

## **Minutes for the Keep Saginaw Beautiful Board**

333 West McLeroy Boulevard, Saginaw, Texas 76179

September 22, 2025, 6:05 PM - September 22, 2025, 7:00 PM

### **Present at the meeting:**

Member	Place No. 2	Pamela Macy
Member	Place No. 3	Melissa Gorton
Member	Place No. 4	Brian Thompson
PW Admin. Coordinator/Staff Liaison		Luisa Pina

### **Absent for the meeting:**

Member	Place No. 1	Lisa Reames
Member	Place No. 5	Emily Stults
Member	Second Alt.	Allen Watson

## **1. Call to Order**

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### **1.A. Call to Order -- Chairman- 6:05 PM**

Vice Chairman Melissa Gorton called roll. The quorum will consist of Member Macy and Thompson, and Vice-Chairman Gorton.

### **1.B. Audience Participation**

Vice-Chairman Gorton explained the procedure of audience participation. There was no audience participation on this meeting.

### **1.C. Approval of Minutes**

A motion was made by Member No. 4, Thompson, with a second by Member No. 2, Macy, to approve the minutes as presented. Motion carried unanimously.

## **2. Business**

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### **2.A. Discussion and Action Regarding the 2025 Holiday Decorations -- Luisa Pina -- Staff Liaison**

Staff liaison Pina introduced the item and explained to the Board that a bidding process was done to select a vendor to furnish, install, and store the 2025 Christmas Holiday Decor for city facilities and parks. She provided a copy of the scope of work that was sent to all vendors when requesting proposals. The scope of work included the lighting decor of city facilities, lighting and decor of light poles, pavilions, and the train at Willow Creek Park, as well as the installation of three Christmas trees:

- Two 14-foot trees (one at the Building Inspections Office on Saginaw Blvd. and one at the entrance of the Recreation Center)
- One 24-foot tree at Willow Creek Park

Pina noted that the main changes from the previous year included the addition of the new Library and Senior Center in place of the Veteran's Memorial Park behind City Hall. She also explained that the 24-foot tree would be returned to its original location at The Switchyard in Willow Creek Park to serve as the centerpiece for the 2025 Holiday Parade and tree-lighting celebrations.

Copies of the three formal quotes received, along with a price estimate from a fourth vendor were provided to the Board. Liaison Pina reported that First Choice Lights submitted the lowest proposal, totaling \$42,001.25. She noted that the approved FY 2025–2026 Budget allocated \$39,000 for holiday décor, and a budget adjustment would be required if the purchase were approved. She further explained that the second-lowest proposal, submitted by The Perfect Light, was higher due to fees associated with storing the City's existing décor and equipment. In contrast, First Choice Lights already stores the City's holiday supplies from prior years, as they have been the selected vendor for the past several seasons. Pina concluded by suggesting that the Board consider issuing a competitive Request for Proposals (RFP) in the future to establish a multi-year contract, which could potentially reduce annual costs. The Board expressed interest in exploring that option moving forward.

A motion was made by Member No. 2, Macy, with a second by Member No. 4, Thompson, to recommend approval for the purchase of the First Choice Lights 2025 Holiday Decor services. Motion carried unanimously.

## 2.B. Discussion Regarding the Mowing of Saginaw Blvd and Blue Mound -- Luisa Pina -- Staff liaison

In response to questions previously raised by Board members, Staff Liaison Pina prepared a report on the mowing initiative for the medians and rights-of-ways along Blue Mound Road and Saginaw Boulevard. She introduced the item and explained that the Keep Saginaw Beautiful Board has long maintained a dedicated budget line to fund mowing services along these corridors. According to financial records, this program began in 2009 as an effort to enhance the appearance of these main gateways into the City.

Pina noted that both Saginaw Boulevard and Blue Mound Road fall under the jurisdiction of the Texas Department of Transportation (TxDOT). Prior to 2009, TxDOT did not regularly maintain these areas, which often resulted in overgrown grass and unkempt appearances. To address this issue, the Board—working with the staff liaison at the time and with assistance from the Public Works Department—sought and obtained TxDOT authorization to contract for mowing services along these corridors. Because the roads are not within the City's jurisdiction, formal permission from TxDOT was required before the program could begin. Liaison Pina emphasized that this initiative was established as part of a broader beautification effort to improve the City's visual appeal and ensure that these high-visibility corridors reflected positively on the community.

She clarified that all other City roads, rights-of-way, parks, and facilities are maintained by City staff and funded through the City's general budget—not through the Beautification Donation Fund. On average, the Beautification Board contributes approximately \$3,826.66 per month for mowing of the TxDOT corridors, while the City spends about \$24,094.06 per month to maintain all City-owned areas.

Staff liaison further noted that during the Special Called Meeting of June 9, 2025, the Keep Saginaw Beautiful Board approved a recommendation for the FY 2025–2026 Beautification Fund Budget, which was subsequently adopted by City Council. A total of \$25,000 was allocated for mowing services. She explained that if the Board were to discontinue funding for these roads, mowing responsibility would revert to TxDOT, which typically mows only a few times per year. Alternatively, the City could assume responsibility for these areas, but that would require additional funding in the FY 2026–2027 budget cycle, as the FY 2025–2026 budget has already been approved with funds only sufficient to cover mowing for City-maintained areas. Pina added that any budget amendment would require City Council approval.

Staff Liaison Pina concluded by explaining that if the Board wished to modify or discontinue the initiative, they would need to identify alternative programs or projects in which to allocate the \$25,000 currently designated for mowing and

formally recommend those changes for Council approval. She advised that the Board wait until the next fiscal year to make any final decisions, allowing adequate time to discuss and develop an alternative project if desired.

Vice Chair Gorton stated that she had initially considered redirecting the mowing funds toward other beautification initiatives but, after reviewing the historical context provided by staff, expressed support for continuing the program. She noted that residents are often unaware of overlapping jurisdictional responsibilities and may mistakenly attribute unmaintained areas to the City. Board members agreed that continuing the mowing program would be the best course of action at this time, as no alternative projects currently present a better use of the allocated funds.

## 2.C. Discussion and Action Regarding the Yard of the Month Program Structure -- Luisa Pina -- Staff Liaison

Staff Liaison Pina introduced the item and provided background information regarding the current Yard of the Month Contest. She explained to new members that the program currently runs from April through December, with nominations due by the 15th of each month. Any entries received after that date are carried over to the following month.

The Staff Liaison reminded the Board that, per the awarding structure approved at the Special Called Meeting of June 9, 2025, up to two yards may be recognized each month. Each award includes a signed certificate of recognition, a \$50 gift card, and a yard sign to be displayed for one month. To account for activation fees, the budgeted amount for each gift card is \$60. She further clarified that changes to the contest structure are at the discretion of the Board but must be made through a formal motion under an agenda item specifically dedicated to those changes. Therefore, a motion cannot be made to alter the program's overall structure when the agenda item is limited to selecting monthly winners.

Liaison Pina noted that, due to the upcoming Yard of the Month Halloween Decoration Contest and holiday season, there may be scheduling conflicts that could affect the program's timeline. She explained that the fourth Monday of December falls during Christmas week (December 22, 2025), which may prevent the Board from holding its regular meeting that month. In addition, certificates would need to be signed by the Mayor or Mayor Pro Tem at the next City Council meeting on January 6, 2026, delaying distribution of awards and yard signs to winners.

To address these timing concerns and streamline the award process, Staff Liaison Pina presented three options for the Board's consideration:

1. Shorten the Yard of the Month Contest to run from April through October, ensuring sufficient time for the Board to review entries and staff to process awards without delays. This option would allow for the possibility of awarding more yards on the Halloween Decoration Contest.
2. Combine November and December into a Holiday Yard Decorating Contest, with entries accepted from November 7 through December 7 and winners selected at a meeting held on or before Monday, December 15. This schedule provides more time for sending out awards prior to the end of the holiday season. And this alternative would allow for 4 yards to be awarded for the Holiday Decoration Contest while maintaining the amount of winners the same for the months from April to October.
3. Adjust the program schedule to begin the monthly contest in March and conclude in October, maintaining the same number of contests while avoiding year-end scheduling conflicts.

Board members expressed interest in continuing the Holiday Decoration Contest, noting that October through December is when residents most actively decorate their yards. Members agreed that eliminating the final two months of the contest would be a missed opportunity to expand community engagement and participation. Vice Chair Gorton added that it would be best to maintain April as the starting month for the contest, as cold weather in the early months of the year makes yard maintenance difficult and could result in fewer entries.

After discussion, a motion was made by Member No. 4, Thompson, with a second by Member No. 2, Macy, to combine November and December into a single Holiday Decoration Contest while maintaining April as the starting month for the Yard of the Month program. Motion carried unanimously.

## 2.D. Discussion and Action Regarding the Yard of the Month Nominations for the Month of September -- Luisa Pina -- Staff Liaison

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

After review of submissions, a motion was made by Member No. 4, Thompson, with a second by Member No. 2, Macy, to award Yard 1 and 3 of the submissions presented. Motion carried unanimously.

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

At the Board's request, Staff Liaison Luisa Pina prepared a report on the Adopt-A-Spot program and current available locations. She introduced the item by briefing new members on the program's eligible spots and adoption criteria.

Liaison Pina provided a detailed report of the spots currently available for adoption, which include:

- Flower bed at the front of the Recreation Center
- "Welcome to Saginaw" sign on the right side of South Saginaw Blvd

She noted that the two entryway sign locations at Opal Jennings and Brian Schwengler Memorial Parks will be re-opened and added to the list of available spots once park improvements are complete. Additionally, she informed the Board that staff is reviewing the costs to repair the current entryway sign and planter box at William Houston Park, as well as to install an irrigation system in the flower beds at the gazebo in South Willow Creek Park, so that these areas can be added to the list of adoptable spots once completed.

Pina concluded her report by noting that four applications had been in the weeks prior to the meeting. One applicant adopted the Marquee Sign located on the side of Saginaw Blvd (distinct from the Welcome sign). Staff is awaiting responses from the remaining applicants, who had initially requested to adopt a park. Based on current program guidelines, parks are not eligible locations. Pina clarified that the available spots have been offered to these applicants, and staff is awaiting confirmation to move forward with the adoptions.

## 2.F. Discussion Regarding Potential Programs and Goals of the Board -- Luisa Pina -- Staff Liaison

Staff Liaison Luisa Pina introduced the item and informed the Board that, in response to inquiries regarding the establishment of a comprehensive plan and direction for current and future initiatives, the item was added to allow the Board to begin brainstorming potential goals to focus on in upcoming fiscal years.

Liaison Pina reviewed the Board's mission and duties and provided members with a copy of the establishing ordinance. To help guide the discussion, she noted that no public art improvement projects had been completed during the current fiscal year and shared that staff has been researching the process for the Board to become a *Keep Texas Beautiful* affiliate. She explained that to qualify for membership, the Board would need to coordinate and host at least two citywide cleanup or recycling events per year.

Member Macy suggested tabling the item for a future meeting due to low attendance, noting that it would allow for a more productive discussion. Members expressed interest in pursuing a future public art project. Vice-Chair Gorton proposed a potential project to install a "Welcome to Saginaw" sign at the intersection of Basswood and Blue Mound Road, located in the median of Basswood. She mentioned that the location could potentially be designated as an Adopt-A-Spot and expressed interest in revisiting the idea at a future meeting.

## 2.G. Discussion Regarding the Board Booth at the 2025 Train & Grain Festival

As requested by the Board at the previous meeting, Staff Liaison Luisa Piña introduced the item and informed the Board that members would need to coordinate and confirm their interest in hosting an information booth alongside the

Board-sponsored photo booth at the 2025 Train and Grain Festival. She noted that, to avoid quorum, only two members could be present at one time. She also clarified that if no members were available to attend or assist in preparing the information table, arrangements could be made to display a sign or flyers next to the sponsored photo booth.

Member Macy and Vice Chair Gorton stated that they would both be available to staff the table for approximately three hours. Vice Chair Gorton noted that no final arrangements could be confirmed due to low meeting attendance and requested that the staff liaison send an email during the week to confirm availability from absent members and provide an update once responses were received.

### 3. Public Hearings

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### 4. Staff Reports

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#### 4.A. Expenditure Fund Report

Staff liaison introduced the item and reported that the Donation Fund Balance totaled \$155,341.38 as of September 1, 2025.

She then presented a summary of expenditures for the month of August, which included:

- \$3,826.66 - Mowing cycle for Blue Mound Rd. and Saginaw Blvd.
- \$54.84 - On gift card for the Yard of the Month contest.

Pina concluded the report by informing the Board that a total of \$71,118.41 from the 2024-2025 budget had been spent to date.

#### 4.B. Future Agenda Items

Item was bypassed as no member had any questions or requests for future agenda items.

### 5. Adjournment

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A motion was made by Member Thompson, with a second by Member Macy, to adjourn the meeting.

Motion carried unanimously.

Vice-Chairman Gorton declared the meeting of September 22, 2025, closed at 6:59 p.m.

APPROVED:

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Lisa Reames, Chairman

ATTEST:

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Luisa Pina,  
Public Works Admin. Coordinator/Staff Liaison