

Vacant, 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
AUGUST 7, 2024
6:00 P.M.**

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

PRESENT: President John Thompson; Vice President Abigail Maye; Board Members: Cassi Webb, David Stone, and Susanna Lione.

DEPT. STAFF: Parks and Recreation Director Ray McDonald, Special Events Supervisor Mike Davenport, Administrative Assistant Lee Ann Jones, and Communication and Public Administrator/Marketing Carissa Katekaru.

ABSENT: Board Members: Ernie Adams, and Liberty Burroughs; Events Specialist Collin Knight.

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 David Stone to approve the minutes from the regular Keep Roanoke Beautiful Board meeting held on June 5, 2024. Motion carried unanimously.

D. OLD BUSINESS

1. Discussion and action regarding marketing ideas for Keep Roanoke Beautiful.
 - Possibility of brochure sent out with water bill for Keep Roanoke Beautiful board information; also, postcards to get the word out about the Keep Roanoke Beautiful board; QR code created for postcards that direct people straight to Keep Roanoke Beautiful web page on the City of Roanoke website.



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- Webpage for Keep Roanoke Beautiful: what programs are we going to have to highlight on the Keep Roanoke Beautiful website?
- Look at other city websites to see what they highlight for their programs: Southlake, Grapevine, Allen, and Corinth all have features we might like to utilize: online forms, interactive city map showing adopted/adoptable areas, references to larger agencies of Keep Texas Beautiful and Keep America Beautiful.
- Possibility of rain barrel donation to attract residents at Keep Roanoke Beautiful events, including Celebrate Roanoke; use as an educational opportunity.
- Figure out ideas for what we want on the website, might have to be modified to fit City of Roanoke website structure, send ideas to Communication and Public Administrator/Marketing Carissa Katekaru or Parks and Recreation Director Ray McDonald directly - do NOT send to the entire board group in email.
- Define areas we want on a map for GIS Program Administrator David Allen to create. Focus on smaller spaces first.

Motion made by Abigail Mayer second by Susanna Lione to approve the postcard and discuss other items at the next meeting.

Motion carried unanimously.

2. Discussion regarding public areas.

- Get input for public areas where we can make an impact; focus on medians, rights-of-way, trails, etc.
- Ask city council members what areas of the city they think need the most help; have council members from each ward give input on specific areas within their own ward to keep it "fair" throughout the city.
- Hoping to gain enough momentum that others see cleaned up areas and want to contribute/sponsor/adopt/volunteer/etc.

Motion made by David Stone second by Abigail Mayer to send a request to City Council for input on areas within each Ward to start Keep Roanoke Beautiful cleanup projects.

Motion carried unanimously.

3. Discussion regarding planning Keep Roanoke Beautiful future events, including Celebrate Roanoke.



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- Celebrate Roanoke is October 12th; next Keep Roanoke Beautiful meeting is October 2nd
- Want to have a booth at Celebrate Roanoke for Keep Roanoke Beautiful: pass out flyers, possibly do rain barrel at that time.
- Interactive aides for educational purposes to attract attention at Keep Roanoke Beautiful booths; spinning wheel with prizes, magnet activity showing what you can/can't recycle, etc.
- Contact local businesses to inquire about rain barrel donation for Keep Roanoke Beautiful, can have Parks and Recreation Director Ray McDonald sign off on it if needed; business can use as marketing opportunity as well.
- Lee Ann researching 3-5 things to give away as prizes at Keep Roanoke Beautiful booth.
- Abby contacting local business regarding rain barrel donation
- Earth Day and Texas "Trash Off" both in April; consider a city-wide cleanup day in April.
- April 5, 2025 "Spring Cleaning"; John will approach school principals to see about getting volunteers for that event

Motion made by Susanna Lione second by David Stone to have a city-wide Spring Cleaning Day on April 5, 2025.

Motion carried unanimously.

E. NEW BUSINESS

1. Discussion and consideration regarding future agenda items.
 - website design
 - public areas within the city we can work on
 - finalize Celebrate Roanoke booth and materials
 - City clean up day April 5, 2025
 - Invite speaker from Keep Texas Beautiful for a meeting
 - Work on logo options for Keep Roanoke Beautiful materials and website

F. ADJOURNMENT



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Motion made by David Stone second by Abigail Mayer to adjourn the meeting at
6:46 p.m.
Motion carried unanimously.



Cassi Webb, Secretary

John Thompson, President