



KEEP TRUCKEE MEADOWS BEAUTIFUL



**ANNUAL REPORT  
2022-23**

## **A NOTE FROM OUR EXECUTIVE DIRECTOR**

### **Darcy Phillips**

The Keep Truckee Meadows Beautiful community continues to show up in every way, and we appreciate each of you. Supporters, volunteers, and partners consistently back KTMB's mission of creating a more sustainable and beautiful region through waste reduction, education, and active community involvement. KTMB works to engage students and adults in understanding their place in the Truckee River watershed; involves the community in cleaning and beautifying our parks, rivers, and public lands; educates the public about noxious and invasive weeds and recycling; and works with companies to implement sustainable business practices. Our team, board of directors, and committee leaders could not do this hard work without each of you helping to lead the charge in our community. We are so fortunate to live in such a beautiful place, and as we move forward, we know that continued partnerships will be the way to ensure positive change. We thank you for your support and your commitment to keeping the Truckee Meadows beautiful.



**KEEP TRUCKEE MEADOWS BEAUTIFUL**

# BEAUTIFICATION EFFORTS

## Truckee River Clean-up

The 19th annual Truckee River Cleanup was held on Saturday, September 24, 2022. Projects this year spanned all the way from Verdi to Wadsworth. The goal of this event is to steward the Truckee River Watershed through the removal of litter and invasive weeds in an effort to keep the waters clean and pristine for all to enjoy.

- 579 total volunteers
- 28.08 tons of green waste removed
- 14.84 tons of trash removed
- 300 storm drains stenciled

## Christmas Tree Recycling

The holiday season brought another successful year of Christmas Tree Recycling. Though we were just short of our goal of 10,000 trees recycled, the slack was made up for by the acceptance of downed limbs and woody materials brought down by an exceptionally wet and heavy snow on New Year's Day. We partnered with both the City of Reno and the City of Sparks to open CTR sites to residential drop-off which was a huge benefit to local residents.

- 466 volunteers
- 9840 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 removing noxious weeds before they bloom and spread. Volunteers at the 2022 Great Community Cleanup made a huge impact throughout the Truckee meadows by cleaning up the region's most persistent illegal dumpsites, removal of noxious weeds, and beautifying our region's parks for all to enjoy.

- 806 volunteers
- 16.47 tons of green waste removed
- 44.21 tons of trash removed
- 249 storm drains stenciled
- 1653 plants, flowers, and trees planted

# KTMB ADOPT-A-SPOT PROGRAM 2022-23



## Adopt-A-Spot Clean-ups

**63** cleanups  
**960** volunteers  
**7,950** pounds of trash removed  
**10,940** pounds of green waste removed  
**10** trees planted

## Neighborhood Clean-ups

**153** cleanups  
**2904** volunteers  
**47,102** pounds of trash removed  
**33,053** pounds of green waste removed  
**121** trees planted

The Adopt-A-Spot Program is 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.

## Official Adopters

Andelin Family Farm/LDS  
 Anonymous  
 AT&T Pioneers  
 Bristlecone Family Resources  
 Envirolution  
 Ferrato Co  
 Gear Hut  
 Grand Sierra Resort  
 High Desert Montessori School  
 Intuit  
 Jordan Ames Team  
 Light of the Valleys Church  
 McQueen High School - Knights & Ladies  
 Merchology  
 Nevada ACG  
 Newcomers & Neighbors of Northern Nevada  
 Pack 150  
 Procrastinating Pedalers  
 Reed HS NJROTC  
 Reno + Sparks 2018 Leadership Alumni  
 Reno Mason Lodge 13  
 Reno-Tahoe Aviation Group  
 Sierra Junior Tennis Association  
 South Washoe Dems  
 Sparks Centennial Sunrise Rotary Club  
 Summit Church  
 Temple Sinai  
 The Bin Trash Spa  
 TMCC Men of Color  
 TMCC SGA  
 UNR ASCE  
 Washoe Inspire Academy  
 Washoe Valley Alliance  
 Wildwood Open Lands Foundation

## Clean-up Participants

AACT Econauts  
 Alpha Pi Sigma Sorority  
 Alpha Tau Omega  
 Alpine Academy  
 AM Conservation  
 Amazon RNO4  
 AmeriCorps Consortium  
 Aston Carter  
 Ayr Wellness  
 Bud Beasley Elementary  
 Calvary Christian Home school  
 Co-op  
 Capital Insurance Group  
 Circle K International  
 City of Reno - City Manager's Office  
 City of Reno Ward 1  
 City of Reno Ward 2  
 City of Reno Ward 3  
 Cold Springs Community  
 Coupa Software  
 Dark Corner Haunt  
 Dolan Auto Group  
 Eide Bailly  
 Elizabeth Lenz Elementary  
 First Family Chiropractic  
 For the Love of Reno  
 Freestyle Martial Arts  
 Google  
 Grace Church  
 Great Basin Institute  
 High Desert Harmony  
 Hug High School Green Hawks  
 IBEW 401  
 IGT  
 Jade Dispensary  
 Koinonia Family Services  
 KTMB Staff  
 L'essence Day Spa  
 Mamie Towles Elementary  
 Midtown District  
 Mikkeller Running Club Reno  
 Nature Conservancy  
 Nevada Air National Guard  
 Nevada Army National Guard  
 440th Signal Company  
 Nevada Army National Guard  
 Medical Dispatch  
 Nevada Cinderella  
 Nevada Helping Hands  
 Northern Nevada Electrical  
 Training Center  
 Ormat  
 Panasonic Energy  
 Patagonia  
 Phil Delta Epsilon  
 Public Health Coalition  
 Red Carpet Events  
 Reno High School JROTC  
 Reno Housing Authority  
 Reno Running Company  
 Ridgeline Apps  
 Sam's Club  
 Sierra Air  
 Sinclair Broadcast Group  
 SK Food Group  
 Spanish Springs High School  
 HOSA  
 Starbucks  
 Summit Church - Students Serve  
 Surratt Law Practice  
 Sweetwater Pain & Spine  
 Tesla  
 Theta Tau Rho, Delta Chapter  
 TMCC Lambda Nu  
 TMCC NV Promise  
 Trout Unlimited  
 UNR AAPI Club  
 UNR ASUN iServe  
 UNR CSE  
 UNR Environmental Club  
 UNR Volunteer Club  
 VFW Silver State Post 3396  
 Wells Avenue District  
 West Washoe Association  
 White Cap Construction  
 Whites Creek Dental  
 Z Bar  
 Zazzle

# ILLEGAL DUMPING TASK FORCE 2022-23



Established in 2006, the Illegal Dumping Task Force is a collaborative effort of local agencies coordinated by KTMB. The IDTF focuses on addressing the issue of illegal dumping in Washoe County through identifying illegal dumping hotspots, finding solutions to prevent illegal dumping and best courses of action to prosecute illegal dumpers. In 2009, students from UNR's Resource Economics Department conducted a survey of Reno and Sparks residents to address their perception of illegal dumping and their willingness to help alleviate the problem. In 2022, KTMB brought on a student intern to further develop the survey and collect data exhibiting the region's current attitudes toward illegal dumping. This year, KTMB explored the arduous process of correctly processing illegally dumped vehicles for removal from public lands in partnership with the Department of Motor Vehicles, the Bureau of Land Management, Washoe County Sheriff's Office, and the Nevada Air National Guard. 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, call 329-DUMP, or use the WSCO app available for free in the app store.**

**To report active illegal dumping, call WSCO dispatch at 775-785-WSCO.**

# KTMB YOUTH EDUCATION 2022-23

KTMB's Youth Education Program provides free lessons taught by KTMB educators with the goal of empowering Truckee Meadows youth as environmental "warriors." The program aims to make environmental education meaningful and accessible to all students, prioritizing Washoe County School District (WCSD) schools. The three learning modules address environmental challenges unique to the area and include hands-on lessons accompanied by a dynamic supplemental video to support student-driven solutions:

- **Waste Warriors** empowers students to create less waste beyond reducing, reusing, and recycling. Each lesson focuses on one or two "Environmental R's," including rethinking our relationship with the environment, refusing single-use plastics, repairing items instead of disposing of them, and more.
- **Weed Warriors** introduces students to invasive weeds and prompts them to create solutions to mitigate their spread. Lessons spotlight native plants and their cultural significance to foster a deeper appreciation of our high desert ecosystem and motivate students to revitalize our home.
- **Watershed Warriors** prompts students to reflect on water as a life source, empowering them to preserve the waters of the Truckee River Basin for future generations. Two lessons focus on conserving water in response to the aridification of the West, protecting water from nonpoint source pollution, or sharing water between communities.



Lessons are differentiated between grades K-5 and complement Next Generation Science Standards (NGSS), a multi-state collaboration of science standards adopted by the Nevada Department of Education. Content is interdisciplinary with an emphasis on science, technology, engineering, art, and math (STEAM) as examined through indigenous, local, and global lenses. Learning goals include intercultural competence and social-emotional skills so students are equipped to nurture environmentally sustainable growth in their school communities and personal lives.

In FY 2022-2023, KTMB garnered 4,589 student engagements in 16 schools throughout the region. Within and beyond the classroom, KTMB partnered with 13 nonprofits, institutions, and programs to engage an additional 1,086 students. Overall, KTMB captured 5,675 youth engagements, making this fiscal year total the new second-highest on record. Highlights of the year include differentiating Weed Warriors between grades K-5; wrapping production on a new Weed Warriors video; and restructuring Youth Education Committee and its meetings as a learning community with workshops, so our local teachers and administrators can earn CEUs as they support the program in strategic planning, lesson enhancement, and outreach.

**5,675 total youth engagements • 246 total lessons • 29 total places of learning**



# KTMB SUSTAINABILITY EDUCATION 2022-23

## Adult and Business Educations

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. KTMB offers workshops 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.

- **1152 Adults Educated**
- **44 Community Presentations**

## Recycling Guide 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.

- **6,608 Recycling Guide Website Views**
- **108 Phone Calls with Recycling Questions**
- **2,310 People Reached at Events**
- **37 Out Reach Events**

## Nevada Green Business Program

As a member of the Nevada Green Business Network, KTMB is excited to work with businesses in Reno and Sparks metropolitan area to become a certified green business in Nevada! To learn more about the certification program and view a list of certified businesses, visit [ktmb.org/nv-green-business-program](https://ktmb.org/nv-green-business-program)

- **12 Businesses enrolled**
- **8 Businesses certified**
- **6 Certified Tier 1**
- **1 Certified Tier 2**
- **1 Certified Tier 3**



# OUR PEOPLE

## STAFF 2022-23

**Executive Director**  
Mark Cameron

**Operations and Finance Director**  
Tina Howard

**Communications Manager**  
Chris Ewing

**Beautifications and Cleanups Program Manager**  
Marina McCreary

**Adopt-A-Spot Coordinator**  
Matt Webber

**Sustainability Educations Program Manager**  
Kimberly Rios

**Youth Education Program Manager**  
Caitlin Aitchison

**Sensory Garden Curator**  
Lindsey Panton

**Sustainability Coordinator-Americorps**  
Samantha Wagner

**Youth Education Coordinator-Americorps**  
Sara Gabriel

**Beautifications and Cleanups Coordinator-Americorp**  
Claudia Pighetti

## BOARD MEMBERS

### OFFICERS

**Chair:** Aaron Altshuler, Patagonia, Store Manager

**Chair Elect:** Craig Chisum, UPS, Program Manager

**Past Chair:** Tim Crowley, Lithium America, VP of Government and Community Relations

**Treasurer:** Stephen Slaber, HSHE, TMCC, DRI Controller, Retired

**Secretary:** Angela Clay, Wells Fargo, Regional District Manager

**Board Emeritus:** David Bianchi, Retired

### TRUSTEES

**Co-Chair Sustainability Education:** YeVonne Allen, Truckee Meadows Community College Program Director of Equity and Inclusion

**Advancement Committee:** Laura Garfinkel

**Finance Committee:** John Jones, Jones Consulting

**Finance Committee:** Derek Thomas, The Nivalis Group, Managing Director

**Board Development:** Robert Ulrich, Public Attorney - Retired

**Advancement Committee:** Johnny Hargrove, NV Energy Major Account Executive - Retired





# KTMB ADVISORY BOARD

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

## Advancement Committee

Jon Olson - Intuit

Reagan Rozario - Panasonic Energy - Emerging Talent Manager

John (JD) West - Grand Sierra Resort - Inventory Control Manager

Shawn Lemmon - IGT - Artist IV

Ellis Ferguson - Insurance by Design - Owner

Jim Van Winkle - Indian Colony - Judge

Lauren Garfinkel - Senior Manager, Global Talent Acquisition, Marketing, and Communications - TTEC

## Finance Committee

Cliff Low - Infrastructure Materials - CPA

Scott Chatham - Here Technologies Americas - Database Engineer Mgr.

John Jones - Jones Consulting

## Sustainability Committee

Ayodele Akinola - Truckee Meadows Community College Executive Director

Brian Bosma - Downtown Reno Partnership - Marketing Manager

Ellis Furguson - Insurance by Design - Owner

Jennifer Schonlau - Lithium America - Sr. Environmental Engineer

Brian Tarte

Cecilla Virgil - Truckee Meadows Community College - Prof. Of Biology

## Youth Education Committee

Dina Ciaramella - Washoe County School District - Dir. Of Elementary Curriculum

Theresa Crowley - Our Lady of Snows - Fifth Grade

Melissa Francis - Washoe County School District Huffaker Elementary - K -6th Grade

Stacy Jones - Washoe County School District - Dilworth Middle School - Social Studies

Cary Stein - Washoe County School District - Miguel Sepulveda Elementary 2nd Grade

## Youth Education Committee

Dina Ciaramella - Washoe County School District - Dir. Of Elementary Curriculum

Theresa Crowley - Our Lady of Snows - Fifth Grade

Melissa Francis - Washoe County School District Huffaker Elementary - K -6th Grade

Stacy Jones - Washoe County School District - Dilworth Middle School - Social Studies

Cary Stein - Washoe County School District - Miguel Sepulveda Elementary 2nd Grade

Julie Spalding - Washoe County School District - Van Gorder Elementary 4th Grade

Erin Smith - Washoe County School District - Dilworth Middle School - Social Studies

## Beautification and Cleanups Committee

Casey Bond - City of Sparks -Public Works Crew Supervisor

Dehan Dominguez - Pyramid Lake Paiute Tribe - Natural Resources Assistant

Denise Evans - Washoe County Parks - Volunteer Coordinator

Kendra Kostecky - Waste Management - Contract Manager

Brandon Miles

Jamie Schroeder - City of Reno - Director of Parks and Recreation

# KTMB SUPPORTERS

## FUNDERS

City of Reno  
City of Sparks  
Crystal Family Foundation  
EDAWN  
Gear Hut  
Grand Sierra Resort  
Granite Construction  
Haws Corporation  
IGT  
Johnson Ohana Foundation  
Kroger  
L'Essence Day Spa and Salon  
Merchology  
Mills Roofing  
Moana Nursery  
Nevada Division of Environmental Protection  
Nevada Division of Forestry  
Nevada Mining Assoc  
NOW Foods  
NV Energy  
NV Museum of Art  
Ormat  
Panasonic  
Pure Tonic Dispensary  
REI  
Renown Health  
Revision Brewing  
Ridgeline  
Rotary Club of Reno Central  
Sun Valley General Improvement District  
SWCA  
Tesla Motors Inc.  
Truckee River Fund /Community Fdn of Northern NV  
United Way  
UPS Foundation  
Washoe County Health District  
Waste Management  
Wells Fargo  
WWW Foundation  
Yardi Systems Inc.

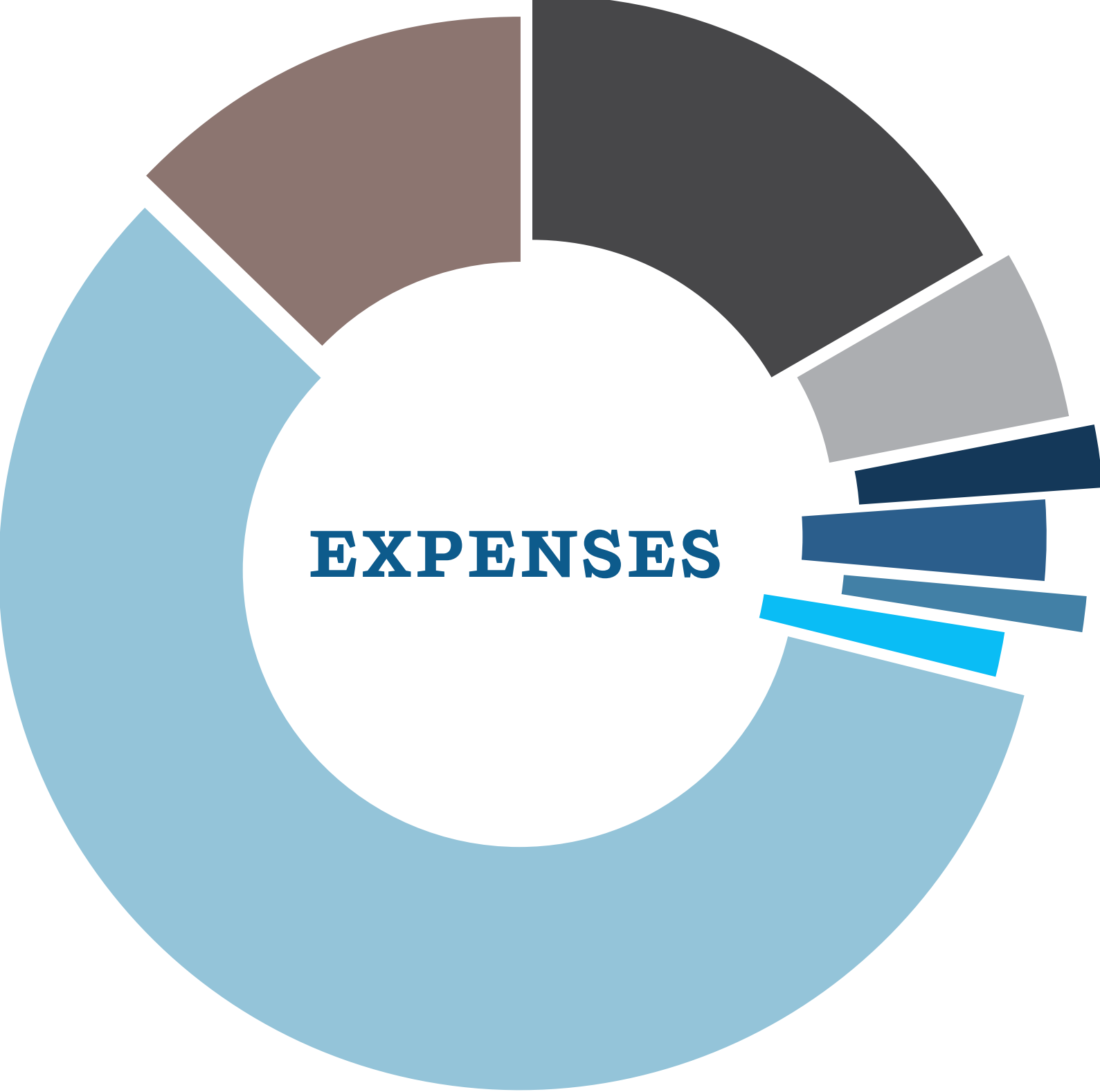
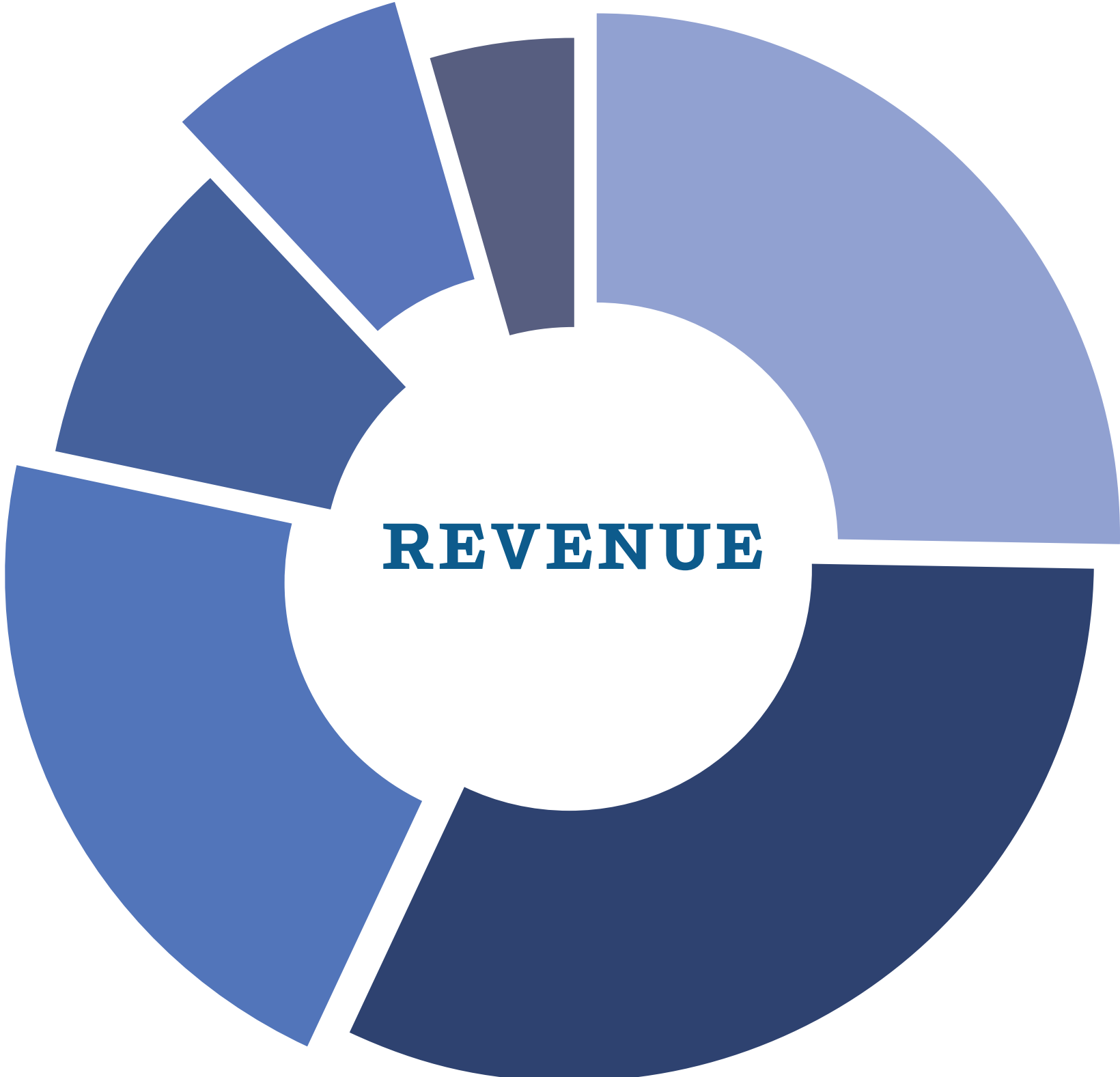
## PARTNERS

Washoe County Health District  
Washoe County Regional Parks and Open Spaces  
City of Reno  
City of Sparks  
Sun Valley General Improvement District  
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  
Redwood Materials  
Nevada DMV  
Milne Towing

## IN-KIND SUPPORTERS

10 Torr  
Atlantis  
Burning Man  
Craft Beer  
Davidson's Organics  
Dolan Auto  
Down to Earth Composting  
Duckhorn Winery  
El Sativo Tequila  
Great Basin Brewery  
Home Depot  
Hub Coffee Roasters  
Jeff Haliczzer - Balloon Ride  
Junkee  
KTVN Channel 2  
Lakin Tire  
NV Energy  
Patagonia  
Pepsi Beverage Company  
Pure Barre  
Redwood Materials  
REMSA  
Revision Brewery  
Save Mart  
Scott Flint - Fly Fishing  
Seven Trough's Distilling Co.  
Southwest  
Sprouts  
Tahoe Blue Vodka  
The Brewer's Cabinet  
Tholl Fence  
Total Wine  
Truckee Meadows Fire Protection District  
Verdi Local Distillery  
Washoe County Regional Parks and Open Space  
Western Nevada Supply Company

# KTMB EXPENSES AND REVENUE FISCAL YEAR 2022-23



FOUNDATION GRANTS - \$172,648  
 GOVERNMENT SUPPORT - \$216,106  
 FUNDRAISERS \$144,433

SPONSORS - \$66,849  
 INDIVIDUAL DONATIONS - \$50,884  
 ANNUAL CAMPAIGN - \$29,576

INSURANCE - \$7,726  
 PUBLIC ED AND MARKETING - \$19,133  
 VOLUNTEER EXPENSES - \$16,703  
 OCCUPANCY - \$10,449

FUNDING EXPENSES - \$40,504  
 PROGRAM EXPENSES - \$129,697  
 PAYROLL TAXES AND BENEFITS - \$98,993  
 SALARIES - \$451,173



**KEEP TRUCKEE MEADOWS BEAUTIFUL**

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](mailto:staff@ktmb.org)  
[ktmb.org](http://ktmb.org)