

Cassidy Kerwin, Member
Eric Heimbrecht, Member
Bunny Moore, Vice President
Debi Brundage, Member



Todd Nicholson, Member
Susanna Lione, Member
Bunny Arnold, Member

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

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

PRESENT: President Cassi Webb, Vice President Bunny Moore, Debi Brundage (6:02-6:58), Bunny Arnold (6:02-6:58), Cassidy Kerwin (6:19-7:29); Eric Heimbrecht, Todd Nicholson, Susanna Lione

DEPT. STAFF: City Secretary Lindsay Rawlinson; Public Engagement Manager Sandra Pettigrew

ABSENT: N/A

A. CALL TO ORDER

The Keep Roanoke Beautiful board meeting called to order at 6:02 PM.

B. PUBLIC INPUT N/A

C. APPROVAL OF THE MINUTES

Motion made by Todd Nicholson second by Debi Brundage to approve the minutes from the regular Keep Roanoke Beautiful Board meeting held on April 1, 2026.

Motion carried unanimously.

D. NEW BUSINESS

1. Discuss KRB shirt color selection and the reason

- Discussed the color change was due to cost, availability, and City of Roanoke staff recommendation after the color mix-up at the last KRB meeting.
- Discussed the shirt now being dark purple with our logo in white, with the green leaf. Bunny M. wore the shirt to show board members who received theirs at the meeting.
- Discussed that the golf shirts would have been close to \$50 each, while the polo style was closer to \$20 each.
- Discussed that the polo style in our budget didn't come in a hunter green as some board members had requested at the April KRB meeting but did come in the purple color that was also discussed at the April KRB meeting.
- Discussed that the polo style shirts will be worn at KRB events where we have a booth set up or won't be picking up trash and debris.



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- Discussed having KRB t-shirts ordered so that we can wear those on days we aren't wearing the polo shirts or the KRB safety vests.
- Discussed KRB t-shirts can be provided as part of the City of Roanoke shirt budget
- Discussed KRB t-shirts to be worn at events where no safety vest is required, so that we all still look like a cohesive group and people can recognize us easier.

2. Discuss understanding/expectation of KRB and its mission/initiative.

- Each board member expressed their understanding of and goals for KRB
- Board Member discussed making Roanoke look beautiful when you're driving through, especially down highways and areas where visitors see us first.
- Board member discussed helping neighbors in need resolve their code violations that affect the beauty of Roanoke.
- Board member discussed wanting the city to always look its best; would like to see board and city put more emphasis on city retailers to maintain their properties better beyond downtown areas; and wanting to clean up the city as a whole especially neighbors who need help and retailers who get away with stuff they shouldn't.
- Board member discussed also wanting retailers to clean up their look, especially parking lots of those businesses and the areas behind the stores where trash collects daily; also wanting to help neighbors in need with code violations to help encourage others to maintain their property.
- Board member discussed interpretation of the board to be making medians and downtown/Oak Street pretty for visitors; discussed concern with code not being able to enforce certain things unless they're really bad; discussed thinking of "Oak Street" when thinking of Roanoke and how outsiders think of the same; wanting to make "step-improvements" down Oak Street and downtown area needing flowers to make city more awesome.
- Board member discussed planters down Oak Street not having flowers in them anymore and needing those to be there to beautify the area; Oak Street has weeds that need to be controlled and maintained.
- Board member discussed also wanting to make areas downtown beautiful for visitors; only having a few people on KRB that can make a difference without volunteers; discussed focus needing to be on volunteers more than anything; need affiliation with Keep Texas Beautiful to help with volunteer recruitment as well as the CoR website having sections to sign-up for events and putting them on the city calendar.
- Discussed issues with volunteer recruitment because our vision and event description on the website wasn't clear enough or was for things people didn't want to do.
- Discussed affiliation with Keep Texas Beautiful providing a lot of resources to beautify the city once we get to that point but have a lot of leg work to do to get to that point.
- Discussed board members wanting to spend bulk of time and energy beautifying the city beyond planting flowers but wanting it to be partnering with code enforcement and working on keeping the city clean to show the natural beauty.
- Discussed future goals to include: retail developers maintaining their properties, creating ongoing projects for KRB volunteers, helping residents within the community to get code violations brought up to speed, working with Parks & Recreation and Code Enforcement to determine areas and project scope for KRB initiatives.



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3. Discussion and action regarding the KRB mission statement and possible changes.

- Discussed wording for new mission statement to shift focus from greenwashing and recycling to reflect community projects, cleanliness, and volunteer involvement.
- Discussed current mission statement not reflecting Keep Texas Beautiful initiatives fully, focused too much on sustainability and recycling without focusing on cleaning the community and maintaining an overall aesthetic within the city.
- Discussed wanting to have a general idea of what to tell people we do and who we are when people approach us at events, rather than having a bunch of line items that don't have a cohesive approach.
- Discussed taking out different areas of our current mission statement and goals, rewording things, and enhance it.
- Brainstormed different wording and ideas.
- Read mission statements from neighboring cities.
- Discussed wanting mission statement to be short and sweet.
- Settled on a new mission statement of: *"To unite Roanoke residents, businesses, and visitors through community projects that preserve, enhance, and sustain the natural beauty of a city we are all proud to call home."*

Motion made by Cassidy Kerwin second by Susanna Lione to adopt the agreed upon wording for a new mission statement for KRB.

Motion carried unanimously.

4. Discussion and action regarding changes to the KRB section of the City website.

- Discussed changes to be made with the website regarding staff and departmental changes: KRB was previously under Parks & Recreation but that is currently not the case as Parks & Rec director retired.
- Discussed needing Parks & Rec to help us, especially administrative assistants, which will help guide the direction of the board's supervisory department.
- Discussed needing to update board member names on the website
- Discussed needing to update events and roles on the KRB section of the website
- Discussed what we want to list on the KRB section of the website: board member names and roles, events, new mission statement.
- Discussed "buzz words" we want on our page to get recognized and have more traffic from web searches.

Motion made by Cassidy Kerwin second by Susanna Lione to have Sandra Pettigrew update the KRB section of the CoR website to reflect current board member names and new mission statement.

Motion carried unanimously.

5. Discuss how the Byron Nelson cleanup and Crud Cruiser events went



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- Byron Nelson cleanup event was cancelled due to weather.
- Discussed Crud Cruiser event's success with number of people who utilized it.
- Discussed over 100 people coming through with items to dispose of.

6. Discussion and action regarding a date and location for the next KRB cleanup event.

- Discussed locations we can clean as a board and areas we can't.
- Discussed that corporate/property developer-owned properties are not areas for us to tackle, but for code and city staff
- Discussed board members wanting to clean up Oak street and Main street; unable to determine if that area is maintained by city. Will table Oak/Main street clean ups for future clean-up dates until we have Parks & Rec information
- Discussed needing Parks & Rec assistance to clean up Byron Nelson during the summer due to traffic going to Hawaiian Falls
- Discussed area behind Hawaiian Falls with small lake for a clean-up site
- Discussed needing map to show which areas would be good for a clean-up event

Motion made by Todd Nicholson; Bunny Moore second by Cassidy Kerwin; Todd Nicholson to hold a cleanup event on May 30th at 9:00AM at the "lake" behind Hawaiian Falls; a second cleanup event on June 13th at 9:00AM down Walnut street from the Library to Byron Nelson Blvd.

Motion carried unanimously.

E. ADJOURNMENT

Motion made by Susanna Lione second by Bunny Moore to adjourn the May 6, 2026 Keep Roanoke Beautiful board meeting at 7:29 PM.

Motion carried unanimously.

Cassi Webb, President