

Keep New Mexico Beautiful, Inc.

Board of Directors

Standing Rules

Keep New Mexico Beautiful, Inc. (“KNMB”) has a number of standing and special committees and on-going projects that continue annually to carry out the work of the Corporation. Other special committees and additional projects may be added as needed by the President or the Board of Directors. Membership dues are also listed in the standing rules.

I. STRATEGIC PLAN

1.1 Vision Statement: (What we want to be)

To be the statewide clearinghouse for sustainable beautification efforts, through education, assistance, programs and recognition.

1.2 Mission Statement: (What we plan to do)

Support and encourage communities to improve their surroundings and promote civic pride statewide.

1.3 Goals: How we plan to achieve the vision and mission

1. To achieve an active statewide membership and Board.
2. To develop alternative funding sources, while maintaining traditional State grant funding.
3. To deliver a wide range of programs and services statewide.

1.4 Objectives: How we measure our success

Objectives for Goal 1: (To achieve an active statewide membership and Board)

- a) To obtain members in each county throughout the state.
- b) To implement a structure commensurate with the organization’s size.
- c) To implement an effective communications medium for members.
- d) To increase volunteerism.

Objectives for Goal 2: (To develop alternative funding sources, while maintaining traditional State grant funding)

- a) To increase dues related revenue by 25% a year.
- b) To increase non-dues related revenue by \$10,000 a year.
- c) Achieve administrative expenditures that do not exceed 15% of overall revenues.

Objectives for Goal 3: (To deliver a wide range of programs and services statewide)

- a) To increase finances available to KNMB grant programs by 50%.
- b) The restoration of the KNMB Speakers bureau.
- c) To review the structure of current programs and services.

II. MEMBERSHIP

2. Membership Dues

2.1 There shall be the following classes of membership:

- a. Dusty, whose dues shall be \$3,000.00 one time/lifetime member
- b. Wildflower, whose dues shall be \$1,000.00 per annum
- c. Yucca, whose dues shall be \$500.00 per annum
- d. Business memberships shall be available. The dues being commensurate with the size and stature of the corporation.
- e. Government- City, whose dues shall be \$100.00 per annum.
Town, Village or Pueblo, whose dues shall be \$50.00 per annum.
- f. Non-profit and other organizations, whose dues shall be \$30.00 per annum.
- g. Family, immediate, whose dues shall be \$60.00 per annum.
- h. Individual, whose dues shall be \$30.00 per annum.
- i. Associate, non-voting, whose dues shall be \$15.00 per annum.
- j. Student/Senior (over 55), whose dues shall be \$15.00 per annum.
- k. Honorary/Advisory Members selected by the Board of Directors whose membership in the Corporation will be subject to the terms and conditions of the Board.

2.2 Membership Drive:

Membership renewal information will be included in membership mailings. Dues are staggered and shall be considered delinquent if not paid within 30 days after their due date.

III. COMMITTEES

3.1 Events

The committee is responsible for coordination of events in association with the Executive Director.

To include:

- **State Birthday:** KNMB sponsors a state birthday ceremony annually at the state capitol in Santa Fe.
- **Arbor Day:** An official state Arbor Day ceremony is help by KNMB the second Friday in March, or later in some areas due to climatic conditions.
- **KNMB Month:** KNMB sponsors or co-sponsors with other interested organizations and communities a commemoration of Keep New Mexico Beautiful Month and encourages clean-up, recycling and beautification activities during the month of April.
- **Annual Meeting and Awards:** KNMB holds an annual membership meeting and awards ceremony in October of each year.
- **KNMB 40th Birthday Celebration:** 2005 will be the 40th anniversary of the founding of KNMB.

3.2 Grants

Each year, KNMB distributes grants through a formalized process. The committee is responsible for working in association with the Executive Director to coordinate the following grant programs.

- **Arbor Day:** Grants for planting of trees and vegetative restoration projects KNMB honors a community or organization within the state and celebrates their initiatives and their accomplishments.
- **KNMB Month:** A variety of projects and programs may be implemented within April and may continue through May. Projects may include plantings, litter clean-up campaigns, and landscaping projects.
- **Solid Waste, Litter Control & Recycling:** Grants that may be used for providing waste alternatives through recycling initiatives, seed grants for recycling materials such as bins, litter prevention and clean up campaigns..

- **Native Plant, Wildflower & Landscaping:** Grants for xeriscape landscaping, native flower and tree plantings
- **Education:** Grants to assist schools, educators and students with an opportunity to make a difference in their educational settings. Projects may include environmental awareness curriculum for students, classroom environmental projects, tree plantings and campus xeriscape projects, educational outdoor gardens, horticulture/nature education, recycling projects and campus clean up projects.

3.3 Outreach

The committee is responsible for the coordination of outreach and education in association with the Executive Director.

To include:

- **Dusty Roadrunner:** Encourages state and local government to use our state's official clean-up symbol, Dusty Roadrunner in publications, litter receptacles, parks and rest areas to remind citizens to help Dusty Roadrunner to keep New Mexico beautiful. Arranges to publish, update and distribute Dusty Roadrunner booklets given to third and fifth graders in the state; and, any other organization or agency may request KNMB publications. Additional educational programs, projects and workshops may be added by this committee's request or by the Board of Directors. Dusty Roadrunner shall appear in costume at various functions as required.
- **Speakers' Bureau:** To be available for presentations to interested organizations and schools on KNMB its programs and projects. Each member of the Board should be available for the Speakers' Bureau.
- **Scholarship**
- **Other events and appearances in communities, schools, clubs, etc.**

3.4 Membership, Marketing & Fundraising

The committee is responsible for working in association with the Executive Director to increase the visibility of KNMB throughout the state. Delivering increased membership and fundraising revenues to meet targets as established in KNMB's Strategic Plan.

To include:

- **Membership Development & Retention:** Building and sustaining an active membership at a viable level.
- **Marketing:** Increasing the visibility of KNMB.

- **Newsletter:** Assist the Executive Director in publication of a high quality quarterly newsletter.
- **Fundraising:** Coordination of fundraising efforts and events
- **Web Site:** Keeping the website updated so as to provide a useful marketing and informational tool.
- **Photography:** All Board members are responsible for recording KNMB. events for future use in promotion of the organization.

3.5 Budget, Finance and Legislative

Responsibilities as set forth in KNMB bylaws.

To include legislative matters.

3.6 Nominating

Responsibilities as set forth in KNMB bylaws.

3.7 Audit

Responsibilities as set forth in KNMB bylaws.

IV. PRESIDENTIAL APPOINTMENTS

The President of KNMB, appoints a Parliamentarian and Historian from the Board of Directors.

4.1 Parliamentarian:

This Board Member should be knowledgeable on parliamentary procedure and should issue opinions when requested by the President or Board of Directors. A copy of “Robert’s Rules of Order New Revised” should be made available to the Parliamentarian and passed on to the new appointee each year.

4.2 Historian:

The Historian submits a record of the events and programs of each year so KNMB has a permanent history.

V. GOVERNOR APPOINTED

KNMB has two representatives to the New Mexico Litter Control and Beautification Council (New Mexico Clean and Beautiful).

The President will make recommendations to the Litter Control and Beautification Council on appointments to the Advisory Council. Governor appointed members from KNMB to the New Mexico Litter Control and Beautification Council members shall represent the concerns of KNMB as directed by the Board of Directors to this Council.

If the KNMB representative cannot attend a New Mexico Litter Control and Beautification Council meeting, he/she shall notify the KNMB office so an alternative representative from KNMB may attend. These representatives are also board members of the Executive Committee and of the Board of Directors and shall report on the activities of the advisory council at KNMB Board of Directors and Executive Committee Meetings.

VI. ADVISORY MEMBERS

Individuals from various governmental agencies may serve in advisory capacity to KNMB programs and projects as deemed necessary by the Board of Directors.

The Director of New Mexico Clean and Beautiful shall serve as an advisor to the KNMB Board of Directors.

VII. CONFLICT OF INTEREST

A KNMB. Board of Directors member having a financial or personal interest in the outcome of any KNMB decision shall, as soon as possible, after such interest becomes apparent, disclose to all other members voting on the matter of the nature of this financial interest in this issue, and shall be disqualified from voting in any decision related thereto.

VIII. CHANGES TO THE STANDING RULES

Standing Rules may be adopted, amended or repealed at any regular Board of Directors meeting if a quorum is present by a 2/3 vote.