

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
MAY 7, 2025
6:00 P.M.**

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

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

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

ABSENT: Board member Eric Heimbrecht.

A. CALL TO ORDER

The Keep Roanoke Beautiful board meeting called to order at 5:56 p.m.

B. PUBLIC INPUT

No one wished to speak.

C. APPROVAL OF THE MINUTES

1. Motion made by Brandi Lewis second by Ernie Adams to approve the minutes from the regular Keep Roanoke Beautiful Board meeting held on April 9, 2025.

Motion carried unanimously.

D. NEW BUSINESS

1. Captain Sandy Pettigrew will be discussing potential community projects.

Captain Pettigrew introduced herself, and explained to the board the community services she provides through the Roanoke Police Department. Captain Pettigrew stated she has discussed with Board member Cassi Webb in regard to code issues



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within the community. Captain Pettigrew stated some property owners are unable to maintain their properties due to age, illness, disability, financial ability, etc. Captain Pettigrew suggested a community outreach program to assist with this. Captain Pettigrew gave the Keep Roanoke Beautiful board members information on the proposed outreach program, which included:

Purpose:

To support Roanoke residents who are physically or financially unable to maintain their property by forming a Community Outreach Group. This group can provide volunteer-based assistance with yard care, minor exterior home upkeep, and related services-enhancing both individual quality of life and the overall appearance of our city.

Vision:

A Roanoke where no resident is left behind, where compassion and collaboration help keep our neighborhoods clean, safe, and beautiful.

Why This Matters:

- Beautification: Unmaintained properties can negatively impact neighborhood aesthetics and property values.
- Compassionate Support: Many residents face hardships due to age, disability, financial limitations, or unforeseen circumstances.
- Community Support: Strengthens partnerships between the city and our residents.

Captain Pettigrew stated the process would involve a vetting process of the properties, residents, and the actual project, prior to starting. Captain Pettigrew further stated there are a lot of community contacts and resources, and we have the benefit of a generous community.

Board members and staff discussed events that local schools and churches participate in every year, offering volunteer services for clean up in neighborhoods, which also enables students to obtain their required community service hours.

Board members and staff further discussed possibly doing it quarterly, because once a year will not be enough, and should look at getting a regular schedule. The biggest challenge will be getting enough equipment and tools for projects.

President Bryan Moyers stated a good starting point would be to have the Keep Roanoke Beautiful board identify a property/owner in need, but approach them in a way, as to not offend them.

Parks and Recreation Director Ray McDonald suggested contacting 6 Stones, a nonprofit organization, which holds several events a year. Mr. McDonald explained



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the organization has the knowledge to put together events like this and how to appropriately determine if a property owner is in need of assistance.

Board members and staff discussed the need to start small, to keep it manageable, and build on that. It was suggested code enforcement be involved, to determine who has the most violations, and is it caused by extenuating circumstances.

Captain Pettigrew stated she is willing to share resources, in an effort to help Roanoke residents.

2. Discussion regarding the Spring Cleanup event.

President Bryan Moyers thanked board members and staff for volunteering for the clean up of Byron Nelson Blvd. It was a great success. Mr. Moyers further stated that the area is a high traffic area, so it only stayed clean for a few days, so it may be an area that will require clean ups more often.

Board members thanked Administrative Assistant Lee Ann Jones for supplying them with high visibility vests.

President Bryan Moyers asked if the city could put a "Thank You!" out on their Facebook page, to all of the volunteers who participated in the cleanup.

Special Events Supervisor Mike Davenport stated he would reach out to Communication and Public Administrator/Marketing Carissa Katekaru, to post it.

Board members discussed a waiver, in regard to photos of minors who volunteer in cleanup events.

Administrative Assistant Lee Ann Jones stated she would look over the current waiver, and make sure there is something listed in the waiver to address minors.

3. Discussion regarding the Roanoke Roundup event.

Board member stated there was a consistent flow of people coming by the Keep Roanoke Beautiful booth, and there was good input and feedback. Some suggestions were to offer a tree program like some of the neighboring cities that offer a tree donation to citizens with proof of residency, and more information for citizens in regard to recycling requirements.

Board members suggested sending out a flyer with the recycling requirements on it, or offer a magnet with the information.

4. Discussion and action regarding the Anyway You Shred It/CRUD Cruiser event.

President Bryan Moyers asked when is this event scheduled for.



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Board members stated it will be held on May 17th.

Special Events Supervisor Mike Davenport stated it will not be called "Anyway You Shred It/CRUD Cruiser" event, since the shredding is only a small portion of it. It will just be the CRUD Cruiser event. Mr. Davenport further stated he and President Bryan Moyers will be out of town during this event. Special Events Coordinator Mariah Tijerina will be running the event and Mr. Davenport will send out her contact information to the board members ahead of time.

Special Events Supervisor Melissa Diorio showed the board members where everything will be set up at the public works facility, located at 265 Marshall Creek Road.

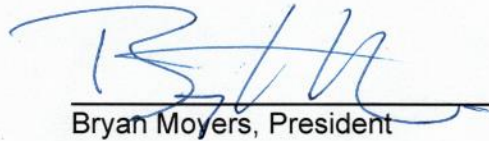
President Bryan Moyers stated there is no action to be taken on this item.

E. ADJOURNMENT

Motion made by Cassidy Kerwin second by Brandi Lewis to adjourn the meeting at 6:33 PM.

Motion carried unanimously.


Cassi Webb, Secretary


Bryan Moyers, President