City and Signage, Navigation Dist. and Wetlands, Aransas Co. and trash removal, City of Corpus assisted through FEMA grant

3. How many Adopt-a-Highway miles does your County have?

Action Item:

How can develop an effective Adopt a Highway/Spot Program



Litter Prevention and Cleanup – 12 Points

1. Does your community conduct any type of study/survey to determine a litter problem? **No**
2. Uncovered boats/trucks, construction sites, motor vehicles and pedestrians are the primary sources of the litter found on roadways in and out of cities. Describe how your community specifically addresses these issues. **Social Media**
3. Was your community involved with any litter prevention programs, such as Earth Day, Don't Mess with Texas Trash-Off, World Oceans Day, Adopt-a-Highway, or America Recycles Day? **Yes**
4. What was the impact on the environment and/or the public's attitude toward litter prevention and cleanup based on your litter prevention programs? **Public's talking, sharing of FB, etc.**
5. List the community cleanups you held and measurable results of those events.

Action Item: Brainstorm new ideas for litter prevention

Ex. Drop off your old boat day or signs we can create and install at boat ramps

Solid Waste Management – 12 Points

1. Describe your community's involvement in solid waste management, including work with local waste haulers, businesses, civic groups and citizens.

Dawson, Cove Harbor Dry Dock, Barge Company, Aransas County Maintenance Dept. and Environmental Services, Rockport and Navigation District are all now assisting

***Action Item:** D'Ann's working on an agreement with Republic Waste Management*

2. Describe how your community has supported source reduction, recycling, reuse and composting to divert from landfill space. List measurable results if applicable.

Reusable banners for sponsors, Committing to Single Use Plastic Reduction in our work, Recycling Company took metal to repurpose rather than landfill, Acknowledge businesses using biodegradable products like straws, Education on proper Recycling methods, Newsletter, Website Resources

Action Item: Brainstorm 2

Ex. Team up with Ag. Ext. Office to start composting program, Recycling bins in city

Conclusion – 6 Points

1. Explain how your community's overall environmental efforts have made your community a better place to live, work and play.

We've come a long way since Harvey but still have lots do...

We now have partnerships with local, state and even federal governmental entities built directly from our performance outcome and networking...

What's Next? – Will pull together our brainstorming ideas today and
Setup our Calendar and Plan during our Feb. board meeting.

Look in your inbox for anonymous retreat survey via Survey Monkey

Thank you so much for attending!
You are making a difference!