

Minutes for the Keep Saginaw Beautiful Board

333 West McLeroy Boulevard, Saginaw, Texas 76179

March 24, 2025, 6:03 PM - March 24, 2025, 7:43 PM

Present at the meeting:

Member	Place No. 2	Kelly Stewart
Member	Place No. 3	Melissa Gorton
Member	Place No. 4	Lena Goff
Member	First Alt.	Lisa Reames
PW Admin. Coordinator/Recording Secretary		Luisa Pina
Planning Manager		Susana Victor
Communication Manager		Pedro Zambrano

1. Call to Order

1A. Call to Order -- Chairman- 6:03 PM

Given the absence of a Chairman and Vice-Chairman, Lisa Reames, First Alternate, proceeded over this meeting as Acting Chairman.

Lisa Reames called roll. The quorum will consist of Members Stewart, Gorton, Goff, and Alternate Member Lisa Reames.

Acting Chairman Reames called the meeting to order at 6:03 P.M.

1B. Election of Acting Chairman and Vice-Chairman

Due to having no standing Chairman or Vice-Chairman, two place holders were elected to act as these positions until new members come on board after the upcoming July elections. Recording Secretary, Luisa Pina, and Planning Manager, Susana Victor, informed the Board on the responsibilities of these roles, which will be up for re-election once all vacant positions of the Board are filled.

A motion was made by Member No. 3, Melissa Gorton, with a second by Member No. 2, Kelly Stewart, to elect Alternate Member, Lisa Reames, as Acting Chairman. Motion carried.

A second motion was made by Alternate Member, Lisa Reames, with a second by Member No. 2, Kelly Stewart, to elect Member No. 3, Melissa Gorton, as Acting Vice-Chairman. Motion carried.

1C. Audience Participation

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

1D. Approval of Minutes

A motion was made by Member No. 3, Melissa Gorton, with a second by Member No. 2, Kelly Stewart, to approve the minutes as presented. Motion carried.

2. Business

2A. Keep Saginaw Beautiful Board Training -- Luisa Pina -- Staff Liaison

Recording Secretary, Luisa Pina, provided basic training for the Keep Saginaw Beautiful Board to introduce them to the formal meeting format for Boards at the Council Chambers. The training consisted of the following criteria: quorums, procedures for motions, general Robert's Rules of Order, and the responsibilities and mission of the Board.

2B. Discussion and Action Regarding the Yard of the Month program -- Luisa Pina, Staff Liaison

Recording Secretary, Luisa Pina, introduced the item by providing the Board with a summary of the recent developments to the Yard of the Month contest webpage and nomination process, of which include the following:

1. Updating the program webpage and marketing materials;
2. Updating the nomination process and contest rules; and
3. Proposing a monetary award for winners.

She explained that a dedicated sub-section for the Yard of the Month contest was added to the Keep Saginaw Beautiful Board webpage. This sub-section outlines the contest parameters, nomination process, judging criteria, and awards granted to winners as detailed in the Board's packets. Additionally, the newly developed online nomination submission form was presented, which allows residents to submit nominations for their own yard or a neighbor's yard. Marketing materials were also updated and are scheduled to be included in the City's quarterly newsletter and as an attachment to resident utility bills. All updates were based on the recommended contest structure discussed by the Board during their Regular Called Meeting of July 15, 2024, and were presented to the Board. After some questions from the Board, Planning Manager, Susy Victor clarified that the contest parameters remain subject to the Board's discretion and can be amended as needed. She provided guidance regarding the process for formalizing changes through motions and noted that all implementations approved during this meeting would serve as a foundation for the structure of the Yard of the Month program but could be modified in the future. Secretary, Pina provided answers to the Board's questions regarding previous notes and direction.

The Board discussed the item and shared their concern regarding disclaimers and gift card vendors.

A motion was made by Member No. 3, Melissa Gorton, with a second from Member No. 2, Kelly Stewart, to approve the Yard of the Month Program and require the following:

1. Approve the addition of a \$50 gift card award to contest winners, with the requirement that gift cards be purchased from a local business:
 - One \$50 gift card will be awarded to the best yard from all monthly winners selected from April through September.
 - One \$50 gift card will be awarded to each monthly winner for October, November, and December.
2. Remove the "Permission to nominate and take pictures of homeowner's residence" disclaimer from the online nomination submission form.
3. Grant the Board discretion over the number of awards granted each month based on nominations received.
4. Allow the Board discretion to request the posting of honorable mentions for nominated yards on the Keep Saginaw Beautiful webpage.
5. Limit contest participants to winning only once within a two-year period. Once a property has been selected as a Yard of the Month winner, it will become ineligible to win again for a period of two years from the month of their award. Participants who have not yet won may continue to submit nominations each month without restriction.
6. Set the nomination submission deadline as the 15th day of each month. Nominations received after this date will be considered for the following month's contest.
7. Allow nominations to be submitted by residents via the online form and by members of the Keep Saginaw Beautiful Board.

Motion carried unanimously.

2C. Discussion Regarding the Highland Station Median Sign -- Luisa Pina -- Staff Liaison

Recording Secretary, Luisa Pina, provided an update to the Keep Saginaw Beautiful Board regarding the Highland Station median sign. She reported that Public Works Director, Randy Newsom, confirmed that the contractor responsible for the FM 156 improvements was not contractually obligated to reinstall the sign, as it had been removed due to prior damage from vehicle impacts. As a result, the city would be responsible for its replacement. Per direction from the City Manager and City Council, Luisa Pina inquired if the Board would be interested in sponsoring the purchase and installation of a replacement sign clarifying that staff could obtain quotes and report the estimated financial impact at a future meeting.

The Board expressed concern about their funds being used without consideration of their feedback for past expenditures and shared their reservations in regard to their budget and the role that City Council plays into allocating funds in it. Recording Secretary, Luisa Pina, explained that the role of the Keep Saginaw Beautiful

Board is to make recommendations to Council on the use of these funds for the purposes of beautification, and that ultimately City Council can determine or finalize the actual allocation of funds.

After discussion, the Board decided to not move forward with sponsoring the replacement of the Highland Station median sign and does not wish to continue discussion of this item in the future.

2D. Discussion Regarding Potential Art Projects for Beautification -- Luisa Pina -- Staff Liaison

Recording Secretary, Luisa Pina, briefed the Board on an inquiry received by City Manager, Gabe Reaume, from the artist currently designing a sculptural bench for the new Saginaw Public Library, who expressed interest in other potential art projects through the city. At the direction of City Council and the City Manager, Pina asked the Board if they would be interested in funding future art installations as a beautification project - specifically the potential addition of monumental entry signs at the north and south entrances of Willow Creek Park, at the intersection of Knowles Drive and McLeroy Boulevard, or the installation of a decorative sculpture within the roundabout planned for that same intersection.

The Board inquired about the proposed locations, city guidelines on monument placement, and past art projects in the city. Planning Manager, Susana Victor, clarified that locations and proposals are tentative, thus the Board could decide to explore other alternatives aside from sculptures or signs, and the installation of any project would have to pass throughout review from all city departments to ensure safety guidelines are followed. She also noted that prices and processes may vary depending on the nature of the project, and that staff will investigate financial impacts if the Board decides to move forward with this item.

After discussion the Board advised that they would not be interested in purchasing a sculpture for the roundabout planned at the Knowles Drive and McLeroy Boulevard intersection but would like to explore costs for the installation of monumental signs at Willow Creek Park.

3. Public Hearings

4. Staff Reports

4A. Adopt a Spot Program Updates -- Luisa Pina -- Staff Liaison

Recording Secretary, Luisa Pina, provided the Board with a summary of the recent updates to the Adopt-A-Spot program webpage and advertisement materials. The dedicated section of the website includes a description of the program and its purpose, and outlines guidelines for spot adoption and maintenance, as well as a link to the application form. Marketing poster was also updated and is scheduled to be included in the City's quarterly newsletter and as an attachment to resident utility bills.

4B. Updates on City Banners -- Luisa Pina -- Staff Liaison

Recording Secretary, Luisa Pina, briefed the Board on past installations of decorative banners, current inventory of each design and general locations. She reported that Oncor's requirements for banner installation on poles had been changed, deeming all current locations non-compliant. Thus, staff is working

on requesting an exemption from Oncor to continue to use current locations and finding alternate roads in the case changes to arrangement of banners are needed.

Updates will be provided to the Board on future meetings.

4C. Expenditure Fund Report -- Luisa Pina -- Staff Liaison

Recording Secretary, Luisa Pina, updated the Board on the Donation Fund Balance with the available funds as of March 1, 2025, being \$115,754.70. The Board was also provided a breakdown of the 2024-2025 Beautification Budget with the allocated funds split up into contract services, supplies for board programs, and capital outlay or special request projects.

4D. Future Agenda Items

5. Adjournment

APPROVED:

Lisa Reames, Acting Chairman

ATTEST:

Luisa Pina,
Public Works Admin. Coordinator/Recording Secretary