

Minutes for the Keep Saginaw Beautiful Board

333 West McLeroy Boulevard, Saginaw, Texas 76179

June 9, 2025, 6:02 PM - June 9, 2025, 7:13 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 Reames called roll. The quorum will consist of Acting Chairman Reames, and Members Gorton and Goff.

Chairman Reames called the meeting to order at 6:02 P.M.

1.B. Audience Participation

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

1.C. Approval of Minutes

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

2. Business

2.A. Discussion and Action Regarding the 2025-2026 Budget for the Donation Fund -- Luisa Pina -- Staff Liaison

Staff Liaison Luisa Pina informed the Board that the city is currently in the midst of the 2025–2026 fiscal year budget preparation process. She noted that, given past concerns expressed by the Board about not being involved in the budgeting process, staff now recommends that the Board review the proposed budget and make recommendations to present to the Finance Director and City Council.

Due to a history of expenditures exceeding the allocated amounts in certain line items, staff recommended adjusting the proposed budget to better reflect actual costs and to account for an

estimated \$90,000 in donation revenue for the upcoming fiscal year.

The current 2024-2025 fiscal year budget was itemized as follows:

- Supplies
 - \$10,000 Misc. Supplies for Board Programs (Yard of the Month, Adopt a Spot, Banners)
- Contract Services:
 - \$15,380 mowing Saginaw Blvd and Blue Mound Rd
 - \$34,250 Christmas Tree and Christmas lights
 - \$2,000 seasonal landscaping/flowers
 - \$2,000 irrigation repairs
 - \$6,000 misc.
- Capital Outlay/Special Request
 - \$30,000 Art in public spaces
 - \$5,000 Park tree planting

The expense report of May 2025 revealed that a couple of line items had reached or exceeded their budgeted amounts. Which include the mowing services that were reported to be \$14,293.60 and the Christmas decoration services at \$37,941.21 up to date.

In light of the cost increases, Liaison Pina proposed the following adjustments for the 2025-2026 budget:

- Supplies:
 - \$5,000
- Contract Services
 - \$25,000 Mowing Services
 - \$39,000 Christmas Trees and Christmas Lights
- Capital Outlay/Special Request
 - \$5,000 Park Tree Planting
 - Art in Public Spaces: To be funded by from unallocated surplus/leftover balances.

Staff liaison then opened the floor for discussion and invited feedback from the Board. No members had questions or suggestions regarding the proposed changes.

A motion was made by Member No. 3, Melissa Gorton, with a second from Chairman, Reames, to approve the recommendation of the budget as presented by staff. Motion carried unanimously.

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

Staff liaison Pina briefed the Board on the previously approved motion for the awarding system of the Yard of the Month Contest on Special Called Meeting of April 28, 2025. During that meeting the Board was presented with yard nominations for the month of April. While deliberating, members expressed confusion regarding the previously approved gift card award structure. As a result, the Board had expressed interest in expanding the award budget and ultimately made a motion to revise the structure, increasing the gift card budget to allow each winner to receive a \$50 gift card.

To ensure procedural compliance for proper documentation, staff liaison Pina consulted with the City Secretary. She advised that because the April 28 item was intended solely for winner selection and not for revising the award program, a new, dedicated agenda item would be needed to formally amend the award structure.

To support the current discussion, Pina presented a breakdown of the expenses related to the implementation of April's awards:

- Yard signs and wire stakes (4): \$66.00
- Gift cards (2): \$100.00
- Printing and mailing of certificates: \$22.70

Pina noted that while the enhanced awards have increased program visibility, they have also added logistical challenges—including delivery of signs and gift cards and coordinating winner attendance at City Council meetings for certificate presentations. Additionally, sourcing gift cards from local businesses proved difficult, as some, like Elkins Hardware, do not offer gift cards. Taking these considerations and budget constraints into account, staff recommended the following adjustments for Board consideration:

1. Shift to Visa gift cards to allow broader usage and increasing the award amount to \$60 to cover activation fees.
2. Limit selection to two winners per month.
3. Remove the requirement for City Council recognition; instead, allow winners to pick up or receive awards by mail to reduce coordination challenges.

Board members discussed maintaining flexibility in the number of winners and expressed preference for using gift cards from local stores that sell gardening or hardware supplies. Staff explained that setting a consistent number of winners helps ensure predictable expenses and simplifies budgeting. Additionally, avoiding specific vendor requirements would give staff the flexibility to bulk-purchase or change gift card providers as needed.

Following discussion, Member No. 3, Melissa Gorton, made a motion—seconded by Member No. 4, Lena Goff—to adopt the following changes to the award program:

- Increase the budgeted amount for each gift card award to \$60.
- Limit the number of potential winners to two.
- Remove the City Council Recognition requirement to allow for awards to be picked up or mailed.

Motion carried unanimously.

2.C. Discussion and Action Regarding the Yard of the Month Nominations for the Month of April -- Luisa Pina -- Staff Liaison

Staff liaison presented the Board with the Yard of the Month nominations for the month of April.

After review of submissions, a motion was made by Member No. 4, Lena Goff, with a second by Member No. 3, Melissa Gorton to award Yard 3 and 6 of the of the nominations presented for the month of April. Motion carried unanimously.

2.D. Discussion Regarding Decorative Banners -- Luisa Pina -- Staff Liaison

At the April 28, 2025, Special Called Meeting, the Board was informed that Oncor had denied the City's request for an exemption to continue placing banners on double luminaire light poles—which had been in use along Longhorn, Old Decatur, and Bailey Boswell Roads. As a result, all current banner locations were deemed non-compliant and required immediate removal.

A work order had initially been submitted to Willow Creek Signs for the removal; however, due to weather-related delays and vendor scheduling conflicts, the city never received confirmation of a service date. To prevent further delay, Public Services Superintendent Corey Smith and his team completed the removal during the week of May 12, 2025. This in-house effort avoided the \$1,860 removal fee that would have been charged by the vendor. All banners and brackets have since been stored at the Public Works facility.

The Board had also discussed future placement options during the April 28 meeting, including the possibility of installing City-owned poles to eliminate reliance on Oncor infrastructure. In response to the Board's request, Pina presented a 2024 cost estimate showing that each decorative pole would cost approximately \$7,300, excluding electrical service. She noted that installation would still require coordination and permits through Oncor, who maintains jurisdiction over public lighting. Staff also cautioned that recent tariff policy changes could further increase material and service costs. Given the high cost and space limitations in existing medians, staff recommended against pursuing pole installations at this time, as this option is not financially feasible within the Board's budget and may require relocating existing infrastructure.

As an alternative, Pina shared that the city is currently in the design phase for the McLeroy Boulevard expansion project, scheduled to begin construction in late 2026. Draft civil plans were presented to the Board, which include the installation of decorative poles along the south side of McLeroy near City facilities and single-luminaire poles on the north side. This design would provide a long-term opportunity for compliant banner placement once construction is complete. Staff recommended reserving funds for this future initiative and repurposing the existing banners accordingly.

Board members inquired about using non-lighted poles as a more cost-effective alternative. Pina clarified that this option had also been discussed with the Public Works Director and City engineers during the cost evaluation process. However, due to budget limitations within the Board's donation fund, this option was not considered viable.

After discussion, the Board agreed to table the item and retain the existing banners in storage for potential future use—either along McLeroy Boulevard once improvements are completed, or in the event that other roadways with Oncor-approved pole locations are proposed.

2.E. Discussion Regarding the Adopt A Spot Program and Advertisement -- Luisa Pina -- Staff Liaison

Staff liaison provided an overview of the current status of the Adopt-a-Spot Program. As of the meeting date, there are **eight designated adoption locations**, with the following breakdown:

1. **Joyce Spindor Community Center (Front Flower Bed)** – *Actively Adopted*
2. **Saginaw Recreation Center (Front Flower Beds)** – *Vacant (Previously adopted by Keith Rinehart)*
3. **Marquee Sign (Left side of Saginaw Blvd)** – *Vacant*
4. **South Willow Creek Park Entrance (Planter Box by Sign)** – *Adopted by Julien and Lambert Professional Photography*
Note: Bushes at this location are severely dried and will need to be removed.
5. **Opal Jo Jennings Park** – *Temporarily Removed Due to park improvements (Estimated completion: August 31, 2025).*
6. **Brian Schwengler Memorial Park** – *Temporarily Removed Due to park improvements (Estimated completion: August 31, 2025).*
7. **Welcome Sign (Left side of Saginaw Blvd)** – *Adopted by EMS Rotary Club*
8. **Willow Creek Softball Field (Flower Beds by Concession Stand)** – *Adopted by the Yellow Jackets Sport Club*

Liaison Pina informed the Board that two adoption applications were received in April. Both applicants expressed interest in adopting dog parks; however, dog parks are not eligible under current program guidelines. The program allows adoption of flower or bush beds at city facilities or parks, entryway or monumental signs, and city rights-of-way with signage or medians. Pina explained that dog parks are

maintained by Public Works staff and do not include plant-based features suitable for adoption. The applicants were offered the currently available sites—one declined, and a response from the second is still pending.

Alongside the list report, the Board was presented with a map pinpointing each adopted and available location. It was noted that all current program sites are located on the east side of the city, relative to Saginaw Boulevard. Pina clarified that Public Works Director Randy Newsom will continue identifying new eligible adoption locations as park upgrades are completed, with the goal of expanding the program further into the eastern side of the city.

As previously requested, Liaison Pina also provided a cost estimate for metal signs, which is \$35 per location. She noted that there are currently 13 reusable metal T-stick sign holders available, along with 5 advertisement signs in storage.

Board members inquired about the maintenance requirements outlined in the Adopt-a-Spot Program. Staff clarified that, in accordance with current program guidelines, adoptees are expected to complete a minimum of four clean-up events per year and are required to submit a Clean-Up Event Preparation Form in advance of each activity. In response to questions regarding the provision of tools and irrigation, the staff liaison explained that most adopted locations are equipped with built-in irrigation systems, which may remain deactivated unless the site is actively adopted. Additionally, tools are not currently supplied to participants. However, the liaison noted that the Board may consider allocating program funds toward the purchase of tools for adoptee use or implementing other modifications to further encourage community participation.

3. Public Hearings

4. Staff Reports

4.A. Landscaping Plan for the New Library Report -- Luisa Pina -- Staff Liaison

Staff Liaison, Luisa Pina, informed the Board that a follow-up meeting had been scheduled with Assistant City Manager Lee Howell—who oversees the library construction project—and Member No. 4, Lena Goff, to tour the new library facility and assess potential landscape recommendations following the Board’s discussion at the April 28, 2025, Special Called Meeting. However, the meeting was canceled by Member Goff due to inclement weather. Given staff scheduling limitations and the need to avoid disruptions to ongoing construction in order to maintain the project timeline, no additional meetings were scheduled.

Pina reported that, according to Assistant City Manager Howell, approximately 90% of the landscape installation had been completed at the time of the meeting. Remaining items included sod installation, completion of a rear planter box, and ground leveling with final dirt work. If weather conditions remain favorable, full completion of the landscaping is anticipated in the coming weeks of June. As a result, the

Board is advised to consider making landscape enhancement recommendations in the future, once the building is fully completed.

Additionally, Liaison Pina provided the board with copies of the landscape layouts and plant lists used for other City facilities located along McLeroy Boulevard for reference.

4.B. Report on Owner Change of Northwest Plumbing building: Location of Old Fire Station Mural

Liaison Pina reported that the property located at 109 N. Saginaw Boulevard, which features murals on the north and south walls financed by the Board, has been sold. These two mural walls are currently under 10-year lease agreements, originally executed in 2019 and 2020. Pina noted that she is in the process of retrieving the original signed lease agreements and will consult with the City Attorney to review the legal obligations of the new property owner. The purpose of this review is to determine whether the new owner is required to honor the existing lease terms and/or provide compensation should they choose to remove the murals.

She informed the Board that further updates will be provided as more information becomes available.

4.C. Expenditure Fund Report

Staff liaison, Luisa Pina, introduced the item and informed the Board that the only pending expenditures are for the Yard of the Month award expenses for the month of April. The remaining balance for the Donations fund, as of June 1, 2025, was \$143,025.62.

4.D. Future Agenda Items

5. Adjournment

No motion was made. Chairman Reames declared the meeting of June 9, 2025, closed at 7:13 p.m.

APPROVED:

Lisa Reames, Acting Chairman

ATTEST:

Luisa Pina,
Public Works Admin. Coordinator/Staff Liaison