



KTMB

KEEP TRUCKEE MEADOWS
BEAUTIFUL

ANNUAL REPORT

2021-22





A LETTER FROM OUR EXECUTIVE DIRECTOR

Thanks so much to the Truckee Meadows community; for your continued financial support of Keep Truckee Meadows Beautiful (KTMB), for the local organizations who have partnered with us and for those seemingly tireless volunteers who bring depth and meaning to the impact of the KTMB mission. KTMB, along with our supporters and volunteers have put action behind a shared dedication to creating a more sustainable and beautiful region through waste reduction, education and active community involvement. Honestly, the support we receive from the community coupled with direction from our Board of Trustees and our Committee leaders is the primary reason KTMB has become such a mainstay in the community.

KTMB's continuing mission is to organize opportunities to clean and beautifying our parks, rivers and public lands; educate students and adults about the Truckee River Watershed, noxious and invasive weeds, recycling and by helping businesses implement sustainable practices; all of this, for the good of our community and our planet.

As KTMB moves forward, there is certainly more to do and I believe our future looks promising. Much has changed through the years, but a couple of things remain the same; our community's shared love of this region and the commitment KTMB and our volunteers embody to make it the most sustainable and beautiful it can be.

Thank you for your support!

Sincerely,

Mark Cameron
Executive Director KTMB

BEAUTIFICATION EFFORTS

TRUCKEE RIVER CLEAN-UP

The 18th annual Truckee River Cleanup was held on Saturday, September 29th, 2021. As in years prior, the projects spanned from Verdi to Lockwood and also included some tributaries to the river. The goal of this event is working to keep the Truckee River Watershed clean and pristine for all to enjoy by completing a variety of projects throughout the region.

- **632 Total Volunteers**
- **25.49 Tons of Green Waste Removed**
- **16.96 Tons of Trash Removed**
- **147 Storm Drains Stenciled**

CHRISTMAS TREE RECYCLING

The holiday season brought another successful year of Christmas Tree Recycling where we met both our tree and donation goals. By giving residents an alternative to dumping trees in the desert, we're able to reduce fire risk in our region come summertime. All of the trees collected were chipped into mulch that has been used for weed abatement and park beautification projects across the Truckee Meadows.

- **491 Total Volunteers**
- **10,350 Trees Recycled**

GREAT COMMUNITY CLEAN-UP

KTMB's Great Community Cleanup is an annual opportunity in the spring for the Truckee Meadows community to come together to focus on the cleanup of illegal dumpsites and the removal of noxious weeds before they bloom and spread. Volunteers at 2022's Great Community Cleanup made a huge impact throughout the Truckee Meadows by removing some of the region's most persistent illegal dumpsites, removal of noxious weeds and beautifying our region's parks for all to enjoy.

- **911 Total Volunteers**
- **5.37 Tons of Green Waste Removed**
- **31.04 Tons of Trash Removed**
- **128 Storm Drains Stenciled**
- **670 Plants Planted**





KTMB

KEEP TRUCKEE MEADOWS BEAUTIFUL

ADOPT-A-SPOT



WASHOE COUNTY HEALTH DISTRICT
ENHANCING QUALITY OF LIFE

YOUR BUSINESS, ORGANIZATION, OR GROUP NAME HERE

ADOPT-A-SPOT PROGRAM

The Adopt-A-Spot Program was designed to bring community volunteers together in collaboration with our partners to enhance the overall quality, safety, and beauty of public spaces in the Truckee Meadows. These cleanups allow the community to come together to support the Program by providing their time and efforts to maintain, energize, restore and beautify our region with a resurgence of clean-ups in the Truckee Meadows.

ANNUAL SUMMARY

- **251 Total Cleanups**
- **3,818 Total Volunteers**
- **9,066 Total Volunteer Hours**
- **43.7 Total Tons of Green Waste**
- **38.59 Total Tons of Trash**
- **859 Total Plants Planted**
- **79 Total Needles Collected**

CURRENT ADOPT-A-SPOT GROUPS

- | | |
|--|--|
| Anonymous | Procrastinating Pedalers |
| AT&T Pioneers | REI |
| Bay Equity Home Loans | Reed High School NJROTC |
| Bristlecone Family Resources | Reno Host Lions |
| Carson Tahoe Health | Reno Recovery Alumni Association |
| Crossing Over Recovery Alumni | Reno Rotary Club |
| Cub Scout Pack 150 | Reno Central Rotary Club |
| Desert Research Institute | Reno Sparks Leadership Council Class of 2018 |
| Envirolution | Renown |
| eXp Realty - Ames Team | RSCVA |
| Ferrato Company | Scouting Troop 46 |
| Girl Scout Troop 1473 | South Washoe Democrats |
| Girl Scout Troop 1912 | Sparks Centennial Sunrise Rotary Club |
| Grace Church Reno | Summit Christian Church |
| Grand Sierra Resort | Temple Sinai |
| High Desert Harmony | The Bin Trash Spa |
| High Desert Montessori | The Church of Jesus Christ of Latter-Day Saints |
| Intuit | Truckee Meadows Community College - Men of Color Program |
| Light of the Valleys Lutheran Church | Truckee Meadows Community College - Student Government Association |
| Lithium Nevada Corporation | Truckee Meadows Parks Foundation |
| Living Stones Church | Truckee Meadows Pickleball Club |
| Mary Meeker Realtor | Truckee Meadows Water Authority |
| McQueen High School Knights and Ladies | United Way |
| Merchology | University of Nevada ASCE |
| Midtown Rotary | VA Medical Center |
| Neighbor Network of Northern Nevada | Washoe Inspire Academy |
| Nevada Roots | Washoe Valley Alliance |
| Newcomers & Neighbors of Northern Nevada | Waste Management |
| NV Energy | Wildwood Open Lands Foundation |
| Patagonia Shipping Center | |
| Phi Beta Sigma | |

ILLEGAL DUMPING TASK FORCE

Established in 2006, the Illegal Dumping Task Force is a collaborative of local agencies coordinated by Keep Truckee Meadows Beautiful to address the issue of illegal dumping and find solutions. In 2009, students from the University of Nevada, Reno's Resource Economics Department conducted a survey of Reno and Sparks residents to assess their perception of illegal dumping and willingness to help alleviate the problem. This year KTMB brought on a student intern to further develop the survey and collect data exhibiting the region's current attitudes toward illegal dumping. The results of this survey propose what changes and improvements would strategically reduce dumping in this area and make policy suggestions to affect change long term. We will continue to explore this important public health issue facing this community and to make a positive contribution to resolving the issue.

To report an illegal dumpsite that needs to be cleaned, please call 329-DUMP or use the WCSO app, free in the app store.

To report an individual(s) who is actively illegally dumping waste, call WCSO dispatch at 775-785-WCSO.



KTMB YOUTH EDUCATION

KTMB's Youth Education program is designed to inspire environmental stewardship amongst local K-12 youth through KTMB's "Environmental Warriors" lessons. Waste Warriors, Weed Warriors, and Watershed Warriors lessons engage students in hands-on, place-based, culturally-relevant learning activities with the goal of empowering students to spring to action as environmentally conscious citizens.

- **Waste Warriors** teaches students about the waste stream and reducing, reusing, recycling, and composting and inspires them to create solutions to reduce waste and prevent litter and illegal dumping.
- **Weed Warriors** teaches students the environmental ramifications of invasive and noxious weeds and inspires them to create solutions to stop their spread.
- **Watershed Warriors** teaches students how nonpoint source pollution affects the health of the Truckee River watershed and inspires them to create solutions to protect the river for future generations.



WASTE WARRIORS



WEED WARRIORS



WATERSHED WARRIORS



KTMB's lessons promote sustainability through literacy and Science, Technology, Engineering, Art, and Math (STEAM). The program targets public schools to empower students to problem-solve neighborhood blight and other environmental injustices that lower the quality of life, health, well-being, and economy in the Truckee Meadows.

In FY 2021-2022, KTMB continued to rebound from the pandemic, garnering 3,589 student engagements in 38 schools throughout Washoe County School District. Within and beyond the classroom, KTMB partnered with 11 nonprofits, businesses, and government institutions to engage an additional 881 participants. Overall, KTMB captured 4,470 youth engagements, making this fiscal year total the second-highest on record. Highlights of the year include: differentiating Waste Warriors and Watershed Warriors lessons between grades K-5; securing an indefinite partnership with the Nevada Department of Wildlife's Trout in the Classroom educational series through which KTMB engaged 414 students; and partnering with the Northern Nevada International Center to host a teacher training for 20 educators from around the world.

4,470 total youth educated through **234** lessons in **57** places of learning.

KTMB'S SUSTAINABILITY EDUCATION PROGRAM

KTMB's Adult and Business Sustainability Education Program is designed to raise awareness about common environmental issues that lower the quality of life, health, and economy in the Truckee Meadows through engaging workshops, seminars, service learning events, River Walks and presentations that empower and provide our community and business members with solutions to live more sustainably, whether it be at home or at work.

- **775 Community Members Educated**
- **34 Community Educational Opportunities**

KTMB'S RECYCLING GUIDE AND OUTREACH

KTMB's Recycling Guide and outreach efforts allow us to educate on proper waste reduction best practices by providing residents and businesses in the Truckee Meadows with in-depth information on how to Reduce, Reuse, and Recycle everyday items.

- **8,344 Recycling Guide Website Page Views**
- **194 Recycling Question Calls Made to KTMB**
- **2,719 People Reached at Event**
- **34 Outreach Events**



KTMB'S NEVADA GREEN BUSINESS PROGRAM



KTMB is excited to be working with green businesses in the Reno and Sparks metropolitan area to become a certified green business in Nevada! To learn more about KTMB's certification program and view a list of certified businesses, click the button below.

- 36 • New Businesses Enrolled**
- 19 • Businesses Certified by KTMB**
- 19 • Certified Tier 1**



OUR PEOPLE

STAFF

Mark Cameron
Executive Director

Marge Millar
Business Manager

Laura Szoke
Development Manager

Matt Bruback
Development Manager

Sophie Butler
Community Programs Manager

Tatum Sutliff
Beautifications and Cleanups Programs
Manager

Kimberly Rios
Sustainability Education Programs
Manager

Caitlin Aitchison
Youth Education Program Manager

Chris Ewing
Communications Manager

Matt Webber
Adopt-A-Spot Coordinator (part-time)

Lindsey Panton
Sensory Garden Curator (part-time)

Americorps

Marina McCreary
Community Programs Americorps

Brittany Sheldon-Dooley
Community Education Americorps

Sophia Carter-Peters
Youth Education Americorps

BOARD MEMBERS

OFFICERS

Chair: Aaron Altshuler, Patagonia, Store
Manager

Chair Elect: Craig Chisum, UPS,
Program Manager

Past Chair: Tim Crowley, Lithium
Nevada Corp. VP of Government and
Community Relations

Treasurer: Stephen Salaber, NSHE,
TMCC, DRI Controller, Retired

Secretary: Angela Clay; Wells Fargo
Regional District Manager

Board Emeritus: Davide Bianchi, Retired

TRUSTEES

YeVonne Allen; Truckee Meadows
Community College, Executive Director
of Student Life

Derek Thomas; KULA Consulting
Managing Director and Sr. Executive
Recruiter Director and Sr. Executive
Recruiter

Johnny Hargrove; NV Energy, Retired

Lauren Garfinkel; Panasonic, Senior
Talent Brand Leader

Robert Ulrich; Public Attorney, Retired

John Jones; Jones Consulting, Owner

KTMB ADVISORY BOARD

KTMB's Advisory Board is comprised of the Advancement Committee, Board Development Committee, Finance Committee, Beautification & Cleanups Committee, Youth Education Committee, and Sustainability Education Committee.

Advancement Committee

Aaron Altshuler; Patagonia, Store Manager – Committee Chair

Tim Crowley; Lithium Nevada Corp. VP of Government and Community Relations

Jim Van Winkle; Judge, Retired

John (JD) West; Grand Sierra Resort, Inventory Control Manager

Jon Olsen, Intuit; Project Manager

Shawn Lemmon; IGT, Graphic Designer

Johnny Hargrove; NV Energy, Retired

Lauren Garfinkel; Panasonic, Senior Talent Acquisition and Brand Specialist

Board Development Committee

Daniel Inouye; WCHD, Air Quality Management – Committee Chair

Aaron Altshuler; Patagonia, Store Manager

Craig Chisum; UPS, Program Manager

David Bianchi; Board Emeritus, Retired

Bob Ulrich; Public Attorney, Retired

Finance Committee

Stephen Salaber, NSHE, TMCC, DRI Controller, Retired – Committee Chair

Derek Thomas, Kula Consulting, Inc. Managing Director and Sr. Executive Recruiter

Cliff Low, CPA, Infrastructure Materials Business Manager

John Jones, Jones Consulting, Owner

Scott Chatham, Here Technologies, Americas Database Engineer

Beautification & Clean-Up Committee

Bob Ulrich; Public Attorney, Retired – Co-chair

Stephen Salaber; NSHE, TMCC, DRI past controller, Retired – Co-chair

Denise Evans; Washoe County Regional Parks & Open Space, Parks Volunteer Coordinator

Jaime Schroeder; City of Reno, Director of Park & Recreation

Angela Clay; Wells Fargo Regional District Manager

Casey Bond; City of Sparks Public Works Crew Supervisor

Brandon Miles; City of Sparks

Youth Education Committee

Dina Ciaramella; Director of Elementary Curriculum for Washoe County School District (WCSD)

Theresa Crowley; 5th Grade Teacher, Our Lady of Snows School

Melissa Francis; K-6 Grade Teacher, Huffaker Elementary School (WCSD)

Stacy Jones; Social Studies Teacher, Dilworth Middle School (WCSD)

Erin Smith; Dean of Students, Pine Middle School (WCSD)

Julie Spaulding; 4th Grade Teacher, Van Gorder Elementary (WCSD)

Cary Stein; 2nd Grade Teacher, Miguel Sepulveda Elementary (WCSD)

Sustainability Education Committee

YeVonne Allen; TMCC, Program Director of Equity and Inclusion

Jenna Schonlau, Lithium Nevada, Sr. Environmental Engineer

Brian Bosma; EDAWN, Program Mgr. Business Retention, Expansion & Workforce Dev.

Brian Tarte; Merchology, Site Operations Manager

KTMB SUPPORTERS

FUNDERS

Washoe County Health District
Truckee River Fund
Tesla Motors Inc.
Nevada Division of Forestry
City of Reno
Nevada Division of Environmental Protection
Now Foods
Waste Management
NV Energy
NV Energy Foundation
City of Sparks
Caesars Foundation
Merchology
Wells Fargo
Panasonic
Renown Health
Bill Swigert Fund
Community Foundation of Northern Nevada
UPS Foundation
REI Coop
Trout Unlimited
The Levine Family
Drake Real Estate Partners
Sun Valley GID
Emerson Automatic Solutions
Microsoft
Yardi Systems
Moana Nursery
Revision Brewing
Granite Construction
NV Mining Association
Ormat
Grand Sierra Resort
Terraphase Engineering
Scheels
Waterchef
Whole Foods
Align Life
Nevada Volunteers
The Source Dispensary
Jordan Ames LLC
Clear Capital
Johnson Ohana Foundation
The Emerson

PARTNERS

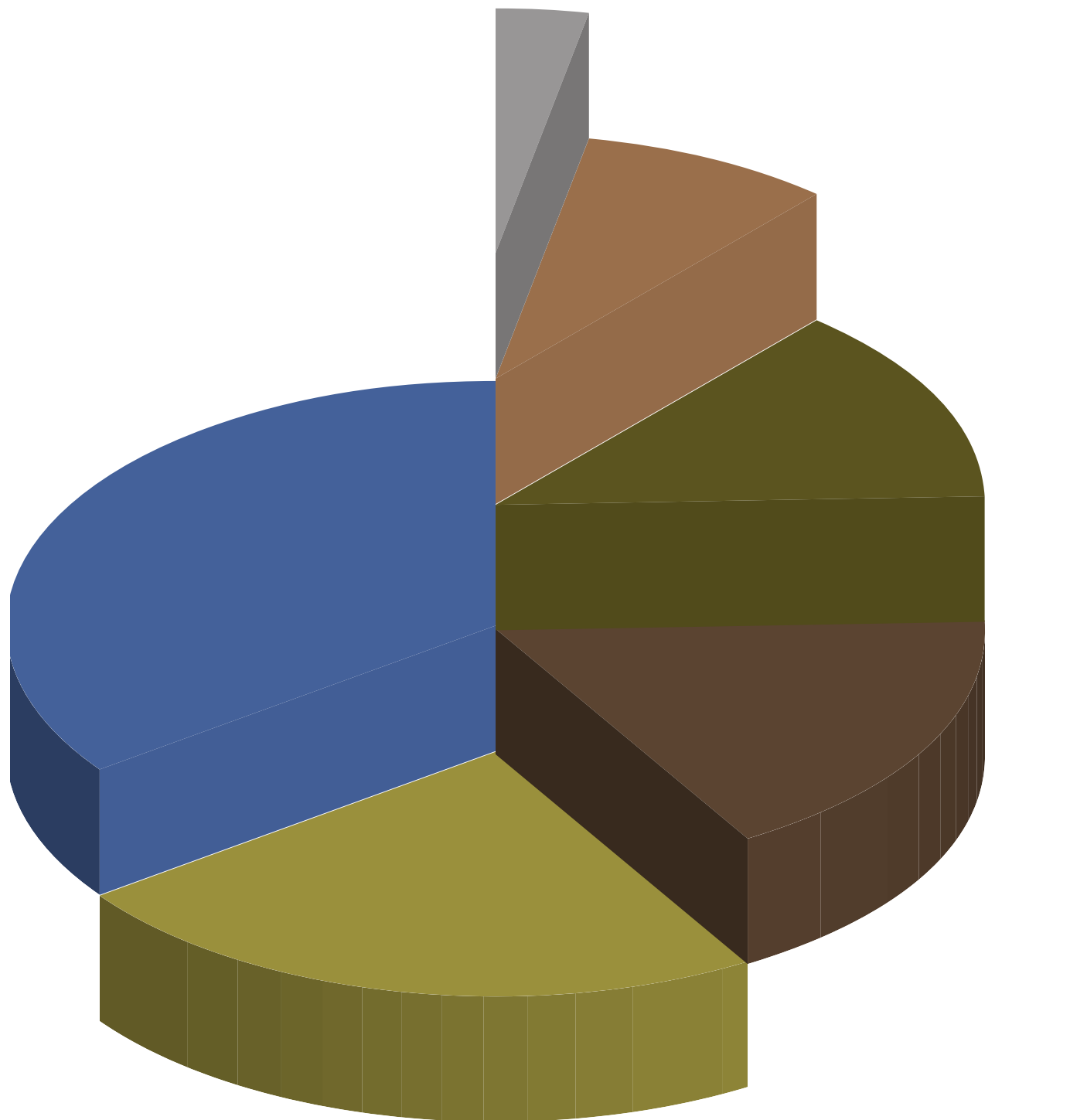
Washoe County Health District
Washoe County Regional Parks and Open Spaces
City of Reno
City of Sparks
Sun Valley GID
Truckee Meadows Water Authority
Nevada Department of Agriculture
The Nature Conservancy
Friends of Nevada Wilderness
Bureau of Land Management
Nevada Department of Wildlife
United States Forest Service
Northern Nevada HOPES
Nevada Land Trust
One Truckee River
Truckee Meadows Fire Protection District
Nevada Division of Forestry
Washoe County Sheriff's Office
Patagonia
REI
Truckee Meadows Community College
University of Nevada Reno
Truckee Meadows Earth Day
Nevada Public Health Training Center
Sierra Club
Nevada Division of Environmental Protection
Washoe County School District
Desert Research Institute
Truckee Meadows Parks Foundation
GreenUp!
Reno Sparks Chamber of Commerce
Downtown Reno Partnership
Boy Scouts of America - Nevada Area Council
Gearhut
Great Basin Outdoor School
Nevada Air National Guard
Northern Nevada International Center
SaveMart
Moana Nursery
Full Circle Composting
Down to Earth Composting
SWCA Environmental Consulting
Reno ACES

IN-KIND SUPPORTERS

Tires Plus
RT Donovan
Great Basin Brewery
Tholl Fence
Pepsi
SaveMart
Nature's Bakery
Reno Type
Liberty Food & Wine Exchange
Channel 2 News
Seven Troughs Distilling Co.
Tahoe Blue Vodka
The Hub Coffee Roasters
The Brewer's Cabinet
Pigeon Head Brewery
Western Nevada Supply Co.
Down to Earth Composting
10 Torr
El Sativo
Revision Brewing
Davidson's Orgranics
Merchology
The Daily Bagel
Jimmy Johns
Doughboys Donuts

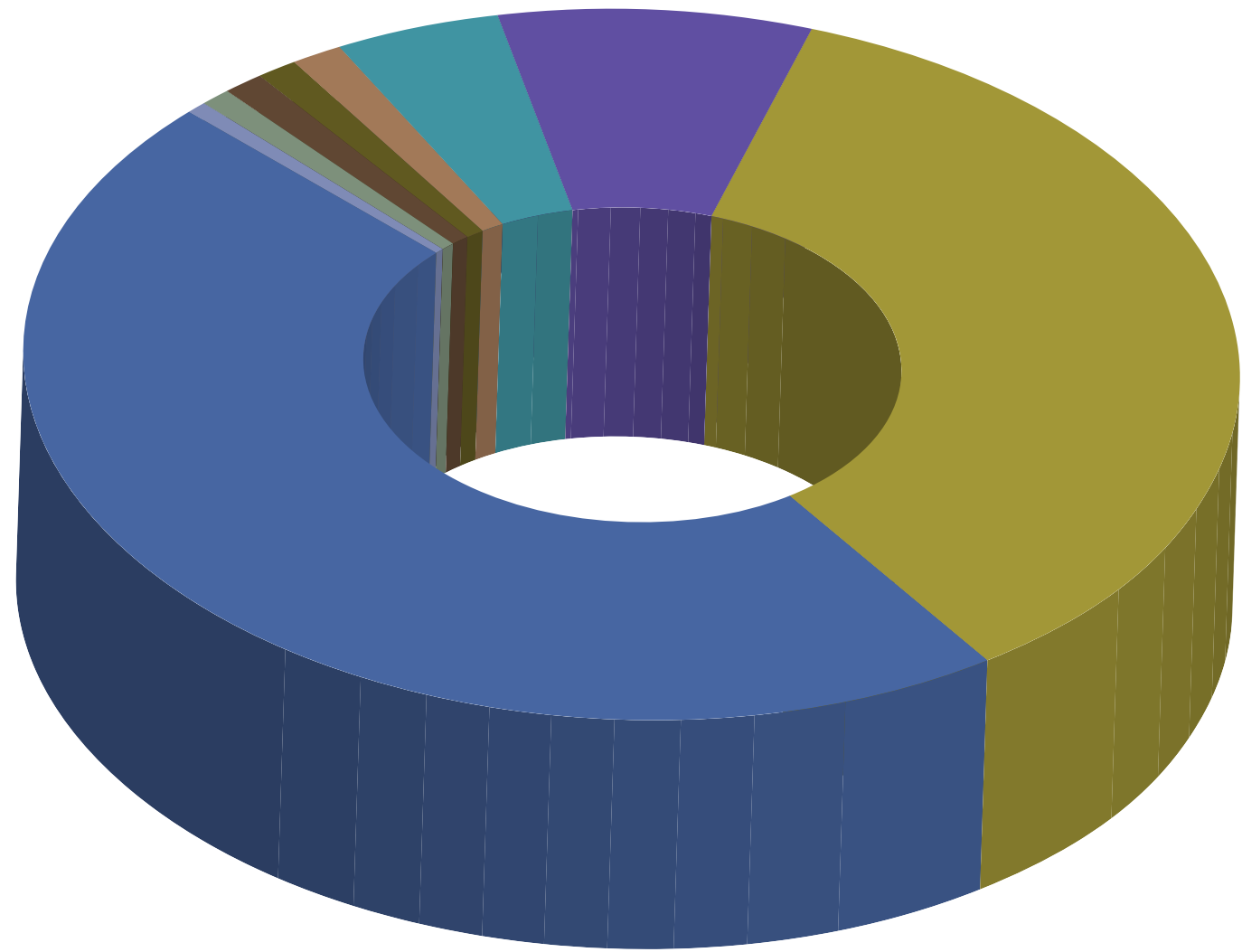
KTMB EXPENSES AND REVENUE FISCAL YEAR 2021-22

REVENUE SOURCES



- Foundation Grants \$256,862
- Government Support \$172,703
- Fundraisers \$125,909
- Sponsors \$96,302
- Individual Donations \$60,607
- Annual Campaigns \$23,915

EXPENSES



- Salaries \$420,380
- Program Expenses \$124,053
- Payroll Taxes & Benefits \$72,803
- Fundraising \$40,269
- Public Education & Marketing \$12,584
- Occupancy \$11,208
- Information Technology \$8,944
- Insurance \$8,540
- Printing \$5,365



KTMB

**KEEP TRUCKEE MEADOWS
B E A U T I F U L**

Keep Truckee Meadows Beautiful (KTMB) is a 501(c)3 nonprofit dedicated to creating a more sustainable and beautiful region through waste reduction, education and active community involvement.

Mailing Address: P.O. Box 7412•Reno, NV•89510

Office Address: 2601 Plumas St.•Reno, NV•89509

775-851-5185

staff@ktmb.org

ktmb.org