

Annual Work Plan 2010

What, Why and When

KCB Board will help with the Who and the Where!



GOAL: CREATE AND SUSTAIN PARTNERSHIPS

- Carlsbad Marathon Jan 23-24
- GAC Community Events
 - March 20 San Jose
 - April 17 Bakersfield
 - April 17 Oakland
 - April 17 Monterrey Countywide Cleanup
- California Statewide Litter Collection Enforcement and Beautification Day (POWER OF MANY) April 22
- State Parks Day April 24
- Parkway Half Marathon May 1
- Coastal Cleanup Sept 25
- America Recycles Day Nov 15 **PARTNERSHIP WITH AEG**



GOAL: ORGANIZATIONAL EXCELLENCE

- KCB Board Meetings:
 - Jan 20
 - April 21
 - July 21
 - Oct 20
 - Relocate KCB Office: March 1-12
 - Recruit Volunteers for Office/Event Support: June 30
 - Contingency Plan: June 30 Task **Not Complete** 
 - **KCB Employee handbook developed.**
 - Re-elect and Recruit New Board Members
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GOAL: FINANCIAL STABILITY

- Develop and Institute Board Participation and Sponsorship Levels April 20
- Develop new sponsorships Jun 30
- Increase revenue through existing programs and new website June 30
- Fine tune administrative benefits and travel expenses



GOAL: PROVIDE ENVIRONMENTAL LEADERSHIP THE STIMULATES ONGOING ACTION

- Participate in panel discussions and meetings with industry and NGOs, as expert in field of Waste Minimization, Sustainability, Program Implementation, Partnership Development, and the Development of Effective Public Outreach Campaigns
 - Jan 27
 - Feb 10
 - March 16
 - Other dates as requested
 - **TWO WORKSHOPS HOSTED and KCB Presented at California Green Schools Conference**
 - Huell Howser to film KCB –Caltrans AAH for segment in California Green Series on April 22 **Funding not available** 
 - Continue working with communities to adopt “Got Your Bags?”
 - Promote EPS Foam Recycling Programs on regional basis
 - **New Project Developed K-12 Schools Recycling Challenge!!!!**
 - **Keep Australia Beautiful will be using Beach Party PSA in their 2011 Clean Beaches Awards** <http://www.kab.org.au/what-we-do/clean-beaches/>
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