



Keep Slidell Beautiful History

Keep Slidell Beautiful, a Slidell City Government organization, became an official Keep America Beautiful affiliate in March 2007. Its programs have far exceeded expectations and were instrumental in helping Slidell recover from Hurricane Katrina faster than other communities. KSB's objectives focus on litter prevention, beautification, community improvement, and waste reduction

through partnerships, education, and activities, to improve the quality of life for citizens in Slidell.

KSB has worked with the Mayor and City Council to enact ordinances to improve the quality of life for residents. Some of these include a tree ordinance, a Tree Board, an ordinance requiring dumpsters on commercial property to be enclosed, and new fencing and landscaping requirements for commercial developments, apartments and mini-storage warehouses.



Slidell, Louisiana The Camellia City

Slidell is a small city nestled on the northern edge of Lake Pontchartrain. Only 30 minutes from New Orleans, residents of Slidell enjoy small town living with big city benefits and boast of living in a community that is peaceful, safe and clean. With a population of about 30,000 people, Slidell is one of Louisiana's fastest growing cities.

Sports, entertainment and cultural activities abound here, from fishing in Lake Pontchartrain, festivals in historic Olde Towne district, and sports and cultural events in our beautifully maintained parks.



Supported by Mayor Ben Morris and the Slidell City Council, and thanks to the ongoing efforts of Keep Slidell Beautiful through its cleanup programs, beautification projects and community partnerships, Slidell is a clean city; a great place to live work and play.



Day of Destruction August 29, 2005

Hurricane Katrina slammed the Gulf Coast on August 29, 2005. The eye of the storm passed directly over Slidell, with winds up to 190 miles per hour and a storm surge of over 20 feet.



Approximately 8,500 of the 10,500 homes in Slidell were damaged during the storm and about 4,500 suffered extensive flood damages.

Approximately 30,000 trees were destroyed and most green spaces, drainage systems and parks were severely damaged. Katrina left Slidell with quite a mess on its hands.

Cleaning Up After Katrina Volunteers from around the country lend a helping hand



The destruction from Hurricane Katrina was so widespread that the initial cleanup was done by heavy equipment belonging to the city and contractors hired by FEMA. At the request of Ben Morris, Councilman Ray Canada and Keep Slidell Beautiful Executive Director Bill Mauser, prioritized areas for cleanup and concentrated on removing small debris piles and litter left by FEMA. Together they coordinated the efforts of volunteers from all over the United States who came to lend a helping hand. In total, there were 16 different cleanups with the help of over 1,200 volunteers within a five-month period that focused on the hard-hit parts of the city.

LITTER PREVENTION PROGRAMS

Bayou Cleanup, October 5, 2008

Adopt-A-Street Program

Groups, businesses, churches, schools, and clubs are invited to adopt a street or area in Slidell and help maintain and keep it clean. The commitment is to clean the area four times each year, including the Spring and Fall Citywide cleanups. The adopting group has a sign posted with its name in the designated area. All tools, trash bags and supplies are provided by Keep Slidell Beautiful. There are currently 17 organizations and businesses that have adopted roadways.



A total of 63 volunteers and 14 boats collected 10 cubic yards of debris. Keep Slidell Beautiful and Palmettos on the Bayou, a local restaurant, sponsored the Bayou cleanup which was followed by the Fall Bayou Fest. The fest featured 12 top local bands and food booths from 1 to 9 p.m. Volunteers from the cleanup were admitted free to the fest.



Cigarette Litter Prevention Program

KSB developed the Cigarette Litter Prevention Program and distributed posters reminding citizens that "Cigarettes are Litter, Too." KSB gave out free pocket ashtrays at all of the city's litter-free events in Heritage Park. As a fundraiser, KSB sells cigarette receptacles to area businesses for \$40 each. To order call 985-265-5029.

Household Hazardous Waste Collection Day, March 2008

In conjunction with St. Tammany Parish, the City of Slidell and the Sierra Club, Keep Slidell Beautiful hosted its first Household Hazardous Waste Collection Day, with 62 volunteers. Over 552 total households participated and these agencies collected 71 cell phones, 459 tires, 4,250 gallons of paint, 24 pallets of computers, monitors and car batteries, four cubic yard boxes of computer keyboards and mice, 210 ink cartridges, two five gallon buckets of batteries, one five gallon bucket of non PVC capacitors, and four 50-gallon drums of fluorescent tubes. Domino Pizza and Keep Slidell Beautiful provided a pizza lunch, and Blue Bell Ice Cream provided ice cream treats.



The event was deemed a huge success and had the largest turnout of any of the collection days in St. Tammany Parish according to Brett Henry, Environmental Specialist for the Parish's Department of Environmental Services. All items were sent to recycling centers.

Parade Anti-Litter Program

A parade strategy was developed by Keep Slidell Beautiful and city government to address the need for reduction of litter from Mardi Gras parades. 500 vinyl trash containers were purchase with funds from a \$15,000 KLB grant. These are placed along the city's four and a half mile parade route, resulting in a 70% reduction in litter on the streets. After the parade, the full trash containers were picked up by city employees and community service workers. Not only were the streets cleaner, but Slidell's anti-litter awareness improved.



Spring and Fall Citywide Cleanups

Each year the Clean City Committee holds its Spring and Fall Citywide Cleanups. This year's Fall event was KSB's largest ever with 486 volunteers working a total of 1458 hours and picking up 171 bags of litter. While 2/3 of the volunteers concentrated on picking up litter, 1/3 worked on the following beautification projects around the city:

1. Planting a new garden at Front/First and Fremaux;
2. Painting tombstones and cleaning up Greenwood Cemetery;
3. Planting fall flowers in the hanging baskets and planter boxes in Olde Towne;
4. Mulching the trees in the Gause Blvd. median; and
5. Planting fall flowers in Pearl's Memorial Garden and painting the dugouts at John Slidell Park.

Volunteers included the Boy Scouts, Cub Scouts, Chamber of Commerce Leadership group, Civic Groups, churches, employees from businesses, families, firefighters, fraternities, garden clubs, Girl Scouts, homeowner associations, individuals, ROTC, school organizations, sororities, and Adopt-a-Street groups.

Fall lunch was sponsored by the Krewe of Selene. Blue Bell Ice Cream supplied ice cream for both events. Volunteers received KSB wristbands and won prizes sponsored by these area businesses: Chick-Fil-A, Chili's, Domino's Pizza, The Grand Theatre, Krystal's, McAlister's Deli, Olive Garden, Raising Cane's, Slidell Landfill, Sonic, Times Grill, Wal-Mart Foundation.

Sunshine Pages Telephone Book Recycling

KSB and Keep Covington Beautiful partnered with Waste Management and held a Sunshine Pages telephone book recycling day at Chick-Fil-A. Some 231 phone books were collected.

BEAUTIFICATION AND COMMUNITY IMPROVEMENT

Clean School Contest

The Clean School Contest is an educational opportunity to retrain the youth of the area in waste reduction and beautification efforts by getting children involved at an early age when attitudes are developed regarding community pride. All schools in the Slidell area are invited to participate. Schools are provided with scrapbooks and cameras, along with gift certificates to have the film developed. Schools must show documentation with before and after photos of how they cleaned and beautified their schools. Schools must show student participation through poster contests, essay contests, etc. Donations are solicited to pay for this contest because some schools are located out of the city limits. Top schools receive cash awards, trophies, salute signs and an ice cream party.



Matching Grant Program

The grant program allows non-profit organizations, schools, and civic organizations to do beautification projects and receive a match in funding of up to \$500 per year. The group submits its proposal to the Planning Department for approval. Once approved, the group takes before and after photos and submits its receipts for the matching payment.

Monthly Salute Signs

Names of area businesses are submitted to be recognized for keeping their property clean, well maintained and landscaped. Four businesses are recognized each month. A "Slidell Beautification Committee Salutes" sign is placed in front of the business for one month. In addition, a certificate of appreciation is sent to the business, along with a Keep Slidell Beautiful emblem to place on its window or door.

Seasonal City Entrance Decorating Contest

Businesses are invited to decorate their store fronts during the "Happy Fall Yall" and the "Mardi Gras" contests. First, second, and third place prizes are given in large business and small business categories. A sign is placed in front of the winner's business.



Northshore High School Partnership

At the request of Mayor Morris, Keep Slidell Beautiful partnered with the Northshore High School Agriscience Department and designed a twofold program to benefit the students and the city. First was for the students to provide flowers to be used in the beautification of the City of Slidell and second, for the city to provide the students with a vehicle to exhibit what they were learning in their horticulture and landscaping classes. The classes cover plant propagation, fertilization usage, insects, and landscape design.

The high school computer aided design class will assist in developing plans for designing flower beds and landscape areas in the city. The student involvement is part of a "total community effort" to improve the quality of life in Slidell and to assist the Northshore High School Agriscience educational program. Since the inception of the program, Northshore High students are also involved in the building of planter/trash cans placed throughout Olde Towne.



Pearl Williams Memorial Garden Olde Towne Beautification

KSB placed and maintained planter trashcans, hanging baskets and wooden benches in Olde Towne, and has once-a-month cleanups.

KSB and the Beautification Committee installed a memorial garden honoring the late Councilwoman Pearl Williams, a founding KSB member and a longtime beautification activist. The garden is in the circle area near the concession stand at John Slidell Park. It includes flowers, trees, shrubs and benches. An archway, bridge and plaque will be installed in the near future.



OTHER PROGRAMS

Community Service

To help the ongoing efforts of Keep Slidell Beautiful, Slidell City Court Judge Jim Lamz sentences defendants to litter abatement as part of their community service. KSB works with these individuals three Saturdays a month. In the past year, community service contributed 2,083 hours picking up litter and trash - helping keep our city clean.

Storm Water Pollution Prevention

Annual Report for LADEQ's Small MS4 LPDES General Permit No. LAR041015 (A/ 94338) is the title of the most recent report the City of Slidell submitted to the state Department of Environmental Quality as one of the requirements for the city's permit to discharge treated sewage into local waterways.

"The most significant achievements for this reporting year are the activities of the Keep Slidell Beautiful organization," the report says.

Page after page of the Annual Report details the year-round activities of Keep Slidell Beautiful, its various programs, the organization's governing board created by the Slidell City Council, council passage of hide-the-dumpster and hide-the-garbage can ordinances, the hiring of inspectors to enforce the anti-littering and anti-dumping laws, and the like. Reducing litter to keep it out of storm drains improves water quality.

City Council Ordinances

Keep Slidell Beautiful has worked with the City Council to enact a tree ordinance and Tree Board, a dumpster ordinance, new fencing and landscaping requirements for commercial developments, apartments and mini-storage warehouses, and the consolidation of litter references into one section.

Education Committee

KSB partnered with the Junior Auxiliary for the past two years to have an anti-litter program for all Kindergarten students. This year KSB has designated \$5,000 to its Education Committee, headed by Ms. Margo Guillot, for an anti-litter program in area schools. These funds were made possible from a Keep Louisiana Beautiful grant.

Keep Slidell Beautiful Memorial Fund

Individuals can donate in the name of a loved one or sponsor a planter/trashcan for \$75 per year, or donate a bench for \$500.



Slidell Tree Board

In September 2007, Slidell was given the Tree City USA designation by the Arbor Day Foundation. The Tree Board was formed and the City Council adopted a tree protection and care ordinance.

At its Arbor Day Ceremony in January 2008, the Slidell Tree Board gave away 900 Bald Cypress (the state tree of Louisiana) and Cherry Bark Oak trees.

GRANTS

Keep Slidell Beautiful has received \$52,000 in grants in the last two years from Keep Louisiana Beautiful. A \$10,000 Cigarette Litter Prevention Grant was used to purchase cigarette receptacles and pocket ashtrays, to produce educational materials, and to purchase a Billy Goat Vacuum to pick up cigarette butts in medians. Keep Slidell Beautiful sold 185 receptacles to businesses and donated 10 to Parks and Recreation for City Events and five to the Olde Towne Association for civic events. Pocket ashtrays are given out during the city's "litter free" events.

Two \$15,000 grants provided equipment and supplies for cleanups, including rakes, shovels, trash bags, safety vests, pickup poles; educational materials such as, bumper stickers, car litter bags, fliers; and promotional items including t-shirts, hats, and wristbands.

In October 2008 KSB received a \$2,000 mini-grant from KLB. KSB will expand its efforts into Slidell neighborhoods by partnering with homeowner associations, neighborhood groups, and residents to clean and beautify their neighborhoods.

AWARDS AND HONORS

2008 Finalist - National League of Cities Awards for National Excellence

2008 Keep Louisiana Beautiful Community Grant Award - \$10,000



2007 KLB - 1st Place Parade Anti-Litter Program

2007 LA Municipal Association - 1st Place Community Development Award "Rebirth of a Beautiful City"

2007 KLB Community Grant Award - \$15,000

2007 KLB Cigarette Litter Grant Award - \$10,000



2006 Keep Louisiana Beautiful Community Grant Award - \$15,000

Bill Mauser named Slidell Elks Club's Citizen of the Year, March 2007

Bill Mauser named St. Tammany News "Unsung Hero" for his work in improving the City of Slidell.

KSB BOARD OF DIRECTORS

Bill Mauser	Executive Director
Lynda Donaldson	Slidell Beautification Committee
Bob Baker, Vice Chair	Chamber of Commerce (Small Business)
Eric Schouest Gen. Mgr, Eastern	Chamber of Commerce (Large Business)
Raymond Canada Councilman, District E	City Council Member
Lionel Hicks Councilman, District A	City Council Member
Rev. Donald Bryan	Civic Group (Rotary Club of Slidell)
Arthur H. Bell	Civic Group (Slidell Noon Lions Club)
Robert Perkins	Civic Group (Rotary Club of Slidell Northshore)
Cindy Alberts	Civic Group (Junior Auxiliary)
Maria C. Guillot	Education Committee
Nancy Richardson	St. Tammany Board of Realtors
Mike Cosse Supervisor of Administration	St. Tammany Parish School Board
Matt Monahan	Slidell Tree Board
Tara Ingram Hunter Assistant Chief of Staff	Mayor Appointment (City Staff)
Wanda Beelman	Secretary

KSB COMMITTEES

Slidell Beautification Committee - Margaret Tingle, Chairwoman
Clean City Committee - Bill Mauser, Chairman
Education Committee - Margot Guillot, Chairwoman
Slidell Tree Board, Matt Monahan, Chairman

KSB Board meetings are held on the fourth Thursday of the month at 8:00 a.m. in the City Council Chambers. If you would like more information about KSB or any of the above programs, please call 985-646-4307.

KSB FUNDRAISERS

Cigarette Butts are Litter Too!

Help us rid our streets of cigarette butts and improve the look of your business too!

Cigarette Receptacle

\$40.00

Free Delivery

To place an order call

265-5029

Made of heavy duty vinyl

Color - grey

Size - 43" high



Sponsor a Planter/Trashcan in Olde Towne

*Have your business name placed on planter
KSB provides planter/trashcan
KSB changes plants twice a year*

**Planter/Trashcan Sponsorship
\$75.00 per yr.**

To place an order call

265-5029

*Limited number available
First Come, First Served*



All contributions to Keep Slidell Beautiful are tax deductible.

Keep Slidell Beautiful Donation Form

I/we would like to support the programs of Keep Slidell Beautiful.

\$1,000 \$500 \$250 \$100 \$60 \$35

Name _____
 Company _____
 Address _____
 State _____ Zip _____ Phone _____
 E-Mail _____

Please make check out to:
 Keep Slidell Beautiful
 P. O. Box 828
 Slidell, LA 70459



Leave a Legacy . . . Remember Keep Slidell Beautiful in your will or designate a donation be made in lieu of flowers.