

THE LEAFLET



The official newsletter of Keep Jackson Beautiful, Inc.

New Projects Enhance Services

JACKSON'S FIRST "OPERATION GREEN" PROJECT

In 2006, Keep America Beautiful and Phi Theta Kappa, the largest honor society in American higher education, launched "Operation Green: Improving Our Communities," an International Service Program for PTK's 1,200 chapters.

PTK's fall 2006 regional meeting concluded with a service project to prune trees at a major entry into downtown Jackson. "We chose this particular project because, although traffic continues to increase along this highly visible corridor, budget cuts and manpower reductions have made it impossible for the city to give adequate attention to the details of pruning trees. The students could quickly see how important their volunteer efforts were to the appearance of Downtown Jackson's major entranceway," explained Barbara Ryan, executive director of Keep Jackson Beautiful.

PTK members will engage in education, recycling, clean community, and beautification programs. "Keep America Beautiful provides the opportunities and resources our members need to make a positive and lasting impact in their communities. Many PTK chapters are already engaged in litter prevention and recycling programs, so we anticipate that this will become one of our most successful Service Program Partnerships," said PTK Executive Director Rod A. Risley. Ryan agrees. "I was amazed by the great things they are already doing that fit right in to our projects!" she says. □

PTK members prune trees at South Jefferson Street after regional meeting



MISSION

Keep Jackson Beautiful works to stimulate a will in our citizens to take individual responsibility for improving the quality of life in their neighborhoods. Our goal is to build and maintain a cleanliness ethic that eliminates littering, encourages recycling, protects the future of our urban forests, and fosters the beautification of public spaces.

KJB partners with the City of Jackson's Solid Waste Division to provide a clean environment for all citizens. As a 501(c) (3), KJB has the ability to solicit and accept donations and appropriations of funds, services, products, etc. This, coupled with the resources provided by Keep America Beautiful, strengthens the City's ability to promote public interest in improving the quality of life in the City of Jackson.

KJB LAUNCHES WEBSITE HELP CENTER

Want to know how to get involved in making the capital city a cleaner, safer place to live? Visit www.keepjacksonbeautiful.com. KJB launched the site last fall to assist with littering, beautification, and recycling issues and questions. The site offers details on programs, an events calendar and government and non-profit links.

"This online tool provides another way to quickly report litter, get information about proper disposal of hazardous waste, learn about recycling, and participate in clean-up projects," explains Board member Amy McMahan, Keep Jackson Beautiful Board Member. □

2006 Major Projects

Keep Jackson Beautiful fulfills our mission in four main project categories: litter prevention / clean-ups, recycling, beautification and education. Community Service Volunteers work year-round on clean-up and beautification projects so that we can all enjoy a healthier environment and an ever-improving quality of life. Highlights from our 2006 programs are featured inside. □

The Great American Cleanup™ 2006

Hundreds of local volunteers from neighborhoods, schools, and service groups improved the quality of life in Jackson as they cleaned up litter-strewn streets, parks and waterways, and beautified public spaces during Keep America Beautiful's Great American Cleanup™ (GAC) last spring.

They logged a total of \$74,675.00 worth of value in local volunteer hours. These volunteers rolled up their sleeves to support the city's campaign to "Stop Trashing Jackson".

The GAC is the nation's largest organized litter prevention and beautification program involving millions of volunteers each year in over 100 communities. In 2006, 228,000,000 pounds of litter was collected nationwide!



"During the Great American Clean-Up, we work with the city of Jackson's Solid Waste Division to transform neighborhoods into cleaner, safer and healthier places to live," says Keep Jackson Beautiful Board Member Mary Current. By working together, neighbors improve the outward appearance of their neighborhoods and build personal relationships with each other and key community leaders. Add the 2007 Great American Clean-Up (March – May 2007) to your calendar today! ☐

*Millsaps students
plant flowers at
Jackson's City Hall*



Telephone Book Recycling Program

In summer 2006, KJB received a \$4,000 grant from Bellsouth Advertising & Publishing Company, Inc.'s corporate office to coordinate the annual telephone book recycling campaign. The company has sponsored the program for over 13 years.

Over 400,000 Bellsouth *Real Yellow Pages* books are distributed locally each year. If all of these books were recycled we would save 1,516 acres of landfill space! If that is hard to imagine then try this – 1,516 acres would hold one day's garbage for 413,452 people!

"This is the biggest recycling project that we coordinate and it is one that everyone can participate in," explains Barbara Ryan, executive director of Keep Jackson Beautiful.

Twelve youth groups participated in last year's collection.

Art teacher Chuck Rhoads knows the key to success – he turns phone books into cash to help fund the art program at his school. Always striving to collect more books, Rhoads secured a dump truck and driver to help collect books. He collected over 7,000 pounds of books in one day!

In an interview with *Mississippi Supervisor* magazine Rhoads said, "Not only are you raising money for the art department, you're recycling, you're saving your landfills, you're saving your trees."

This program is so important to all of us and has a great impact on our local environment. ☐



*Volunteers contributed \$222,490 worth of
hours to stop 120 tons of phone books
from choking the landfill in 2006!*

Community Clean-Ups & Beautification

KJB and Millsaps students “Make a Difference” - Created by USA WEEKEND Magazine, “Make A Difference Day” is an annual event that takes place on the fourth Saturday of every October. The event is the most encompassing national day of helping others - a celebration of neighbors helping neighbors. Millions have participated. In 2006, KJB and Millsaps college

continued their six-year partnership with a clean-up in Jackson’s historic Fondren neighborhood. Overall, in 2006, KJB volunteers contributed \$169,847 worth of value in volunteer hours to community clean-ups/beautification and tree plantings in Jackson. □



*Jackson Police
Training
Academy's
Adopt-A-Street
clean-up*

Public Space Adoption Programs

What kind of impression do visitors to Mississippi’s Capital City have as they enter our gateways and travel our major corridors? Roadside litter and unkempt areas are obvious problems. Keep Jackson Beautiful and the City of Jackson’s Public Space Adoption program offers long-term solutions and encourages citizens to take individual responsibility for keeping our streets and rights-of-way clean and beautified.

By becoming the caretaker of a “spot” such as a median that is poorly maintained or “street” near a business that is badly littered, the business community can help create a positive image for our city. “Mowing, edging, planting and keeping these areas litter-free enhances property values and increases trade, tourism and tax dollars for our city,” explains Barbara Ryan, executive director of KJB.

We’ve highlighted some of our adopters below and we thank them for their commitment!

Neel-Schaffer, Inc. and U.S. Lawns maintain the rights-of-way along the entrance into Mississippi’s “Capitol Complex” on High Street (from Greymont Avenue to Fortification Street). Neel-Schaffer realizes the importance of professional landscaping care and works with U. S. Lawns to mow, edge, prune the trees and pick up litter. “19,800 vehicles travel this half-mile corridor leading to the Capitol Complex every day,”



*Neel-Schaffer, Inc.
executives accept
Adopt-A-Street sign*

explains KJB President Louis Wright. “A litter free entrance, lined with neatly pruned street trees should send the message that we take pride in our city and the business climate is alive and well.”

Jackson Police Training Academy in West Jackson has adopted four streets surrounding their facility. After initial clean-up efforts, the Academy has conducted regular pick-ups to send a message to litterers and illegal dumpers that they are serious about keeping the area clean and green. “Maintaining order involves demonstrating care for the environment and their presence can become a stimulus for action by the residents themselves,” Wright continues.

Charles and Aileen Graham maintain a one mile stretch of Siwell Road and do routine litter and trash pick-ups. They also adopted the traffic island at the intersection of Siwell and Raymond Roads in order to beautify it with decorative rocks to combat a recurring trash and litter problem because nothing would grow due to extreme heat and wind caused by high traffic. “The Graham’s are making a good economic investment in this neighborhood by giving a few hours of attention to its aesthetic problems,” Wright applauds.

Recognition also goes out to Lou Brase for adopting the River Oaks/Meadowoods Neighborhood and to Larry Lindsey for adopting a portion of McClellan Road!

Interested businesses should call KJB at 601-366-4842. □

2006 Achievements:

- Over 5,000 youth and adult volunteers logged \$399,844 worth of volunteer hours, and completed over 162 clean-ups by cleaning and beautifying public spaces.
- Hundreds of local volunteers from neighborhoods, schools, and service groups logged a total of \$74,675.00 worth of value in volunteer hours during the Great American Clean-Up in Jackson!
- For every \$ 1 of membership dues, we returned \$35 in measurable benefits to our community at a time when fiscal restraint is a crucial priority for local government.
- Public space adoption participants contributed \$74,160 worth of value in volunteer hours!
- Youth groups contributed \$222,480 worth of value in volunteer hours to save over 120 tons of phone books from choking the landfill!
- KJB conducted 34 classroom presentations and 15 community outreach presentations locally reaching over 3,400 students, teachers, and citizens.
- KJB launched a two-year "Operation Green" partnership with local chapters of Phi Theta Kappa, the largest honor society in American higher education. (See inside).
- Earned Keep Mississippi Beautiful's "Circle of Excellence Gold Award"
- Earned Keep America Beautiful's "President's Circle Recognition Award"

Education & Community Outreach

In 2006, KJB conducted 34 classroom presentations and 15 community outreach presentations locally reaching over 3,400 students, teachers, and citizens.

Materials available from KJB include litter bags, workbooks, posters, teacher workshops, brochures and other resources. Please call us at 601-366-4842 for details.

HISTORY

Founded in 1961 and certified as the Local Affiliate of Keep America Beautiful in 1984, Keep Jackson Beautiful is a private, nonprofit organization comprised of individuals, businesses and government officials working to make the Greater Jackson Area a cleaner, safer place to live.

Become a Member!

We need your help! Volunteer your time or make a financial commitment to beautify Mississippi's capital city today. Please see the attached membership form or call 601-366-4842 for details.

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Barbara Ryan, Executive Director

Board of Directors

A 12-member Board composed of individuals, conservation agencies, concerned citizens, business people and government officials governs KJB and meets six times each year to set the policies and direction of the organization.

Louis Wright, President
First Vice President - Vacant
Barbara Ryan, Secretary
Connie Kossen, Treasurer
LoEsther Benson
Lou Brase
Mary Current
Viola Harrison
Hallia Jo Ellis
Whitney Harris
Larry Lindsey
Rosemary Maxey
Amy McMahan
Chris Mims
Jesse Smith
Viola Smooth
Charity Wright
Andrew Young
Shirley Young

Ex-Officio:

Sonya Bohannon, City of Jackson
Buford Clark, Waste Management
of Mississippi
Bob Cochran, Recycle America
Alliance/Waste Management of
Mississippi
Marsha Hobson, Downtown
Jackson Partners
Dee Gardner, PR & Marketing

We're on the Web!

Visit us at:

www.keepjacksonbeautiful.com

