Keep McAllen Beautiful, Inc. (KMB)
Board of Directors Meeting
Champion Lakes Golf Course, 2701 S. Ware Road
Wednesday, October 1, 2025 at 12:00pm

Board Members

Mike McClure	President	P	Linda Calderon	Board Member	A
Tom Brownmiller	Vice President	P	Marie Perez	Board Member	P
Normalynda Zepeda	Secretary	P	Marla Sandoval	Board Member	A
Ernesto Sepulveda	Treasurer	P	Oscar Palacios	Board Member	A
Ann Fortescue	Board Member	A	San Juanita Gracia	Board Member	P
Art Lopez	Board Member	P	Veronica Perez	Board Member	P
Belinda Leal	Board Member	P			
Carmen Pacheco	Board Member	P	Gloria Doyle	Associate Member	P
Jackie Palacios	Board Member	A	Carlos Lopez	Associate Member	P
Juliann Rankin	Board Member	P	Patty Lopez	Associate Member	A
Laurel T. McLeaish	Board Member	P	Janna Wiley	Associate Member	A

Ex-Officio Members Present

Elvira Alonzo	KMB Supervisor	A	Claudia Gutierrez	KMB Admin Staff	P
David Salas	KMB Staff	P	Norma Borrego	Asst City Attorney	P
Princess Morales		P	Abril Paz	Recycling Ed. Coord.	A
			Robert Trevino	Recycling Mgr.	P

Guests: Carlin Williams, Ozzie Salinas and Liz Garza .

I. **Call to Order:** President Mike McClure called Meeting to order at 12:06PM. There was a quorum of 12 board members present. Mike welcomed everyone.

II. Executive Reports

President's Report- Mike McClure

1. Approval of Minutes – September minutes were accepted as presented.
2. November Board meeting moved to November 12th at the Palmview Community Center.
3. Reappointments of Mike McClure and Normalynda Zepeda were unanimously re elected.
4. Membership status of board members- Veronica Perez will step down to Associate Member due to her busy schedule. Laurel McLeaish is withdrawing her membership. She is a City appointee. Tom moved to accept these changes, Normalynda seconded it and they were accepted unanimously.

III. Treasurer's Report- Ernesto Sepulveda

September budget 5,500, Income 2,500, Actuals 150, 589.02
According to Ernesto, we are positive for the year. Budget for next year is $289,700.00

IV. Committee Reports

A. **Arbor Day Celebration (Ernesto**)- To be held November 8th 2025 at Westside Park. Registration is now open and there is a deadline for the t-shirt and socks of October 12. Shirts are $15 and Socks are $8. We have a goal of 9,000 in sponsorships and currently have 8,400. As for participants, we have 60 for the 5K, 16 for the 10 K, 19 for the 25 mile bike ride, 10 for the 100 bike ride and 132 for the kids fun run. A total of 105 total paid registrants. Keep sharing this event on your social media please. The attire for the board members will be blue polos with the yellow vest please.

B. **Paint McAllen Beautiful- (Ernesto)-** The next house painting is on October 7th at 2064 Lindberg Circle 8a-12p with PNC volunteers.

C. **Beautification Committee (Juli)-** For this quarter the winner is One Med Spa. Award guidelines were sent to us and are to be used when nominating a business, school, commercial, religious, non profit or public facility.

D. **YAC (Mike) –** This year the membership has doubled. The teens have an Orientation Retreat at the Pumphouse on Saturday, October 4th 9am-12pm.

V. Roll Call – Normalynda Zepeda

VI. Administrator's Report– Claudia Gutierrez, the new KMB Coordinator

1. Recent events: September 20th McAllen Plant Swap. Thank you Mike, Linda, Marie and Vero for representing KMB. September 25th was World Gratitude Day with STC. Thank you David for manning the table.
2. Fall Sweep with Keep Texas Beautiful takes place Sept 11- Nov 23. KMB did 1 waterway cleanup which was McAuliffe Park on September 27th with 14 Maximus volunteers, 13 bags collected which was 65 lbs of trash and Vero was there to help. FYI: Adopt a Highway clean ups are done April to April.
3. Dia de los Muertos Festival- A Dia de los Muertos altar has been set up at IMAS for the 4 KMB board members that have passed. The exhibit is Oct 1-Nov 2. The 4 board members that have passed Linda Riggle, Bobby Guerra, Dan Codina and Rojelio Aleman.
4. Project Clean Neighborhoods in September serviced 15 neighborhoods, placed 25 roll offs, collected 476 tires and collected 46.59 tons of trash.
5. Help is needed to give out goodies at Westside Park at the City's Fright Nite 5K. This will take place Saturday October 11th 5:30P-10PM. We will have 2 shifts: 5:30pm-7:45pm and 7:45pm-10pm.
6. The ADC Proclamation will take place Monday, October 13 at 5pm at City Hall. Please wear your blue Polo and be there at 4:45pm, 3rd floor.
7. Fiesta de Palmas Saturday, October 18th 12pm-4pm and Sunday 12-6. To help please call the KMB Office.
8. Upcoming events: BGC McAllen Halloween Festival 23rd at the Roney Center on 3 mile line 6:00pm-7:30pm and Bubba's Trunk or Treat Wednesday, October 29th 6p-8p.

VII. New Business/Announcements

Linda invited everyone to STC to see the Alebrijes exhibit where she has an art piece. The viewing is October 1st-December 1st at the STC Pecan Campus Library Art Gallery.
Mike attended a Tree Conference on How to Prune Maple Trees.

VIII. Adjournment – 12:57 pm

ATTEST:

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Mike McClure, President Normalynda Zepeda, Secretary

Next Regular Board Meeting - Wednesday, November 12, 2025 – Palm View Community Center
Next Executive Board Meeting – Monday, October 20, 2025 – Las Palmas Community Center

KEEP McAllen BEAUTIFUL
KEEP AMERICA BEAUTIFUL AFFILIATE