

Minutes for the Keep Saginaw Beautiful Board

333 West McLeroy Boulevard, Saginaw, Texas 76179

April 28, 2025, 6:02 PM - April 28, 2025, 6:50 PM

Present at the meeting:

Member	Place No. 3	Melissa Gorton
Member	Place No. 4	Lena Goff
Member	First Alt.	Lisa Reames
PW Admin. Coordinator/Recording Secretary		Luisa Pina

1. Call to Order

1.A. Call to Order -- Chairman- 6:02 PM

Acting Chairman Chairman Reames called roll. The quorum will consist of Acting Vice-Chairman Gorton, and Member Goff.

Chairman Reames called the meeting to order at 6:00 P.M.

1.B. Audience Participation- 6:02 PM

Chairman Reames explained the procedure of audience participation. There was no audience participation this meeting, as no residents attended.

1.C. Approval of Minutes- 6:03 PM

A motion was made by Member No. 3, Melissa Gorton, with a second by Member No. 4, Lena Goff, to approve the minutes as presented. Motion carried.

2. Business

2.A. Discussion and Action Regarding the Yard of the Month Program Nominations -- Luisa Pina -- Staff Liaison - 6:03 PM

The Board was presented with the two submitted nominations for the Yard of the Month program for April to deliberate and elect a winner.

Recording Secretary Luisa Pina noted that the previously discussed judging guidelines were included in the meeting packet for reference during deliberation.

Member No. 3, Melissa Gorton, requested clarification on the amount of winners that could be selected per month, as they were under the impression that up to one winner could be elected per quadrant. Secretary Pina confirmed that, per the motion approved during the Special Called Meeting held on March 24, 2025, the

Board has full discretion in determining the number of winners each month. She also reiterated that, while monthly winners receive certificates of recognition and a yard sign, only one \$50 gift card would be awarded to the best yard overall from all monthly winners between April and September.

During the discussion, the Board expressed confusion regarding the previously approved gift card awarding structure. Secretary Pina clarified that the formal motion from the March 24, 2025, Special Called Meeting included staff's recommendation to implement the following system:

- One \$50 gift card will be awarded to the best yard among all monthly winners selected from April through September.
- One \$50 gift card will be awarded to each monthly winner for the months of October, November, and December.

Secretary Pina noted that this structure can be revised at any time through a formal motion approved by the Board, should any future discrepancies or concerns arise.

Following further discussion, the Board considered increasing the overall budget for gift card awards to allow the possibility of awarding up to four per month, depending on the number of winners selected.

A motion was made by Member No. 3, Melissa Gorton, and seconded by 1st Alternate and Acting Chairman, Lisa Reames, to:

1. Award both yard nominations submitted for the month of April; and
2. Revise the awarding structure to grant a \$50 gift card to each winner selected per month.

The motion carried unanimously.

2.B. Discussion Regarding the Decorative Banners in the City -- Luisa Pina -- Staff Liaison- 6:12 PM

Recording Secretary Pina, presented the Board with new updates on the banner program. She reported that Oncor has denied the City's request for an exemption to continue placing banners on light poles currently in use, including those along Longhorn, Old Decatur, and Bailey Boswell Roads. Oncor cited that its guidelines prohibiting banners on double-luminaire poles have been in place for over a decade. Additionally, no records were found indicating prior permit requests submitted by the city, the Board, or the banner installation company. As a result, and with no exemptions granted, a work order has been submitted to the service provider for the removal of the existing banners in the coming weeks. Willow Creek Signs provided a quote of \$1,860 for the removal services.

The Board was informed that moving forward, the banner program will require a complete redesign to align with Oncor's current Guidelines for Banner Installation. Permissible placements now include single-luminaire metal or wooden utility poles and decorative candlelight-style poles. Because utility poles are privately owned, proper permitting will be required for banner installation at those sites.

Secretary Pina also provided an inventory report showing a total of 45 banners in stock, including those currently in place and those held in storage.

Board members inquired about previous work orders issued to Willow Creek Signs, noting that many of the current banners are outdated or mismatched in theme. Members also expressed interest in exploring alternative vendors for installation services, given ongoing concerns with the current provider's performance. Additionally, the Board discussed the possibility of installing custom poles specifically for banner display. A cost estimate for this option was requested from Secretary Pina.

3. Public Hearings

4. Staff Reports

4.A. Landscaping Plan for the New Library Report -- Luisa Pina -- Staff Liaison - 6:32 PM

As previously requested by the Board, Recording Secretary Luisa Pina provided a report on the landscape design for the new Public Library and Senior Center, as outlined in the approved plans. The report included a list of proposed plant species, the planned locations for monumental signage, and visual renderings of the anticipated front and rear views of the facility. The landscape and architectural design of the facility was also developed with consideration for the layout and aesthetic of other City facilities, in an effort to maintain a cohesive visual identity across municipal sites.

Because the project is located on City property, the City reserves the right to incorporate additional landscape features beyond those required by ordinance and included in the civil plans.

The Board was informed that the contractor has begun installing landscaping elements. As such, any recommendations from the Board should be submitted promptly to allow for potential inclusion during this phase of the project. Secretary Pina noted that Assistant City Manager Lee Howell, who is overseeing the project, is open to arranging a site visit should Board members wish to view the progress in person.

Board Member Goff requested to schedule a tour of the library site to observe the current state of the project and also asked for a future report detailing the landscaping plans and plant selections used at other City facilities.

4.B. Adopt a Spot Program Updates -- Luisa Pina -- Staff Liaison- 6:41 PM

Secretary Luisa Pina provided an update on the Adopt-A-Spot program, including recent applications and changes to existing locations. Two applications were submitted by residents interested in adopting the dog parks at either Willow Creek or Highland Station Park. However, Secretary Pina clarified that these locations are not eligible for adoption under the current program guidelines, which limit participation to flower beds, monumental signs, right-of-way plant beds, and similar landscape elements. She also shared that she is working with Public Works Director Randy Newsom to identify alternative eligible locations that can be offered to the applicants as options. Additionally, the Board was informed that the Adopt-A-Spot locations at

Opal Jo Jennings and Brian Schwengler Memorial Parks have been temporarily removed from the program due to upcoming renovation projects at both sites.

Board Member Lena Goff inquired about the current promotion of available spots and suggested a future discussion on adding signage at available locations to help increase public awareness and program participation.

4.C. Expenditure Fund Report -- Luisa Pina -- Staff Liaison- 6:46 PM

Recording Secretary, Luisa Pina, updated the Board on the Donation Fund Balance, with the available funds as of April 1, 2025, being \$131,567.33.

4.D. Future Agenda Items- 6:46 PM

The Board requested the following items to be included in future meetings:

- A detailed report of the landscape plans and plants lists of other city facilities alongside McLeroy Blvd.
- A cost estimate for the installation of decorative light poles and potential places for installation.
- A cost estimate for advertisement signage for the available locations for the Adopt-A-Spot program.

5. Adjournment

A motion was made by Member Goff, with a second by Member Gorton to adjourn the meeting. Motion carried. Chairman Reames declared the meeting of April 28, 2025, closed at 6:46 p.m.

APPROVED:

Lisa Reames, Acting Chairman

ATTEST:

Luisa Pina,
Public Works Admin. Coordinator/Recording Secretary