

Helen Ward, Member
Ernie Adams, Member
Cassi Webb, Member
Abigail Mayer, Vice President



John Thompson, President

David Stone, Member
Susanna Lione, Member
Liberty Burroughs, Member

**KEEP ROANOKE BEAUTIFUL
MINUTES
JUNE 5, 2024
5:45 P.M.**

**ROANOKE CITY HALL
1ST FLOOR CONFERENCE ROOM #102
500 S. OAK STREET**

PRESENT: President John Thompson; Board Members: Cassi Webb, David Stone, Susanna Lione, Helen Ward, and Liberty Burroughs.

DEPT. STAFF: Special Events Supervisor Mike Davenport, and Administrative Assistant Lee Ann Jones.

ABSENT: Vice President Abigail Mayer, Board member Ernie Adams.

A. CALL CITY COUNCIL TO ORDER

The Keep Roanoke Beautiful board meeting called to order at 6:00 p.m.

B. PUBLIC INPUT

No one wished to speak.

C. APPROVAL OF THE MINUTES

1. Motion made by Susanna Lione second by Cassi Webb to approve the minutes from the regular Keep Roanoke Beautiful Board meeting held on May 1, 2024.
Motion carried unanimously.

D. OLD BUSINESS

1. Consideration and action on approval of changes to the Keep Roanoke Beautiful Bylaws.

Motion made by David Stone second by Susanna Lione to take no action.
Motion carried unanimously.



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E. NEW BUSINESS

1. Discussion on public areas managed by city staff, any known plans for development on these areas, and how the Keep Roanoke Beautiful board can support those plans through community involvement.

Board member David Stone stated it might be helpful to find out areas the city is responsible for and find out how we as a community can help fulfill those plans.

Parks and Recreation Director Ray McDonald stated staff is currently looking into possible projects with the Slaughter Park Foundation property.

Board member Susanna Lione asked if the board can reach out to businesses to let them know there is a Keep Roanoke Beautiful board and ask for participation to keep Roanoke beautiful?

Mr. McDonald stated they could create an "adopt a..." program and bring in Parks and Recreation.

Board member Stone stated, until the Keep Roanoke Beautiful has a list of properties that are the responsibility of the city, it makes it difficult to move forward with projects.

President John Thompson stated that maybe the Parks and Recreation department can come in and share what areas they maintain.

Mr. McDonald stated they could bring in a map of all of the locations.

Board member Cassi Webb stated they need to have a better idea of what the Keep Roanoke Beautiful does, so when asked, they have an answer.

After much discussion, the Keep Roanoke Beautiful board members agreed to table this item until the August 8th meeting.

2. Discussion on remaining city events in 2024 and how the Keep Roanoke Beautiful board can support those events.

Mr. McDonald stated the remaining 2024 events, are as follows:

- June 22, 2024 - shredding event, which will be recruiting volunteers
- July 3rd - All-American Fireworks
- July is Parks and Recreation Month and will have "Pop Up Play Dates" and occur in various park locations, which will be held July 10th, 17th, and 24th.



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- October 12th - Celebrate Roanoke
- October 31st - Trick or Treat on Oak Street
- November 2nd - Veterans Day Parade, Car Show and Cookoff
- December 7th – Hometown Holiday

Special Events Supervisor Mike Davenport stated these are opportunities for Keep Roanoke Beautiful board members to have a presence.

Ms. Lione stated the marketing materials look like they need to be updated.

Staff and board members were in agreement to update marketing materials.

President Thompson stated there should be a Keep Roanoke Beautiful presence at the events.

3. Discussion on litter education/prevention, and clean-up event.

Mr. McDonald stated the statewide “Texas Trash Off” event was held on April 6th, and since the board was unable to participate, they can next year.

President Thompson suggested speaking with the schools (when back in session) and see if the kids would like to participate in what “Keep Roanoke Beautiful” means to them, and vote on the best submittal, and include an award.

Mr. McDonald stated there was an event held on April 28th called the “Big Event” nationwide where kids performed community service projects.

President Thompson suggested doing a “Clean Up Day” and get businesses involved.

Board member Stone suggested reaching out to schools and principals to find out about community service opportunities, to ensure approval of participation.

Board members agreed to have a clean-up day possibly in September 2024, but twice a year would be ideal (spring/fall). Start getting materials and market info prepared by next meeting. Consider calling it “Keep Roanoke Beautiful Community Cleanup Day” and host from 9am – 12pm on a Saturday.

Board member Helen Ward asked if the Keep Roanoke Beautiful would manage the logistics, which will be a major undertaking.

President Thompson stated they would be and it is a major undertaking. Mr. Thompson gave suggestions on how to organize it.



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Mr. McDonald gave an overview of how things were organized in past volunteer events.

Board member Ward asked how the supplies is funded.

Mr. McDonald stated that some of the supplies is paid through departmental funds and donations.

4. Discussion regarding a future community event to dispose of toxic materials, electronics and paper.

Mr. Davenport stated the shredding event has been named "Any Way You Shred It", and showed the new logo. The event will be held on Saturday, June 22nd from 9am to 11am. This event is a drive thru event only for documents, no hazardous waste items. Mr. Davenport further explained to encourage recycling, with the first 100 cars getting a tree sapling with planting instructions.

Mr. Davenport explained there will be volunteers, city staff, and police officers on site to help with this event.

Board members and staff discussed timing of volunteer arrival/departure of 30 minutes early and 30 minutes after event ends.

5. Discussion and action on establishing work groups to coordinate Keep Roanoke Beautiful board sponsored activities.

Board member Stone had concerns with being able to make decisions and get things done only during meetings. Mr. Stone asked if members could get together to discuss plans/ideas.

President Thompson explained the issue with that is creating a quorum, which has to be available to the public, and therefore requires a 72-hour posting notice.

Mr. Stone stated the issue is the bi-monthly meetings.

Mr. Thompson stated in the event a discussion of events and/or topics cannot wait until the next regular Keep Roanoke Beautiful meeting, they can hold a special meeting, as long as it is posted 72 hours in advance.

The board took no action on this item.

6. Consideration and action on Keep Roanoke Beautiful marketing materials.

Mr. McDonald showed the board members an old postcard they found, which Lee Ann created a new version for possible new marketing material. Information on the



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postcard can be edited/changed if needed. Adding a QR code on the back, that would link to the City's website.

Board members agreed adding a QR code and the city website address is a great idea.

Board member Stone suggested the QR code direct you to the website.

Board members and staff discussed possible social media sites and to have possible presence on Facebook, allowing the ability to "follow", which would be ideal.

Mr. McDonald stated staff would meet with the marketing department to learn more about the social media aspect.

Motion made by Cassi Webb second by Helen Ward to table this item until the next meeting.

Motion carried unanimously.

7. Discussion regarding future agenda items.

Board members agreed to the following:

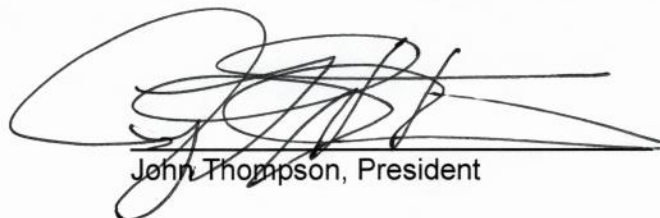
- Keep this Discussion item on all agendas for the future
- Marketing (Facebook, website, social media)
- Start planning for Keep Roanoke Beautiful 2025 biannual community cleanup events
- Potential National Night Out participation on October 1st
- Celebrate Roanoke: what do we want to have for the event

F. **ADJOURNMENT**

Motion made by Helen Ward second by Cassi Webb to adjourn the meeting at 7:14p.m.

Motion carried unanimously.


Cassi Webb, Secretary


John Thompson, President