Keep McAllen Beautiful, Inc. (KMB)
Board of Directors Meeting
Fireman's Pumphouse 100 Hwy 83
Wednesday, April 1, 2026 at 12:00pm

Board Members

Mike McClure	President	P	Jimi Keirn	Board Member	P
Linda Calderon	Vice President	P	Marie Perez	Board Member	P
Normalynda Zepeda	Secretary	P	Oscar Palacios	Board Member	P
Tom Brownmiller	Treasurer	P	Ozzy Salinas	Board Member	P
Ann Fortescue	Board Member	P	Janie Gracia	Board Member	P
Art Lopez	Board Member	P	Scynthia Adame	Board Member	P
Belinda Leal	Board Member	P			
Carmen Pacheco	Board Member	P	Gloria Doyle	Associate Member	P
Eric Elizondo	Board Member	P	Carlos Lopez	Associate Member	P
Ernesto Sepulveda	Board Member	P	Patty Lopez	Associate Member	A
Jackie Palacios	Board Member	P	Veronica Perez	Associate Member	P

Ex-Officio Members Present

Claudia Gutierrez	Program Coord.	P	Norma Borrego	Asst City Attorney	P
Princess Morales	Senior Admin Clerk	P	Robert Trevino	Public Works Interim Director	P
David Salas	Admin Clerk	P			

Guests: Mayor Villalobos, City Manager Isaac Tawil, ACM Elvira Alonzo, ACM Juan Olaguibel, Mayor Pro-Tem Haddad, Commissioner Aguirre, City Attorney Austin Stevenson

I. **Call to Order:** President Mike McClure called the Meeting to order at 12:00pm. There was quorum with all 17 board members present.

II. Executive Reports - President's Report- Mike McClure

1. Approval of Minutes – March minutes accepted as presented.
2. Authorize Program Coordinator to execute forms necessary for accountants to complete filings with IRS. Tom made the motion, Normalynda seconded it and it was unanimously accepted.

III. Treasurer's Report- Tom Brownmiller

1. March report tabled and will be reported at May's Board Meeting.

IV. Committee Reports

1. **Litter Clean-ups Committee (Normalynda Zepeda) –** GAC online registration closes on April 10 and there are 307 volunteers and 6 schools registered. Board needs to arrive at park at 6:30 to finish setting up.
2. **Tree Committee (Mike McClure)** – Two tree adoption events. Link Up at the Chamber on March 10 had 20 trees adopted. Market on Main on March 14 had 40 plants were traded for recyclables.

V. **Roll Call** – Normalynda Zepeda

VI. **Administrator's Report** – Claudia Gutierrez, Program Coordinator

1. **March events** - On March 23 KMB had the GAC Proclamation. On March 26 KMB attended the BGC Easter Egg Hunt educating public on recycling. On March 27 Allied Fire Protection had a revitalization project at CAMP McAllen On March 28 KMB had an Adopt-A-Highway Cleanup with UTRGV Engagement Zone.
2. **Year In Review** – Numbers for the events and projects for 2025 were reported. They are as follows:
    - **Project Clean Neighborhoods** - 115 subdivisions serviced, 262 roll-off placements, 611 tons of trash collected, and 6,468 tires collected
    - **Great American Cleanup** – 1,350 volunteers, 2,815 lbs. of trash collected, and 3,601 total volunteer hours
    - **Public Art** - 38 standpipes and 7 murals finished for a grand total of 288 standpipes and 10 murals completed
    - **Litter Cleanups** – 98 cleanup done, 878 volunteers, 1,432 volunteer hours, and 1,318 lbs. collected
    - **Paint McAllen Beautiful** – Two homes painted on May 24 on 908 S 16 with DHR employees and on October 7 on 2064 Lindberg Cir. With PNC and Kahlo Threading employees
    - **Commercial Beautification** – 4 awards given per quarter for KFC, Pollo Loco, One Med Spa and DR Garcia DDS
    - **Arbor Day Celebration** - 882 participants, 162 volunteers, 890 volunteer hours, 977 trees adopted, and 30 exhibitors present at event
    - **All About the Trees** – 2,127 trees adopted, 291 trees planted, and 20 Tree Doc House Calls made
    - **Awards** – Received the President's Circle Recognition Award, Gold Star Affiliate, Tree City USA, Growth Award, and Platinum Scenic
    - **In total, KMB had 3,146 volunteers doing a total of 7,328 volunteer hours for a total volunteer value of $254,941**.

VII. **New Business/Announcements**

VIII. **Adjournment** – 12:42pm

ATTEST:

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Mike McClure, President Normalynda Zepeda, Secretary

Next Regular Board Meeting - Wednesday, May 6, 2026 – Champion Lakes Golf Course
Next Executive Board Meeting – Wednesday, April 22, 2026 – Las Palmas Community Center

KEEP McAllen BEAUTIFUL
KEEP AMERICA BEAUTIFUL AFFILIATE