

# Consideration of Lea County Resolution No. 22-MAY-113R Supporting Lea County Keep America Beautiful, Inc., and Administered Under the Auspices of the Lea County Environmental Division



## KEEP LEA COUNTY BEAUTIFUL

- RESOLUTION SUPPORTING LEA COUNTY KEEP AMERICA BEAUTIFUL SYSTEM AS DEVELOPED BY KEEP AMERICA BEAUTIFUL, INC., AND ADMINISTERED UNDER THE AUSPICES OF THE LEA COUNTY ENVIRONMENTAL DIVISION
- Request approval to submit application to become Affiliate Member



One time fee: \$3,500 Based on Lea County Population  
Annual Fee: \$170  
Resolution and Letter of Support



**LEA COUNTY BOARD OF COUNTY COMMISSIONERS  
AGENDA ITEM SUMMARY FORM**

**LCBCC Meeting Date: Thursday, May 12, 2022**

Submit this summary form & all attachments to the Finance Director [clow@leacounty.net](mailto:clow@leacounty.net) & cc the Community Engagement Manager [sstout@leacounty.net](mailto:sstout@leacounty.net); Public Information Officer [mrusself@leacounty.net](mailto:mrusself@leacounty.net) and County Manager [mgallagher@leacounty.net](mailto:mgallagher@leacounty.net) by: **Tuesday, May 3, 2022**

*County Manager Approval required for all time sensitive issues that do not meet the above deadline.*

<b>DATE SUBMITTED</b> mm-dd-yyyy: 05/02/2022	<b>SUBMITTED BY</b> Name, Title, Dept: Lorenzo Velasquez Director Environmental
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<b>SUBJECT:</b> Keep America Beautiful Affiliation KEEP LEA COUNTY BEAUTIFUL	<b>ATTACHMENT(S):</b> 1
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<b>NO. OF ORIGINALS FOR SIGNATURE:</b> 1	<b>ACTION REQUESTED:</b> Action Item
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<b>BUDGET LINE ITEM NUMBER:</b> 401-26-2160	<b>FISCAL BUDGET YEAR:</b> 2021-2022
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**STRATEGIC PLAN** Implementation of 5 Year Strategic Plan:  
Section 3.5 Lea County shall be a safe community

**SUMMARY:**  
Requesting approval to submit application to become an Affiliate of Keep America Beautiful Inc. This will reduce the improper handling of waste.  
  
Lea County Currently  
Strives to improve the physical quality of life  
Collecting and disposing of solid waste  
Recycling efforts to enhance resource management.  
  
Cost to become a member is \$3,500.00 first time fee and \$170.00 annually

<b>Requested Items Needed for Presentation</b> Easels/Laptop/Projector/Etc.: Easel <input type="checkbox"/> Laptop <input checked="" type="checkbox"/> Projector <input checked="" type="checkbox"/> Other: _____ <small>If checked, how many:</small>	<b>See Additional Summary Attached</b> <input type="checkbox"/>
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<b>SUBMITTER'S RECOMMENDATION(S):</b> Approval to submit application to become affiliate member of Keep America Beautiful.	<b>Submitter's Signature</b> Department Director, Etc. <b>Lorenzo Velasquez</b> <small>Digitally signed by Lorenzo Velasquez Date: 2022.04.28 14:29:21 -0500</small>
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<b>FINANCE REVIEW</b> Fiscal Impact/Cost:	<b>Reviewed by Finance Director</b>
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<b>LEGAL REVIEW:</b> (Note: Travel does not need legal review)	<b>Reviewed by County Attorney</b>
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<b>COUNTY MANAGER REVIEW:</b>	<b>Approved by County Manager</b> to be Placed on Agenda 
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<b>Item No.</b> <u>0208</u> <b>RECORDING SECRETARY'S USE ONLY ~ COMMISSION ACTION TAKEN</b>		
Approved: _____	Denied: _____	Other: _____
Resolution No. <u>22-MAY-113R</u>	Policy No. _____	Ordinance No. _____
Continued To: _____	Referred To: _____	Comments: _____

STATE OF NEW MEXICO  
COUNTY OF LEA  
RESOLUTION NO. 22-MAY-113R

A RESOLUTION SUPPORTING LEA COUNTY KEEP AMERICA BEAUTIFUL SYSTEM AS  
DEVELOPED BY KEEP AMERICA BEAUTIFUL, INC., AND ADMINISTERED UNDER THE AUSPICES  
OF THE LEA COUNTY ENVIRONMENTAL DIVISION

**WHEREAS**, Lea County desires to improve the physical quality of community life; *and*

**WHEREAS**, the express of collecting and disposing of solid waste is an ever-increasing expense to the County; *and*

**WHEREAS**, recycling efforts do enhance a community's environmental resource management and the economic well-being of our citizens; *and*

**WHEREAS**, Lea County Keep America Beautiful will assist greatly in reducing the improper handling of waste and will encourage voluntary recycling in our community; *and*

**WHEREAS**, any project or undertaking begun by Lea County Keep America Beautiful shall be terminated at any time upon the decision of the Board of Lea County Commission that the continuance thereof is not in the public interest.

**NOW, THEREFORE, BE IT HEREBY RESOLVED** by the Board of County Commissioners of Lea County hereby endorses Lea County Keep America Beautiful to be administered under the auspices of the Lea County Environmental Division.

**BE IT FURTHER RESOLVED** that the Commission Chair and/or County Manager may finalize and sign any agreements consistent with the terms of this resolution.

**PASSED AND APPROVED** on this 12<sup>th</sup> day of May, 2022, by the Lea County Board of County Commissioners in an open meeting in Lovington, New Mexico.

**LEA COUNTY BOARD OF COUNTY COMMISSIONERS**

\_\_\_\_\_  
Dean Jackson (District 1), Chair  
Voted: Yes No Abstain

\_\_\_\_\_  
Gary G. Eidson (District 3), Vice Chair  
Voted: Yes No Abstain

\_\_\_\_\_  
Rebecca Long (District 2), Member  
Voted: Yes No Abstain

\_\_\_\_\_  
Jonathan Sena (District 4), Member  
Voted: Yes No Abstain

\_\_\_\_\_  
Pat Sims (District 5), Member  
Voted: Yes No Abstain

**ATTEST:** Keith Manes  
Lea County Clerk

**APPROVED AS TO FORM AND LEGAL  
SUFFICIENCY:**

By: \_\_\_\_\_  
Teri Davis, Deputy Clerk

\_\_\_\_\_  
John W. Caldwell, County Attorney



## AFFILIATE APPLICATION

1. Applicant:

Community/City/Town/County/Parish Name:	Lea County
Population:	15,607 (all municipalities not included)
Person requesting Affiliation (Name, Title):	Lorenzo Velasquez, Environmental Director
Mailing address:	1019 E. Bender Blvd.
City, State, Zip:	Hobbs, NM 88240
Phone:	575-391-2983
Email Address:	lvelasquez@leacounty.net

2. Community Team:

Team Leader (Name, Title):	Nohemi Estrada, Environmental Officer
Shipping Address:	1019 E. Bender Blvd.
City, State, Zip:	Hobbs, NM 88240
Phone:	575-391-2983
Mobile Phone:	575-704-2098
Email Address:	nestrada@leacounty.net

Team Member (typically 6-9)	Mailing Address	Phone/Email
1. Lorenzo Velasquez	1019 E Bender Hobbs, NM 88240	575-605-6561 velasquez@leacounty.net
2. Cassie Corley	1019 E Bender Hobbs, NM 88240	575-942-8222 ccorley@leacounty.net
3. Victoria Dowell	1019 E Bender Hobbs, NM 88240	575-390-6915 vdowell@leacounty.net
4. Sipriano Jimenez	1019 E Bender Hobbs, NM 88240	575-659-9758 sjimenez@leacounty.net
5. Crystal Carrasco	1019 E Bender Hobbs, NM 88240	575-605-6565 ccarrasco@leacounty.net
6. Colton South	1019 E Bender Hobbs, NM 88240	575-704-2093 csouth@leacounty.net
7. Arturo De La Cruz	405 E. Mesa Dr Hobbs, NM 88240	575-631-4844 adelacruz_33@yahoo.com
8. Michele Woods	406 W UTE St. Hobbs, NM 88240	575-441-9110 mwoods@cityofeunice.org
9.		

3. Please list any existing community improvement organizations (i.e. beautification committee, solid waste planning board, recycling committee, conservation organization, etc.).

Organization Name	By Whom	Date Contacted
Lea County Environmental Board	Lorenzo Velasquez	

4. The Team will need assistance from local authorities responsible for litter, solid waste, and beautification. The Team will need to obtain map(s) and compile statistical information. Please list contacts (such as Public Works/Sanitation, Park, Planning, Engineering, or Community Services) who have been contacted about the intent to establish a KAB affiliate.

Name	Title	Who Contacted
Corey Needham	Assistant County Manager/Director of Public Works	Lorenzo Velasquez
Erin Smith	Staff Accountant	Lorenzo Velasquez

5. Estimated operating budgets vary from \$1,000 to \$750,000. Communities are urged to meet these needs through donations of goods and services. Provide potential source(s), which may provide cash or in-kind contributions e.g. city government in-kind or business donation.

NEED	POTENTIAL SOURCE
Executive Director: Salary and Benefits	Lea County
Office space and furniture	fully equipped
Telephone/DSL/Internet Access	fully equipped
Office equipment i.e. computer, fax, copier	fully equipped
Printing	Budgeted
Postage	Budgeted
Expenses for Training Workshops and Affiliation Ceremony (food, printing invitations)	Budgeted
Travel expenses: 6 hours of training required annually to maintain Good Standing after affiliation (may be provided by KAB, state affiliate, or other source and can be Webinars at no travel cost to affiliate).	Budgeted

Complete application includes this form, a **letter of endorsement from the chief elected official** (Mayor, Council President, etc.), and application fee based on population. **Make check payable to Keep America Beautiful.**

Signature (person requesting certification)  
 Keep America Beautiful. Affiliate Services Dept.  
 1010 Washington Blvd.  
 Stamford, CT 06901

Date  
 For further information:  
 April Wennerstrom Tel:  
 203.659.3036  
 Email: awennerstrom@kab.org

*Fee is non-refundable once Community Training Workshop is scheduled. Rescheduling requests for the Training Workshop requires notification at least 15 business days in advance of initial date. If Community cancels without 15 business days of notification, Community will incur a \$500 fee to re-schedule. If application is rescinded by community or de-activated, re-training may be done within three years for a fee of \$500 plus travel expenses for a KAB Trainer.*

- We understand the responsibility to assist the Team in obtaining the cooperation of government, business and civic sectors to complete the Affiliation process including the submission of monthly reporting for a period of typically four to six months, creating an online Affiliate Profile, and

engaging with trainer or KAB staff member throughout process.

- We understand that we must complete affiliation requirements within one year of Community Training Workshop or risk being de-activated.
- We understand we **are required** to use the nomenclature, "Keep 'Community/City/County/Region' Beautiful" as the name of our organization and for all program and project activities related to Keep America Beautiful.
- We understand that as an affiliate of Keep America Beautiful, our organization will comply with and utilize the "One Shared Brand," endorsed line model for all Keep "Community/City/County/Region" Beautiful logos and documentation. One Shared Brand and the "An Affiliate of Keep America Beautiful," endorsement is required to aid others in identifying a newly formed Keep America Beautiful organization as an Affiliate of Keep America Beautiful. Further information for the endorsement by Keep America Beautiful can be obtained by contacting Hillary Brown at [hbrown@kab.org](mailto:hbrown@kab.org).

## INSTRUCTIONS FOR APPLICATION

As part of the application we request that the applicant identify a group of community representatives to assist in the process to form the affiliate.

### **Team Leader**

Each Community Team must have a Team Leader. The Team Leader must be a good manager and a results-oriented leader. The Team Leader will:

- Hold Team members accountable for assigned tasks,
- Supervise arrangements for Team meetings, and
- Submit monthly progress reports to KAB and State Leader (if applicable).

### **Team**

The Community Team shall consist of:

- Six to nine members (an entire existing board/committee may serve as members)
- Members serve on one of three task groups for four to six months following initial training
- Representatives from business, government and civic sectors
  - Individuals knowledgeable in the following areas
  - Business and organizational administration and governance
  - Financial management
  - City/county government
  - Geography of the community
  - Existing team(s) focused on ending littering, improving recycling and beautifying the community

Each team member must commit to attend training a four-hour Training Workshop (1.5 hours for a qualifying organization using the migration affiliation). The Team members will be assigned tasks at the end of training and shall agree to accomplish assigned tasks within the four to six months necessary for certification. The following profiles are provided to assist you in identifying people to serve on Team.

### **Team: Organizational Structure Task Group\***

Team members will be responsible for creating the organizational structure and administration in order to ensure the long-term success for the affiliate. Affiliates are typically either formed as part of a government entity or form as a nonprofit. Keep America Beautiful provides templates for all documents. Team will be responsible for:

### Governance Documents

- Draft documents and submit to Team and/or government for approval e.g.
- Articles of Incorporation and Bylaws (if applicable nonprofit corporation)
- Resolution/Executive Order/Ordinance (if applicable government entity)

### Identity

- Mission Statement
- Logo Design (Keep America Beautiful provides base logo)

### Administration

- Determine board member responsibilities
- Member recruitment
- Executive Director job description
- Design one-year operational budget

\*A qualifying organization using the migration affiliation process will submit all applicable documents from the list above.

### **Team: Community Appearance Index – Litter Index Task Group**

Team members will be responsible for overseeing the completion of the Litter Index. The Litter Index is a visual assessment of your community.

#### Litter Index Tasks:

- Prepare local scoring map
- Enlist three to six volunteers to perform the Litter Index
- Conduct Index and compile data

### **Team: Focus Area Survey Task Group**

Team members will be responsible for completing the Focus Area Survey, a fact-gathering document that examines current educational programs relating to litter prevention, beautification and community greening, and waste reduction and recycling, existing ordinances and enforcement practices, and available resources and tools. City or county governmental representatives are especially suited for this area of work.

#### Focus Area Survey Tasks:

- Identify relevant resources in government agencies, businesses and civic organizations
- Complete and compile survey

The last two task groups will be asked to work together to complete observations about what was learned from the Community Appearance Index - Litter Index and Focus Area Survey and may provide recommendations. The Observations and Recommendations, if provided, will be used in the Affiliation Training Workshop.