



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

Cassi Webb, Member  
Susanna Lione, Member

**KEEP ROANOKE BEAUTIFUL  
MINUTES  
FEBRUARY 4, 2026  
6:00 P.M.**

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

**PRESENT:** Board Members: Cassi Webb, Susanna Lione, Eric Heimbrecht, Marsha (Bunny) Moore, Cassidy Kerwin, Brandi Lewis.

**DEPT. STAFF:** Parks and Recreation Assistant Lee Ann Jones and Special Events Supervisor Mike Davenport

**ABSENT:** Todd Nicholson

A. **CALL TO ORDER**

The Keep Roanoke Beautiful board meeting called to order at **6:04** p.m.

B. **PUBLIC INPUT**

**N/A**

C. **APPROVAL OF THE MINUTES**

1. Motion made by **Eric Heimbrecht** second by **Brandi Lewis** to approve the minutes from the regular Keep Roanoke Beautiful Board meeting held on September 3, 2025.

Motion carried **unanimously**.

D. **NEW BUSINESS**

1. Consideration and action to nominate and elect a President.

Motion made by **Cassidy Kerwin** second by **Brandi Lewis** to elect Cassi Webb as new Keep Roanoke Beautiful board president.

Motion carried **unanimously**.

2. Discussion regarding the reasons the Keep Roanoke Beautiful board cannot become a committee.

Motion made by **Eric Heimbrecht** second by **Brandi Lewis** to table this discussion item until the next meeting due to Bryan Moyers having the information and no longer being part of the KRB board. New board president will get in touch with city attorney Jeff Williams to get information to bring to the next meeting for all members.

Motion carried **unanimously**.

3. Discussion regarding the agenda submission process.

- Discussed agenda items needing to be posted for the public 3 days in advance, and city staff needing a week or so to review agenda items before posting them. Decision to have items submitted to Lee Ann Jones or Ray McDonald 2 weeks before a meeting.

- Discussed Cassi Webb sending out an e-mail to all board members prior to the deadline to give them time and opportunity to submit agenda items.

- Discussed having ongoing agenda items so that we don't encounter any further issues of meeting cancellations due to lack of agenda items.

- Discussed possible topics for ongoing agenda items.

4. Discussion regarding board member attendance.

- Discussed member attendance being an issue in the past and how to help encourage member attendance and participation.

- Discussed reviewing the board bylaws regarding attendance.

- Discussed changing the board bylaws attendance criteria since it is set for quarterly meetings not monthly.

-Discussed having board president email board bylaws to all members for them to review before next month's meeting, so we can discuss any changes we need to make for the betterment of the board.

-Discussed board size and if it can be changed, which we have previously been told cannot be changed. Will look further into this topic before the next meeting.

5. Discussion regarding the KRB board's vision.

-Discussed what board members would like to see the board accomplish in the next year: a presence at city sponsored events, cleanup events, reaching out to local businesses, going door-to-door in neighborhoods to introduce ourselves, having regular volunteer recruitment, having volunteer recruitment dinners with KRB board members as long as it's only 2-3 members at a time to avoid having a quorum, discussed different types of events we could attend or create including youth events with football/cheerleading at the new stadium, etc.

-Discussed our website and potential Facebook page and how to have those help garner resident attention and interest.

6. Discussion regarding the KRB board's potential projects.

-Discussed in above section as well.

-Discussed having a presence at Eggapalooza with booth.

-Discussed Crud Cruiser event and Celebrate Roanoke.

-Discussed items to have available for the public at events where we have a presence, and how to use our budget for those things.

-Discussed having t-shirts made for non-street cleanup events.

E. **ADJOURNMENT**

Motion made by **Cassidy Kerwin** second by **Brandi Lewis** to adjourn the meeting at **7:13 PM**.

Motion carried unanimously.

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Bryan Moyers, President

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Cassi Webb, Secretary