Thanks so much to the Truckee Meadows community; for your continued financial support of Keep Truckee Meadows Beautiful (KTMB), for the local organizations who have partnered with us and for those seemingly tireless volunteers who bring depth and meaning to the impact of the KTMB mission. KTMB, along with our supporters and volunteers have put action behind a shared dedication to creating a more sustainable and beautiful region through waste reduction, education and active community involvement. Honestly, the support we receive from the community coupled with direction from our Board of Trustees and our Committee leaders is the primary reason KTMB has become such a mainstay in the community.

KTMB’s continuing mission is to organize opportunities to clean and beautifying our parks, rivers and public lands; educate students and adults about the Truckee River Watershed, noxious and invasive weeds, recycling and by helping businesses implement sustainable practices, all of this, for the good of our community and our planet.

As KTMB moves forward, there is certainly more to do and I believe our future looks promising. Much has changed through the years, but a couple of things remain the same; our community’s shared love of this region and the commitment KTMB and our volunteers embody to make it the most sustainable and beautiful it can be.

Thank you for your support!

Sincerely,

Mark Cameron
Executive Director KTMB
BEAUTIFICATION

EFFORTS

TRUCKEE RIVER CLEAN-UP

The 18th annual Truckee River Clean-up was held on Saturday, September 29th, 2021. As in years prior, the projects spanned from Verdi to Lockwood and also included some tributaries to the river. The goal of this event is working to keep the Truckee River Watershed clean and pristine for all to enjoy by completing a variety of projects throughout the region.

- 632 Total Volunteers
- 25.49 Tons of Green Waste Removed
- 16.96 Tons of Trash Removed
- 147 Storm Drains Stenciled

CHRISTMAS TREE RECYCLING

The holiday season brought another successful year of Christmas Tree Recycling where we met both our tree and donation goals. By giving residents an alternative to dumping trees in the desert, we’re able to reduce fire risk in our region come summertime. All of the trees collected were chipped into mulch that has been used for weed abatement and park beautification projects across the Truckee Meadows.

- 491 Total Volunteers
- 10,350 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 removal of noxious weeds before they bloom and spread. Volunteers at 2022’s Great Community Cleanup made a huge impact throughout the Truckee Meadows by removing some of the region’s most persistent illegal dumpsites, removal of noxious weeds and beautifying our region’s parks for all to enjoy.

- 911 Total Volunteers
- 5.37 Tons of Green Waste Removed
- 31.04 Tons of Trash Removed
- 128 Storm Drains Stenciled
- 670 Plants Planted
The Adopt-A-Spot Program was 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.

**ADOPT-A-SPOT PROGRAM**

**ANNUAL SUMMARY**

- 251 Total Cleanups
- 3,618 Total Volunteers
- 9,066 Total Volunteer Hours
- 43.7 Total Tons of Green Waste
- 38.59 Total Tons of Trash
- 859 Total Plants Planted
- 79 Total Needles Collected

**CURRENT ADOPT-A-SPOT GROUPS**

Anonymous
AT&T Pioneers
Bay Equity Home Loans
Bristlecone Family Resources
Carson Tahoe Health
Crossing Over Recovery Alumni
Cub Scout Pack 150
Desert Research Institute
EnrollHim
eXp Realty - Ames Team
Ferrato Company
Girl Scout Troop 1473
Girl Scout Troop 1412
Grace Church Reno
Grand Sierra Resort
High Desert Harmony
High Desert Montessori
Inuit
Light of the Valleys Lutheran Church
Lithium Nevada Corporation
Living Stones Church
Mary Meeker Realtor
McQueen High School Vagabonds and Ladees
Menologhia
Midtown Rotary
Neighbor Network of Northern Nevada
Nevada Roots
Newcomers & Neighbors of Northern Nevada
NV Energy
Patagonia Shipping Center
Phi Beta Sigma
Procrastinating Pedalers
REI
Reed High School NJROTC
Reno Host Lions
Reno Recovery Alumni Association
Reno Rotary Club
Reno Central Rotary Club
Reno Sparks Leadership Council Class of 2018
Reisen
RSA
Scouting Troop 46
South Washoe Democrats
Sparks Centennial Sunrise Rotary Club
Summit Christian Church
Temple Sinai
The Bin Soup
The Church of Jesus Christ of Latter-Day Saints
Truckee Meadows Community College - Men of Color Program
Truckee Meadows Community College - Student Government Association
Truckee Meadows Parks Foundation
Truckee Meadows Pickleball Club
Truckee Meadows Water Authority
United Way
University of Nevada ASCE
VA Medical Center
Washoe Inspire Academy
Washoe Valley Alliance
Waste Management
Wildwood Open Lands Foundation
Established in 2006, the Illegal Dumping Task Force is a collaborative of local agencies coordinated by Keep Truckee Meadows Beautiful to address the issue of illegal dumping and find solutions. In 2009, students from the University of Nevada, Reno’s Resource Economics Department conducted a survey of Reno and Sparks residents to assess their perception of illegal dumping and willingness to help alleviate the problem. This year KTMB brought on a student intern to further develop the survey and collect data exhibiting the region’s current attitudes toward illegal dumping. The results of this survey propose what changes and improvements would strategically reduce dumping in this area and make policy suggestions to affect change long term. 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 that needs to be cleaned, please call 329-DUMP or use the WCSO app, free in the app store.

To report an individual(s) who is actively illegally dumping waste, call WCSO dispatch at 775-785-WCSO.
KTMB’s Youth Education program is designed to inspire environmental stewardship amongst local K-12 youth through KTMB’s “Environmental Warriors” lessons. Waste Warriors, Weed Warriors, and Watershed Warriors lessons engage students in hands-on, place-based, culturally-relevant learning activities with the goal of empowering students to spring to action as environmentally conscious citizens.

- **Waste Warriors** teaches students about the waste stream and reducing, reusing, recycling, and composting and inspires them to create solutions to reduce waste and prevent litter and illegal dumping.

- **Weed Warriors** teaches students the environmental ramifications of invasive and noxious weeds and inspires them to create solutions to stop their spread.

- **Watershed Warriors** teaches students how nonpoint source pollution affects the health of the Truckee River watershed and inspires them to create solutions to protect the river for future generations.

KTMB’s lessons promote sustainability through literacy and Science, Technology, Engineering, Art, and Math (STEAM). The program targets public schools to empower students to problem-solve neighborhood blight and other environmental injustices that lower the quality of life, health, well-being, and economy in the Truckee Meadows.

In FY 2021-2022, KTMB continued to rebound from the pandemic, garnering 3,589 student engagements in 38 schools throughout Washoe County School District. Within and beyond the classroom, KTMB partnered with 11 nonprofits, businesses, and government institutions to engage an additional 881 participants. Overall, KTMB captured 4,470 youth engagements, making this fiscal year total the second-highest on record. Highlights of the year include: differentiating Waste Warriors and Watershed Warriors lessons between grades K-5; securing an indefinite partnership with the Nevada Department of Wildlife’s Trout in the Classroom educational series through which KTMB engaged 414 students; and partnering with the Northern Nevada International Center to host a teacher training for 20 educators from around the world.

**4,470 total youth educated through 234 lessons in 57 places of learning**
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 through engaging workshops, seminars, service learning events, River Walks 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.

- 775 Community Members Educated
- 34 Community Educational Opportunities

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.

- 8,344 Recycling Guide Website Page Views
- 194 Recycling Question Calls Made to KTMB
- 2,719 People Reached at Event
- 34 Outreach Events
KTMB is excited to be working with green businesses in the Reno and Sparks metropolitan area to become a certified green business in Nevada! To learn more about KTMB’s certification program and view a list of certified businesses, click the button below.

36 • New Businesses Enrolled
19 • Businesses Certified by KTMB
19 • Certified Tier 1
OUR PEOPLE

STAFF

Mark Cameron
Executive Director

Marge Millar
Business Manager

Laura Szoke
Development Manager

Matt Bruback
Development Manager

Sophie Butler
Community Programs Manager

Tatum Sutliff
 Beautifications and Cleanups Programs Manager

Kimberly Rios
Sustainability Education Programs Manager

Caitlin Aitchison
Youth Education Program Manager

Chris Ewing
Communications Manager

Matt Webber
Adopt-A-Spot Coordinator (part-time)

Lindsey Panton
Sensory Garden Curator (part-time)

Americorps

Marina McCreary
Community Programs Americorps

Brittany Sheldon-Dooley
Community Education Americorps

Sophia Carter-Peters
Youth Education Americorps

BOARD MEMBERS

OFFICERS

Chair: Aaron Altshuler, Patagonia, Store Manager

Chair Elect: Craig Chisum, UPS, Program Manager

Past Chair: Tim Crowley, Lithium Nevada Corp. VP of Government and Community Relations

Treasurer: Stephen Salaber, NSHE, TMCC, DRI Controller, Retired

Secretary: Angela Clay; Wells Fargo Regional District Manager

Board Emeritus: Davide Bianchi, Retired

TRUSTEES

YeVonne Allen; Truckee Meadows Community College, Executive Director of Student Life

Derek Thomas; KULA Consulting Managing Director and Sr. Executive Recruiter Director and Sr. Executive Recruiter

Johnny Hargrove; NV Energy, Retired

Lauren Garfinkel; Panasonic, Senior Talent Brand Leader

Robert Ulrich; Public Attorney, Retired

John Jones; Jones Consulting, Owner
KTMB Advisory Board is comprised of the Advancement Committee, Board Development Committee, Finance Committee, Beautification & Cleanups Committee, Youth Education Committee, and Sustainability Education Committee.

**Advancement Committee**
- Aaron Altshuler; Patagonia, Store Manager – Committee Chair
- Tim Crowley; Lithium Nevada Corp. VP of Government and Community Relations
- Jim Van Winkle; Judge, Retired
- John (JD) West; Grand Sierra Resort, Inventory Control Manager
- Jon Olsen, Intuit, Project Manager
- Shawn Lemmon; IGT, Graphic Designer
- Johnny Hargrove; NV Energy, Retired
- Lauren Garfinkel; Panasonic, Senior Talent Acquisition and Brand Specialist

**Finance Committee**
- Stephen Salaber, NSHE, TMCC, DRI Controller, Retired – Committee Chair
- Derek Thomas, Kula Consulting, Inc. Managing Director and Sr. Executive Recruiter
- Cliff Low, CPA, Infrastructure Materials Business Manager
- John Jones, Jones Consulting, Owner
- Scott Chatham, Here Technologies, Americas Database Engineer

**Board Development Committee**
- Daniel Inouye; WCHD, Air Quality Management – Committee Chair
- Aaron Altshuler, Patagonia, Store Manager

**Beautification & Clean-Up Committee**
- Bob Ulrich, Public Attorney, Retired – Co-chair
- Stephen Salaber; NSHE, TMCC, DRI past controller, Retired – Co-chair

**Youth Education Committee**
- Dina Ciaramella; Director of Elementary Curriculum for Washoe County School District (WCSD)
- Theresa Crowley; 5th Grade Teacher, Our Lady of Snows School
- Melissa Francis; K-6 Grade Teacher, Huffaker Elementary School (WCSD)
- Stacy Jones, Social Studies Teacher, Dilworth Middle School (WCSD)

**Sustainability Education Committee**
- YeVonne Allen; TMCC, Program Director of Equity and Inclusion
- Jenna Schonlau, Lithium Nevada, Sr. Environmental Engineer
- Brian Booma; EDAWN, Program Mgr. Business Retention, Expansion & Workforce Dev.
- Brian Tarte; Merchology, Site Operations Manager
KTMB SUPPORTERS

FUNDERS
Washington County Health District
Truckee River Fund
Tesla Motors Inc.
Nevada Division of Forestry
City of Reno
Nevada Division of Environmental Protection
Now Foods
Waste Management
NV Energy
NV Energy Foundation
City of Sparks
Cascara Foundation
Merrichology
Wells Fargo
Panasonic
Renown Health
Bil Swigert Fund
Community Foundation of Northern Nevada
UPL Foundation
REI Co-op
Trout Unlimited
The Levine Family
Drake Real Estate Partners
Sun Valley GIS
Emerson Automatic Solutions
Microsoft
Link Systems
Moana Nursery
Revelation Brewing
Granite Construction
NV Mining Association
Omnia
Grand Sierra Resorts
Teraphase Engineering
Schools
Waterchef
Whole Foods
Algin Life
Nevada Volunteers
The Source Dispensary
Jordan Aches LLC
Craw Capital
Johnson O'Hara Foundation
The Emerson

PARTNERS
Washington County Health District
Truckee Meadows Regional Parks and Open Spaces
City of Reno
City of Sparks
Sun Valley GIS
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
Washington County Sheriff’s Office
Patagris
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
Washington County School District
Desert Research Institute
Truckee Meadows Parks Foundation
GreenUp
Reno Sparks Chamber of Commerce
Downtown Reno Partnership
Roy Scouts of America - Nevada Area Council
GearHut
Great Basin Outdoor School
Nevada Art National Guard
Northern Nevada International Center
Moana Nursery
Full Circle Composting
Down to Earth Composting
SWCA Environmental Consulting
Reno ACES

IN-KIND SUPPORTERS
Tires Plus
RT Donovan
Great Basin Brewery
Toth Fence
Deppa
SaveMart
Nature’s Bakery
Reno Type
Liberty Food & Wine Exchange
Channel 2 News
Seven Troughs Distilling Co.
Tahoe Blue Vodka
The Hub Coffee Roasters
The Brewer’s Cabinet
Ripon Head Brewery
Western Nevada Supply Co.
Down to Earth Composting
10 Tom
El Satvio
Revision Brewing
Davidsons Organics
Merrichology
The Daily Bagel
Jimmy Johns
Doughboys Donuts
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.

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