



RAMBLINGS

Last month I shared with you why I think we have continued success in our efforts. I believe our consistent management of messaging is resonating in the community. This spring, we did more cleanups, public events and messaging to the community than ever before.

Although I was a bit disappointed with the GAC at WRG, I know there were a couple of factors at play and we have figured out that we may be able to do another fall cleanup with roll offs at the county yard.

Did you know that WRG will take Household Hazardous Waste? Aaron informed me a couple of months ago that he was in the process of determining how we can handle household HHW. Clean Harbors, in Kimball, has an agreement with Keep Kimball Beautiful that we can use to recycle HHW waste. Spud will take the product from WRG and we will pay the poundage rate at \$.50 per lb. I just received a bill from them for the waste remediation and it

We start the summer off with more cleanups and Beach crew days... Watch for the June 4th Lake resident cleanup. See the inside for details.

The beach crew App should be ready to roll and we are seeing our people from the past coming back and helping us out. Yesterday I had two separate people walk in to the office to talk about the Beach Crew and how to get rolling again. One of the visitors was Scott, the camp host, from area 14. Scott and his wife Paula are rock stars for reduction of waste. Speaking with Scott we set a meeting for next Wednesday to have all the camp hosts be a part of the Beach Crew. We will be presenting the app and Hefty... all unsolicited. How great is that???

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Spring Tree Plantings and Cleanups

See UPS Tree Grant Report for tree details



The Big Give

Keep Keith County Beautiful Inc.

LAKE MAC Beach Crew

NEW VERSION COMING SOON!!!

KKCB Beach Crew app is a volunteer community app dedicated to keeping the beaches of Lake McConaughy clean & litter free.

www.beachcrew.net

Keep Keith County Beautiful is the premiere sustainability resource in Keith County. Help us build our dynamic force of volunteers through the development of the Beach Crew app. We give it right back.

For over 40 years, with many local and visitor volunteers, Keep Keith County Beautiful seeks to engage our community of residents and visitors to take responsibility for reducing litter and increasing recycling.

Through our innovative Beach Crew App, we are able to capture volunteers helping make Keith County a clean, green place to live and visit. Our Beach Crew app allows everyone to give back to Lake McConaughy and Keith County and in return KKCB presents users with a bit of swag, hats, stickers and t-shirts. The cost of technology is a substantial up front investment. For two years we worked to develop the app, but realized we need a professional organization to manage and monitor it for us.

Please help us build the best darn force of volunteers to help us keep Keith County beautiful, so we can live in a clean, green, beautiful place.

Last year Keith County entered into the Big Give challenge and KKCB was able to garner almost \$4000.00 to assist in our cash matching needed to support our organization. You may donate to all the non profits in the community or you can designate the non-profit you want to assist.

I often talk about the circular economy and the Big Give is a leading example of the theory. Money raised here, stays here. Every dollar raised is matched by sponsorship dollars. So if you give \$100.00 to KKCB we will get \$200.00

This year KKCB directly benefitted from the KCCF with their grant to us for \$6000.00, which helped pay for the App.

On June 11th, at Glines-Nye Park, next to the Boy Scout Cabin, the event starts at 3:00 pm. Please join us.

THE BIG GIVE
Building a better community, together.

June 11-18

Put your money where your heart is.

Summer Ads

Recycling locations at Lake McConaughy

- LAKE MC CONAUGHY VISITOR CENTER
- LEMOYNE SENIOR CENTER
- VAN'S LAKEVIEW
- MARTIN BAY
- SANDY BEACH
- LAKE OGALLALA
- LONE EAGLE CAMPGROUND
- LITTLE THUNDER CAMPGROUND
- EAGLE CANYON CAMPGROUND

KEEP KEITH COUNTY BEAUTIFUL
KEEP AMERICA BEAUTIFUL AFFILIATE

WRG Western Resources Group

Keep Nebraska Beautiful
KEEP NEBRASKA BEAUTIFUL AFFILIATE

NEBRASKA
DEPT. OF ENVIRONMENT AND ENERGY

KEEP THE BEACHES CLEAN

Support Keep Keith County Beautiful and its mission to inspire individuals to take action for a clean green community for all to enjoy.

RECYCLE McCONAUGHY+ LAKE MAC BEACH CREW

beachcrew.net

#LAKEMACBCE

LAKE MAC BEACH CREW

Leave only your FOOTPRINTS, please!

EARN BEACH CREW ITEMS

- Sign up- bumper sticker
- 1 hour - Beach Crew shirt
- 5 hours beach Crew hat
- 10 hours -Beach Crew Bag



Leave only your FOOTPRINTS please!

KEEP KEITH COUNTY BEAUTIFUL

Going Green JUNE 2022

By: Chris Vail

Did you ever notice when the leaves start to sprout, they are almost a fluorescent color? The leaves of most plants are green, because the leaves are full of chemicals that are green. The most important of these chemicals is called “chlorophyll” and it allows plants to make food so they can grow using water, air and light from the sun. This way that a plant makes food for itself is called “photosynthesis” and it is one of the most important processes taking place on the whole planet. This process is a chemical reaction that absorbs energy (the sun) and turns it into a beneficial product: Oxygen... Photosynthesis is largely responsible for producing and maintaining the oxygen content of the Earth's atmosphere, and supplies most of the energy necessary for life on Earth. Yet, something so essential, so intricately involved is taken for granted.

We understand that there are numerous actions like this that are constantly taking place in our world that we don't even notice, yet they are important. This is kind of like recycling. It is something that we do, and it gets sent somewhere and they turn it into a new product. Or, as some people think, it just gets thrown in the trash and ends up in the landfill. Keep Keith County Beautiful's goal is to make recycling like photosynthesis. It is something that is so beneficial, it just happens. As we collect more and more materials, we want that just happens to benefit the community and the State.

The summer is upon us now and our summer residents are back joined by the round tourists we see weekly. Every year when people return to Ogallala and Lake McConaughy, I get a little edgy. Traffic, people, kids, dogs and noise cause me to be irritable. If I have to wait at a light for a few cars, I start getting hot under the collar. Why do I think I am the only one allowed to enjoy the beauty of our surroundings? It is called comfort. We are so comfortable in our routines and when something changes, we don't like it, it actually makes us uncomfortable. The key is CHANGE. We are working to change behavior to make everyone understand that recycling is not just the right thing to do, it is imperative we do this.

Recently, KKCB has been working to promote with WRG the Hefty Energy Bag program. The Hefty program is one way we see EPR (Extended Producer Responsibility). Just this week, Colorado Governor Polis signed into law the 3rd EPR bill in the country, with Maine and Oregon already in existence. The bill sets up a governmental agency to oversee the requirements and constraints of the bill. Although this is a good idea, it is not truly sustainable. It is more of a punishment and revenue generator versus a solution increasing recycling. The bill deals with paper only. Why paper? It is the most recycled material at an average recycle rate of 60%...

A better solution is the Hefty Program that allows the plastic producer (Dow Chemical) a manageable way to turn plastic into a new product. If you want to know more about it and want a free sample to get started stop by the office and we will show you how. The Beach Crew app is about ready to go public with the new and improved version.

Please watch your email for a link to the new app and make sure you start by downloading, cleaning and getting prizes. This community app gives back to the community by giving us the volunteer resources to fund our equipment and programs. Also, we are part of the Big Give and hope you will add us to the list of nonprofits working hard to keep Keith County a clean, green beautiful place to live.