

Vacant, Member
Vacant, Member
Cassie Webb, Member
Ernie Adams, Vice President



Bryan Moyers, President

Vacant, Member
David Stone, Member
Susanna Lione, Member

**KEEP ROANOKE BEAUTIFUL
MINUTES
FEBRUARY 5, 2025
6:00 P.M.**

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

PRESENT: Board Members: Cassi Webb, David Stone, Susanna Lione, Ernie Adams, and Bryan Moyers.

DEPT. STAFF: Parks and Recreation Director Ray McDonald, Special Events Supervisor Mike Davenport and Administrative Assistant Lee Ann Jones.

A. CALL CITY COUNCIL TO ORDER

The Keep Roanoke Beautiful board meeting called to order at 6:03 p.m.

B. PUBLIC INPUT

No one wished to speak.

C. APPROVAL OF THE MINUTES

1. Motion made by Bryan Moyers second by Ernie Adams to approve the minutes from the regular Keep Roanoke Beautiful Board meeting held on October 2, 2024. Motion carried unanimously.

D. OLD BUSINESS

Motion made by Bryan Moyers second by Ernie Adams to table Old Business Items 1 through 3, until the next Keep Roanoke Beautiful meeting. Motion carried unanimously.

1. Discussion regarding Keep Roanoke Beautiful initiatives and outside support.
2. Discussion and action on Keep Roanoke Beautiful website ideas.



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3. Discussion and action on which public areas in the city will be cleaned during the 2025 Spring Cleaning.

E. NEW BUSINESS

1. Motion made by Cassi Webb second by Susanna Lione to elect Bryan Moyers as President.

Motion carried unanimously.

2. Motion made by Ernie Adams second by Susanna Lione to elect Ernie Adams as Vice President.

Motion carried unanimously.

3. Discussion regarding cleaning event.

Vice President Ernie Adams asked if there is a calendar of events that can be distributed, so other events can be planned to coincide with them.

President Bryan Moyers stated the ideas can be brought to Carissa Katekaru, our Communication and Public Administrator/Marketing, who could possibly develop a working calendar, and establish the information on social media. Mr. Moyers further stated he has been in contact with Bobcat youth football, who are looking to partner with the Keep Roanoke Beautiful board, to help kids with volunteer time. Mr. Moyer's explained this would also be good for streetside cleanup.

Board member David Stone stated, according to his notes, he had the following events, which were discussed:

- Cleanup Event – April 5th
- Earth Day Event – April 22nd
- Crude Cruiser Event – June
- Shredding Event – June
- Participation in connection with the July Event

Board member Cassi Webb stated that 3 board members (Bryan Moyers, Cassi Webb, and Susanna Lione) will not be available for an April 5th cleanup, due to other obligations with the Legislative Policy Committee.

President Bryan Moyers suggested postponing the cleanup event until Earth Day on April 22nd.

After much discussion, board members are considering moving the cleanup event to April 26th, the weekend after Earth Day.



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Board member Susanna Lione stated, moving Keep Roanoke Beautiful meetings to every other month has caused issues in planning these events. Ms. Lione suggested the meetings be moved back to every month.

Other board members were in agreement of moving the meetings back to every month. (This item will be placed on the next Keep Roanoke Beautiful agenda)

Board member David Stone stated there were previous discussion concerning marketing, the webpage dedicated to the Keep Roanoke Beautiful, and discussion of what should be on the page. Mr. Stone further stated having their events coincide with city events to create marketing opportunities, and provide visibility.

Board members discussed the success of the booth Keep Roanoke Beautiful had at Celebrate Roanoke, allowing them to distribute a lot of marketing material from the Keep Roanoke Beautiful board.

President Bryan Moyers stated the Roanoke Roundup is a great opportunity to have a booth and distribute more marketing material. Board members were in agreement.

Board member Ernie Adams stated there is opportunity for sponsorships, as last time he was able to acquire a rain barrel for their booth at the Celebrate Roanoke Event.

Board member David Stone stated it would be beneficial to get someone in to help educate on things like recycling, etc. This would be easier than getting volunteers together for cleaning.

President Bryan Moyers stated partnering with the Bobcat youth cheerleaders, football players, the Fire Department, the Police Department, and City Staff, would be a great support.

Board member Susanna Lione asked what do they need to do as a board to get everything organized, so it does not fall on one person.

Board member Ernie Adams stated once we have the concept together, it can be distributed evenly between the board members.

President Bryan Moyers stated this can definitely be coordinated.

Board member David Stone asked when is the next event.

Board members stated it is Roanoke Roundup held in May.

President Bryan Moyers stated he would reach out to Jerri Harwell with Republic to see if they can bring a truck out to educate on recycle.



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Board member Susanna Lione suggested inviting the North Texas Gardening Association to educate on native plants for our area.

Board member Ernie Adams suggested inviting a Texas Forest Services arborist to attend and educate on trees and what to look out for to keep trees healthy.

Board members discussed other resources available for educating purposes.

Board members discussed the success of the shredding event that was previously held. It was suggested to combine the Crud Cruiser with the Keep Roanoke Beautiful shredding event.

President Bryan Moyers explained he has reached out to Public Works Director Shawn Wilkinson on possible partnerships with the Keep Roanoke Beautiful. Mr. Moyers further explained code enforcement can be included in the partnership.

President Bryan Moyers stated the Keep Roanoke Beautiful needs to focus on clean up of all areas of Roanoke, not only the Oak Street area. Mr. Moyers further explained it is the goal to make the Keep Roanoke Beautiful board a strong viable board.

Board member discussed possible volunteer opportunities:

- Help residents take care of yards for those with multiple code violations, who are physically unable to take care of their property.
- Get orange safety vests to wear during cleanup events, for safety and visibility, and help market Keep Roanoke Beautiful and attract attention.
- Movement of BOS (Beyond Oak Street) to talk to shops and stores about how to keep their storefronts clean, etc. in keeping with Roanoke city code and overall aesthetic.

Administrative Assistant Lee Ann Jones stated there have been 3 people sign up for volunteer services with the Keep Roanoke Beautiful board. They were able to do this through the Eventbrite link embedded in the QR code that was passed out during Celebrate Roanoke.

Board member Susanna Lione volunteered to reach out to the North Texas Gardening Association and the Texas Forest Service arborist, to see if they are available to attend the Roanoke Roundup event.

4. Staff update on Keep Texas Beautiful application.

This item was not discussed.

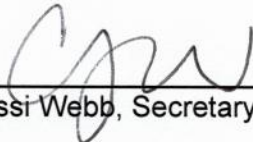
F. ADJOURNMENT



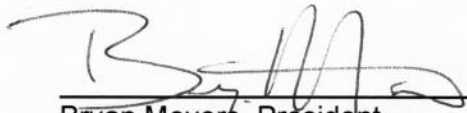
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Motion made by Bryan Moyers second by Susanna Lione to adjourn the meeting
at 6:55 p.m.
Motion carried unanimously.



Cassi Webb, Secretary



Bryan Moyers, President