

Brandi Lewis, Member
Cassidy Kerwin, Member
Eric Heimbrecht, Member
Marsha (Bunny) Moore, Member



Bryan Moyers, President

Cassi Webb, Member
Susanna Lione, Member
Ernie Adams, Vice President

**KEEP ROANOKE BEAUTIFUL
MINUTES
APRIL 9, 2025
6:00 P.M.**

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

PRESENT: President Bryan Moyers; Board Members: Cassi Webb, Susanna Lione, Brandi Lewis, Cassidy Kerwin, Eric Heimbrecht, and Marsha (Bunny) Moore.

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

ABSENT: Board Member Ernie Adams.

A. CALL 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 Cassi Webb second by Eric Heimbrecht to approve the minutes from the regular Keep Roanoke Beautiful Board meeting held on February 5, 2025. Motion carried unanimously.

D. OLD BUSINESS

1. Discussion regarding Keep Roanoke Beautiful initiatives and outside support.

Board members discussed the possibility of the boy scouts volunteering.

President Bryan Moyers stated it was stated, it was discussed at the last meeting for possible involvement from the Bobcat Youth football and Cheer teams to participate in volunteering to acquire their volunteer hours. President Moyers



MINUTES FOR THE REGULAR MEETING
OF KEEP ROANOKE BEAUTIFUL

April 9, 2025
Page 2 of 6

asked if it is permissible for board members to individually contact the different organizations and then bring it back to the board.

Administrative Assistant Lee Ann Jones stated that it is permissible, and asked that board members submit their agenda items to Parks and Recreation Director Ray McDonald at least 2 weeks prior to the next meeting.

Parks and Recreation Director Ray McDonald stated that if board members know of anyone in the community who would like to volunteer, or be part of a program/event the City of Roanoke is having, please get their names and contact information and staff will reach out to them.

Board members discussed the annual Halloween Event, which creates a lot of trash. This would be a great opportunity for the high school students, who are looking for volunteer hours, to help out and get the hours they need. This could be placed on social media, to let them know.

Parks and Recreation Director Ray McDonald informed President Moyers that it was discussed in the past setting up a Facebook group for the Keep Roanoke Beautiful to put the information on, when recruiting volunteers.

President Moyers stated it would be a great place to put the information, and get the word out.

Parks and Recreation Director Ray McDonald cautioned the board members to limit who responds, as all board members responding to Facebook questions/posts could constitute an accidental quorum.

Board member inquired if there was some interest in starting an initiative to assist residents who cannot care for their property, such as the elderly, by having volunteers mow their lawns.

President Moyers stated that this currently being assessed.

Board member further inquired about creating a community garden/meeting space.

President Moyers stated that would be a great idea.

President Moyers stated they need to reach out to Jeri Harwell with Republic Waste Services to solidify the partnership with Republic Waste Services for the Roanoke Roundup Event, and see if they can provide a truck for display.

Special Events Coordinator Michael Davenport stated they would possibly need to relocate the Keep Roanoke Beautiful boot if Republic Waste Services provides a truck for display at the event.



MINUTES FOR THE REGULAR MEETING
OF KEEP ROANOKE BEAUTIFUL

April 9, 2025
Page 3 of 6

Administrative Assistant Lee Ann Jones explained that Jeri Harwell attended the October 2, 2024 Keep Roanoke Beautiful meeting and gave them a lot of great information.

President Moyers asked they could send a follow up to Jeri Harwell.

Special Events Coordinator Michael Davenport stated the Republic Waste Services truck display will need to arrive early and stay through the entire event, as the Police Department believes the truck arriving and/or departing during the event will create a safety issue.

2. Discussion and action on Keep Roanoke Beautiful website ideas.

President Bryan Moyers stated the Keep Roanoke Beautiful will need to give their ideas to Communications & Engagement Officer Carissa Katekaru for the city's website.

Board members discussed reviewing other cities web pages that refer to keeping their cities beautiful.

Parks and Recreation Director Ray McDonald informed the Keep Roanoke Beautiful board members that the city will be changing its URL from ".com" to ".gov", but will still be redirected, if ".com" is used.

Board member asked if the city logo can be used for Keep Roanoke Beautiful events.

Administrative Assistant Lee Ann Jones stated the Keep Roanoke Beautiful has its own logo.

Board members discussed funding/budget for fundraiser opportunities, before and after progress photos of Keep Roanoke Beautiful projects.

President stated the following information to be key items included on the Keep Roanoke Beautiful web page:

- Calendar of Upcoming Events
- Tips for Maintaining
- Volunteer Opportunities
- Before and After Photos of Projects

Suggested information to be included on web page:

- "Suggestion Box" (for residents to submit locations/areas for possible clean-up projects)
- Waivers/forms for volunteers to fill out



MINUTES FOR THE REGULAR MEETING
OF KEEP ROANOKE BEAUTIFUL

April 9, 2025
Page 4 of 6

Motion made by Bunny Moore second by Cassidy Kerwin to approve submission of the previously discussed ideas to Communications & Engagement Officer Carissa Katekaru.

Motion carried unanimously.

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

President Bryan Moyers discussed the previously mentioned clean-up date of April 26, 2025, on Byron Nelson Blvd. President Moyers stated at this time there are no volunteers currently signed up, so it would be the board members. President Moyers encouraged members to get additional volunteers to help, but only adult volunteers, as Byron Nelson Blvd. is a busy street and is concerned with safety of younger volunteers.

Board members discussed alternate locations to clean up, if there is no trash on Byron Nelson Blvd. at the time of the clean-up event.

Board members discussed the Byron Nelson Blvd. clean-up will begin at Hawaiian Falls and go all the way to Sunoco, starting at 8:00 a.m. – 10:00 a.m. Board members further discussed supplies they will need for the cleanup; gloves, vests, trash bags, trash grabbers, etc.

Board members discussed getting waivers printed for volunteers, and a sign-in/out sheet for volunteers needing proof of hours.

President Moyers suggested getting photos of the clean up to help promote volunteers to help.

Motion made by Cassidy Kerwin second by Susanna Lione to approve April 26th clean up date.

Motion carried unanimously.

4. Staff update on Keep Texas Beautiful application.

Special Events Coordinator Michael Davenport updated the Keep Roanoke Beautiful board, stating he has called Keep Texas Beautiful and asked where they were at in the process. Mr. Davenport explained he will be submitting all of the requested requirements before July 25th, which will take the Keep Roanoke Beautiful from a provisional affiliate to a regular affiliate.

E. NEW BUSINESS

1. Discussion and action regarding cleaning event.



MINUTES FOR THE REGULAR MEETING
OF KEEP ROANOKE BEAUTIFUL

April 9, 2025
Page 5 of 6

Special Events Coordinator Michael Davenport stated they have met with Public Works to coordinate the joining of the City of Roanoke Crud Cruiser event with the shredding event, to alleviate any confusion to the residents. Mr. Davenport further explained the event will be located at the Public Works facility at 265 Marshall Creek Road and will be on May 17, 2025, 9:00 a.m. to 11:00 a.m. Mr. Davenport asked volunteers to work 8:30 a.m. to 11:30 a.m.

Board members discussed adding this to the website, with a list of items you can and cannot bring for disposal/shredding, and listing the Public Works address.

President Moyers asked board members if they would like to set up additional cleaning events. It was suggested the spring and fall would be the best time, due to the summer heat, vacations, etc.

President Moyers asked if the clean-up events will be rain or shine. Board members did not have issues with rain and suggested supplying rain ponchos.

Board members discussed the Fire Department Open House held on October 4th would be a good day to have clean-up volunteers to increase visibility and inspire others to volunteer. Board members agreed to clean-up noon to 3:00 p.m., following the event.

Motion made by Cassidy Kerwin second by Susanna Lione to host a cleaning event on October 4, 2025 from noon to 3:00 p.m. after the Fire Department Open House, down Litsey/Fairway Ranch. Starting at Hawaiian Falls up to Fairway Pkwy.

Motion carried unanimously.

2. Discussion and action regarding Roanoke Roundup event.

Board member Susanna updated board members, stating she was able to find speaker, named Ronnie Nelson, for our Keep Roanoke Beautiful booth. Mr. Nelson is president of multiple organizations including ISA (International Society of Arborists). Mr. Nelson has offered to come give two 30-minute presentations/discussions at the Keep Roanoke Beautiful booth regarding tree care, general maintenance for yard/gardens, etc. Times suggested for him were 1:30 and 3:30 pm. He will submit a short bio for us to promote him for the event.

Board members discussed event hours of noon to 9:00 pm and whether there was a need to be there the entire time vs. ending at 6:00 pm as done previously.

Board members will be working 2 hour shifts and will decide on shifts as it gets closer to the event date. Board members discussed exchanging phone numbers with other board members to communicate more easily, in regard to shifts for event.



MINUTES FOR THE REGULAR MEETING
OF KEEP ROANOKE BEAUTIFUL

April 9, 2025
Page 6 of 6

Parks and Recreation Director Ray McDonald cautioned again, creating a possible quorum, and suggested information be given to Administrative Assistant Lee Ann Jones and she could distribute it to all of the board members.

Motion made by Brandi Lewis second by Bunny Moore to approve items discussed regarding the Roanoke Roundup Event.

Motion carried unanimously.

3. Discussion and action to change the Keep Roanoke Beautiful board meeting to monthly, as opposed to every other month.

Motion made by Cassidy Kerwin seconded by Susanna Lione to change to monthly meetings on the first Wednesday of each month.

Motion carried unanimously.

4. Discussion regarding a volunteer project helping residents in need.

Board member Cassi Webb stated she had met with Captain Pettigrew and Code Enforcement Officer Jose Barraza with the Roanoke Police Department. Captain Pettigrew mentioned an important topic to her, regarding code issues that could be potential host for volunteer projects for City of Roanoke. Residents who are financially or physically unable to maintain their property, could benefit from the help of volunteers.

Board members stated they thought this was a great idea, and suggested inviting Captain Pettigrew to the next Keep Roanoke Beautiful meeting, or a future meeting, to further discuss this topic and how to get the initiative started.

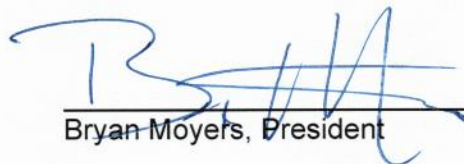
F. ADJOURNMENT

Motion made by Cassidy Kerwin second by Brandi Lewis to adjourn the meeting at 7:18 pm.

Motion carried unanimously.



Cassi Webb, Secretary



Bryan Moyers, President