



Transitioning Keep Hubbardston Beautiful From Private Entity to Town Committee

Introduction

From 2018–2021, the Keep Hubbardston Beautiful (KHB) annual Townwide Cleanup has been organized and conducted by Laura Foley, with the help of volunteers. In order to establish a legacy program that can continue into the future and that doesn't rely on a single person, Laura has proposed that KHB be set up as a Town Committee with an annual budget, similar to how the Memorial Day Committee was set up in the past.

Transitioning to a Town Committee

Contact Information and Digital Assets

Laura has set up a number of assets that will need to be re-created or reassigned when KHB Committee is established:

- **KHB website:** Currently a Google site, set up on Laura's Google account. Pages will need to be re-created on the Town website. Laura has experience with this through her work with the Hubbardston Vietnam Veterans Memorial Committee and can do this.
- **KHB contact information:** The KHB email address, keephubbbeautiful@gmail.com, and phone number, (978) 820-0246, were set up by Laura through her own Google account. The KHB mailing address is a private PO box. The Town will need to set up a hubbardstonma.us email address, a town phone number, and mailing address.
- **KHB Facebook and Instagram:** Accounts were set up through Laura's personal Facebook account. Would need to be reassigned to Town accounts.

Physical Assets

- A town storage space will be needed for lawn signs, banners, cleanup tools, and other materials currently stored in Laura's garage.
- The **KHB Lawn Signs** have a link to the Google website; these need to be updated by Laura and reprinted.

KHB Funding

The KHB account is part of the Parks Committee account. There is \$169.04 of KHB funds in the account. For better recordkeeping, greater accountability, and improved transparency, it would be helpful if the KHB Committee had a separate account. Also, Laura requests a set budget from the town rather than soliciting sponsors, which is time-consuming and burdensome to the limited number of Hubbardston business owners.

Anticipated Expenses for 2022

Item	Vendor	Estimated cost (determined 2/8/22)
Yard Signs	https://www.supercheapsigns.com/	\$434, including shipping
100 T-shirts	Monty Tech Graphic Communications Department	\$350–400 for 100 shirts
100 Bumper Stickers	https://www.signsonthecheap.com	\$80, including estimated shipping
Dues to Keep MA Beautiful ¹	https://keepmassbeautiful.org/	\$100
	Subtotal	\$964–1,014
Dumpster Rental	Pleasant View Disposal	\$0–500 ²

¹ We're unsure if the Town of Hubbardston can make donations to a nonprofit. If the Town can't or won't do this, the cleanup organization can't be called Keep Hubbardston Beautiful. As a result, new yard signs and banners will need to be ordered.

² Dustin Whitaker from Pleasant View Disposal has donated dumpsters for the 2018, 2019, and 2021 events. The value of this donation is approximately \$500. It's unclear if he will continue to donate this service or if he expects to be paid someday.

Anticipated Annual Expenses for 2023 and beyond

Item	Vendor	Estimated cost (determined 2/8/22)
T-shirts	Monty Tech Graphic Communications Department	\$350–400 for 100 shirts
Stickers (to change date on yard signs)	https://www.printrunner.com	\$42, including shipping
100 Bumper Stickers	https://www.signsonthecheap.com	\$80, including estimated shipping
Dues to Keep MA Beautiful	https://keepmassbeautiful.org/	\$100
	Subtotal	\$572–622
Dumpster Rental	Pleasant View Disposal	\$0–500

Forming a Committee

A Committee of five Hubbardston residents, with one serving as Chair, is needed to successfully operate the annual Townwide Cleanup. With fewer people, each person does more work, leading to burnout and turnover.

Laura is willing to serve as Chair in 2022, but will be unable to attend the Townwide Cleanup, currently scheduled for Saturday, April 16, 2022. She'd like to hand off the Chair position after this year's event.

Committee Tasks and Time Commitments

Task	Assigned To	Time Commitment	Frequency
Meetings	Chair, Committee Members	Usually 30 minutes; longer when signs need to be updated	At least 3 times
Digital Marketing (Facebook, Instagram, website)	Committee Member: Marketing Manager	30 minutes	Weekly from February–mid April, Monthly mid April–January
Press Release	Committee Member: Marketing Manager	30–60 minutes	Twice (2 weeks before event, after event)
Press interview	Chair	30 minutes	Varies
Ordering, picking up t-shirts	Committee Member: Marketing Manager	60 minutes	Once

Posting yard signs	Chair, Committee Members	3 hours total time, about 45 min each if five people help	Once
Setting up, staffing, and breakdown of Townwide Cleanup	Chair, Committee Members	4.5 hours total time, can be divided into shifts if needed	Once
Removing yard signs, bringing them to storage	Chair, Committee Members	3 hours total time, about 45 min each if five people help	Once

Contact Laura

Laura can be reached by email at keephubbbeautiful@gmail.com or by phone at (978) 820-0246.



Call for Committee Members

Wanted: At least four Hubbardston residents who love the environment and hate litter to form the Keep Hubbardston Beautiful Committee

The annual Townwide Cleanup only happens when dedicated volunteers step up! We need help planning, advertising, and running this event. The Townwide Cleanup has inspired scores of Hubbardston Residents to pick up almost **5 TONS** of trash from the streets, trails, and open spaces in our town since its inception in 2018. With your help, we can continue this tradition this year and into the future.

- Most of the work happens between the beginning of February and mid April, ending with the Townwide Cleanup on the third Saturday in April.
- There will be at least 3 meetings of about 30 minutes each from January–April to for planning and reporting.
- Committee Members will place and remove yard signs, set up and break down the Townwide Cleanup base camp at the Curtis Recreational Field, and staff the event, which lasts 4.5 hours.
- A **Committee Chair** will be needed in 2023 and beyond. The Chair oversees the efforts of Committee Members and grants interviews with the press.
- A **KHB Marketing Manager** is needed to drive publicity and be in charge of digital marketing and press releases. There is a time commitment of about 30 minutes a week in the month leading up to the Townwide Cleanup, with occasional social posts and website updates before and after the event.

If you are interested in being a part of this Hubbardston tradition, contact Name by Date.