



**City of Saginaw**  
Keep Saginaw Beautiful Board  
Meeting Agenda

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Monday, March 23, 2026, 6:00 PM  
Council Chamber  
333 West McLeroy Boulevard  
Saginaw, Texas 76179

City Hall is wheelchair accessible and special parking is available on the east side of the building or in front of the Library located west of City hall. If special accommodations are required, please contact Luisa Piña at 817-230-0550 a minimum of 72 hours in advance of the meeting.

## **1. Call to Order**

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- 1.A. Call to Order -- Chairman
- 1.B. Audience Participation
- 1.C. Approval of Minutes

## **2. Business**

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- 2.A. Discussion Regarding the Purchase of Holiday Decorations for Willow Creek Park -- Jarred Coursey -- Assistant Director of Public Works
- 2.B. Discussion and Action Regarding New Traffic Control Box Wrapping -- Luisa Pina -- Staff Liaison
- 2.C. Discussion Regarding Banner Program at Knowles Drive -- Luisa Pina -- Staff Liaison
- 2.D. Discussion Regarding Mural at Bailey Boswell and Saginaw Blvd Overpass -- Luisa Pina -- Staff Liaison
- 2.E. Discussion Regarding Mural at north restroom of the Switchyard at Willow Creek Park -- Luisa Pina -- Staff Liaison
- 2.F. Discussion Regarding the Entryway Sign at Basswood Blvd -- Luisa Pina -- Staff Liaison

## **3. Public Hearings**

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## **4. Staff Reports**

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- 4.A. Veteran Memorial Bricks Program at Kiwanis Park
- 4.B. Expenditure Fund Report
- 4.C. Future Agenda Items

## **5. Adjournment**

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Date Posted: \_\_\_\_\_ Time: \_\_\_\_\_ By: \_\_\_\_\_

Date Retrieved: \_\_\_\_\_ Time: \_\_\_\_\_ By: \_\_\_\_\_

*Date Posted: March 17, 2026 10:54 am*

**KEEP SAGINAW BEAUTIFUL BOARD**

Lisa Reames	Place No. 1	Term Expires July 1, 2027
Pamela Macy	Place No. 2	Term Expires July 1, 2026
Melissa Gorton	Place No. 3	Term Expires July 1, 2027
Brian Thompson	Place No. 4	Term Expires July 1, 2026
Emily Stults	Place No. 5	Term Expires July 1, 2027
Myranda Beier	1 <sup>st</sup> Alternate	Term Expires July 1, 2027
VACANT	2 <sup>nd</sup> Alternate	Term Expires July 1, 2026

## **Audience Participation**

If anyone in the audience wishes to address the Board on any item listed on the agenda, please fill out one of the audience participation forms located by the east door of the council room. After the form is completed, please hand it to the Board Secretary. Your request to speak will be given to the Chairman and you will be called upon to speak when that item is discussed.



Keep Saginaw Beautiful Board Memorandum

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**C. Approval of Minutes**

Meeting	Agenda Group
Monday, March 23, 2026, 6:00 PM	Call to Order Item: 1C.
Reference File	
Community Goals	

**BACKGROUND/DISCUSSION:**

Special Called Meeting December 15, 2025.

**Attachments**

[KSB Minutes for Special Called Meeting 12.15.25.pdf](#)

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

333 West McLeroy Boulevard, Saginaw, Texas 76179

December 15, 2025, 6:06 PM - December 15, 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

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

### 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 Yard of the Month Holiday Decor Contest -- Luisa Pina -- Staff Liaison

Staff liaison, Luisa Pina, presented the Board with the nominations for the Yard of the Month Holiday Decor contest.

After review of submissions, a motion was made by Vice-Chairman Gorton, with a second by Member Thompson, to award Yard 1, Yard 4, Yard 7, and Yard 8 of the submissions presented, and to include Yard 11 as an honorable mention in a social media post. Motion carried unanimously.

## 2.B. Discussion and Action Regarding the Yard of the Month Contest Rules

Based on feedback from contest participants and the continued popularity of the Holiday and Halloween Decoration Contests, the Board discussed restructuring the contest timeline. The goal of this change is to allow recent winners of the regular *Yard of the Month* contest to still be eligible to participate in the seasonal decoration contests within the same year.

After discussing potential start times for the program, anticipated expenses related to gift card awards, and staff recommendations, a motion was made by Member Thompson, with a second by Vice-Chairman Gorton, to approve the following contest rules:

### 1. **Separate Contest Terms**

The program will be divided into two separate contest terms:

- Term 1: Yard of the Month (April – September)
- Term 2: Seasonal Decoration Contests (October – November/December)

These terms will be treated as separate competitions for eligibility purposes.

### 2. **Yard of the Month Contest** (April – September)

- The regular Yard of the Month contest will run monthly from April through September.
- Two yards may be awarded each month.

### 3. **Halloween Decoration Contest** (October)

- The Halloween Decoration Contest will take place during October.
- Two winners may be selected.

### 4. **Holiday Decoration Contest** (November – December)

- The Holiday Decoration Contest will take place during November and December.
- The Board may select four total winners during this period.

### 5. **Winner Eligibility**

- Winners may only receive an award once within the same contest term.
- Because the program is divided into two separate contest terms (April–September and October–December), a resident may win once within each term during the same year. However, winners are not eligible to receive another award within the same contest term the following year.

Motion carried unanimously.

## 3. Public Hearings

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## 4. Staff Reports

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### 4.A. Veteran's Memorial at Kiwanis Park

Staff Liaison Pina provided an update to the Board regarding the reassignment of oversight for the Veterans Memorial Brick Program at Kiwanis Park, located behind City Hall. She explained that the program, will now be overseen by the Keep Saginaw Beautiful Board, and that this transition was previously reviewed and approved by the Parks Advisory Board.

Pina noted that staff is currently working to update the program's webpage and application form to improve clarity and increase public engagement.

#### 4.B. Expenditure Fund Report

Staff liaison introduced the item and reported that the Donation Fund Balance totaled \$122,205.84 as of December 1, 2025.

She then presented a summary of expenditures for the months of October and November, which included:

- \$3,826.66 - For mowing of the ROWs/Medians of Blue Mound and Saginaw Blvd (October)
- \$5,000 - Tree planting of 2 Oak Shurmard Trees, 2 Oak Chinquapin, 2 Oak Shumard
- \$42,001.25 - Holiday Decor (First Choice Lights)
- \$4,950.16 - For mowing of the ROWs/Medians of Blue Mound and Saginaw Blvd (November)
- \$854.11 - Pallet for photo boot at Train and Grain Festival and decoration supplies
- \$33.00 - 2 Yard of the Month Halloween Decor Contest award signs
- \$20.00 - Brick Engraving for Veteran Memorial Park (Payment from applicant was \$25)

Pina concluded the report by informing the Board that a total of \$56,685.18 was spent from the 2025-2026 fiscal year, which had a total budget of \$104,000.

#### 4.C. Future Agenda Items

The Board requested an update regarding the City Council item related to the proposed "Welcome to Saginaw" entryway sign at Basswood Boulevard.

Staff Liaison Pina also informed the Board that the Public Works Director had requested the Board assess the recently reopened Knowles Drive to determine whether additional Christmas décor could be installed along the drive near Willow Creek Park.

### 5. Adjournment

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A motion was made by Vice-Chairman Gorton, with a second by Member Macy, to adjourn the meeting. Motion carried unanimously.

Vice-Chairman Gorton declared the meeting of December 15, 2025, closed at 6:46 P.M.

APPROVED:

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Lisa Reames, Chairman

ATTEST:

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Luisa Pina,

Public Works Admin. Coordinator/Staff Liaison



Keep Saginaw Beautiful Board Memorandum

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**A. Discussion Regarding the Purchase of Holiday Decorations for Willow Creek Park -- Jarred Coursey --  
Assistant Director of Public Works**

Meeting	Agenda Group
Monday, March 23, 2026, 6:00 PM	Business Item: 2A.
Reference File	
Community Goals	

**BACKGROUND/DISCUSSION:**

**FINANCIAL IMPACT:**

N/A

**RECOMMENDATION:**

N/A



Keep Saginaw Beautiful Board Memorandum

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**B. Discussion and Action Regarding New Traffic Control Box Wrapping -- Luisa Pina -- Staff Liaison**

Meeting	Agenda Group
Monday, March 23, 2026, 6:00 PM	Business Item: 2B.
Reference File	
Community Goals	

**BACKGROUND/DISCUSSION:**

The wrapped traffic control boxes across the city are part of a Keep Saginaw Beautiful Board's art initiative.

All of the current designed were installed back in 2019. Recently, a new traffic control box was added at the south, far right corner of South Willow Creek Park (Close to the Switchyard).

Staff obtained a quote on the cost of installing a new wrap at this traffic control box and is requesting the Board's approval and feedback on what picture to select for the print.

A presentation of picture options will be shown at the meeting.

**FINANCIAL IMPACT:**

\$750 for printing and installation of the wrap.



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**C. Discussion Regarding Banner Program at Knowles Drive -- Luisa Pina -- Staff Liaison**

Meeting	Agenda Group
Monday, March 23, 2026, 6:00 PM	Business Item: 2C.
Reference File	
Community Goals	

**BACKGROUND/DISCUSSION:**

The reconstruction of Knowles Dr has been completed and single picture light poles have been installed throughout the entire road. Most that run parallel to Willow Creek park sit at the east sidewalk (opposite to the sidewalk that runs along the park).

These poles are permitted within Oncor's guidelines and could serve as new banner placement poles. Given the count and outlay, a new order would likely need to be placed to cover the stretch of Willow Creek Park/Knowles Dr.

Currently, the cost of one 30"x60" banner and its corresponding mounting bracket is \$183. Installation may vary on count and location, and could range from \$3,000 to \$7,000. Further quotes will need to be obtained based on the Board's feedback.

Attached are pictures of the current banner designs in storage and their respective stock.

Staff is seeking the Board's feedback on the direction they will like to take regarding banner placement at Knowles Dr.

**Attachments**

[Banners Designs & Current Stock.pdf](#)

**Current stock of banners:**

- Snowflakes with “Happy Holidays” text (Same design on both sides): **7 banners in stock**



- Christmas Trees with “Season Greetings” text (Same design on both sides): **6 banners in stock**



○

- American Flag Design with “Welcome to Saginaw” text (Same design on both sides): **16 banners in stock**



○

- Fall leaves background with “Home of the Saginaw Train & Grain Festival” text (Same design on both sides): **9 banners in stock**



○

- City Logo and "A City on the Right Track" and "Welcome to Saginaw" text: **7 banners in stock**



**45 banners and 19 brackets in stock**



Keep Saginaw Beautiful Board Memorandum

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**D. Discussion Regarding Mural at Bailey Boswell and Saginaw Blvd Overpass -- Luisa Pina -- Staff Liaison**

Meeting	Agenda Group
Monday, March 23, 2026, 6:00 PM	Business Item: 2D.
Reference File	
Community Goals	

**BACKGROUND/DISCUSSION:**

Staff is seeking feedback from the Board in regards to the direction of the mural at the Bailey Boswell and Saginaw Blvd overpass.

While we are waiting to receive quotes from all artists that were contacted, the costs obtained so far range from \$30,000 to \$54,000 for only the two biggest pillars that are closest to Saginaw Blvd. There are a total of 9 pillars for this overpass. Quotes for a smaller count were requested to get a sense of cost ranges for the project.

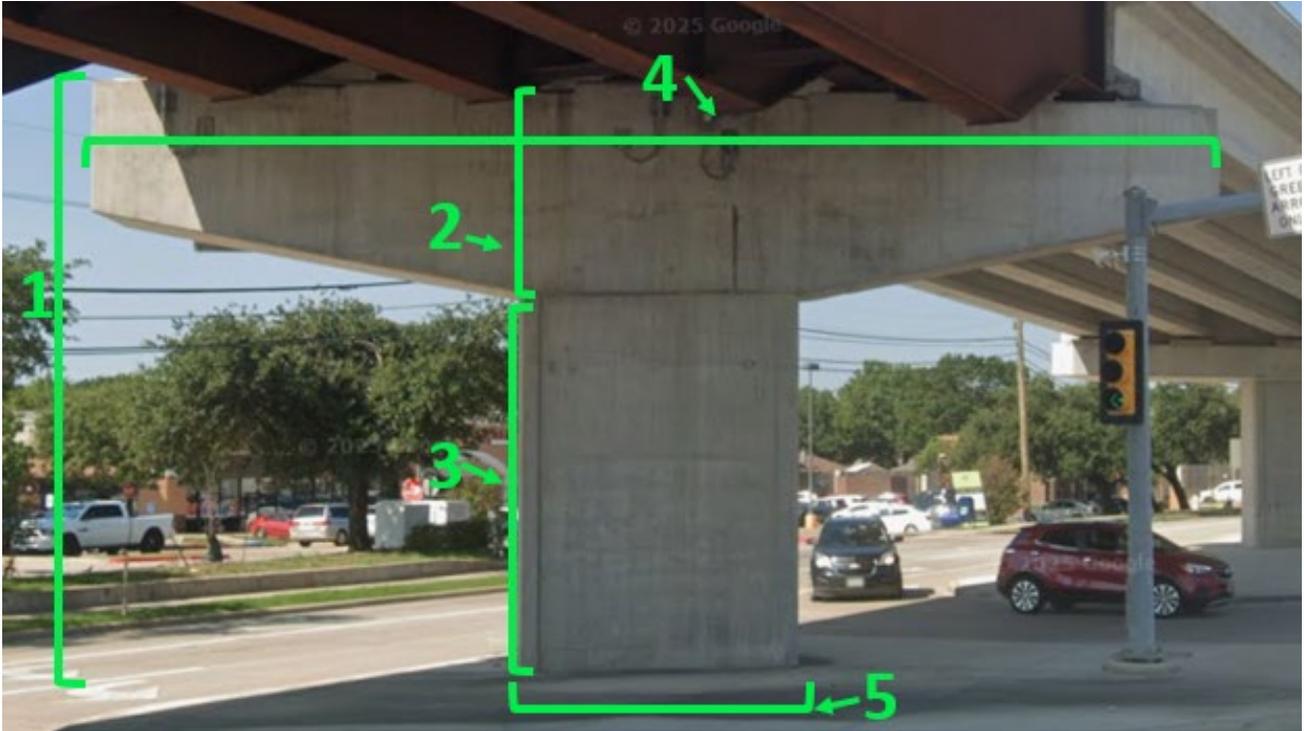
Attached are the measurements for this pillar and inspiration references for a theme.

**Attachments**

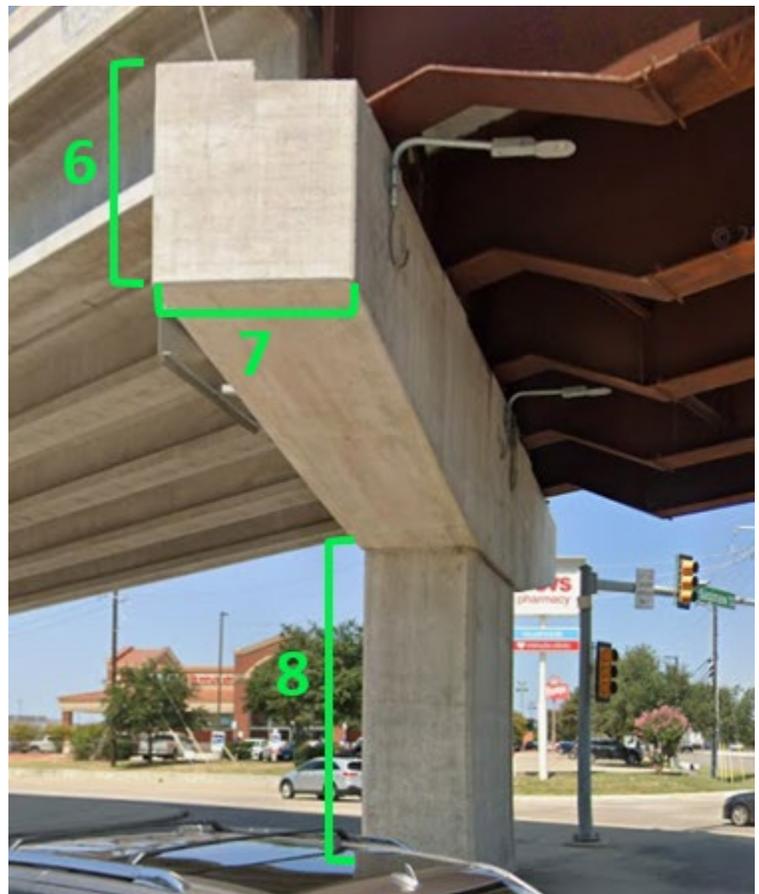
[Saginaw Overpass Mural.pdf](#)

# Saginaw Overpass Mural

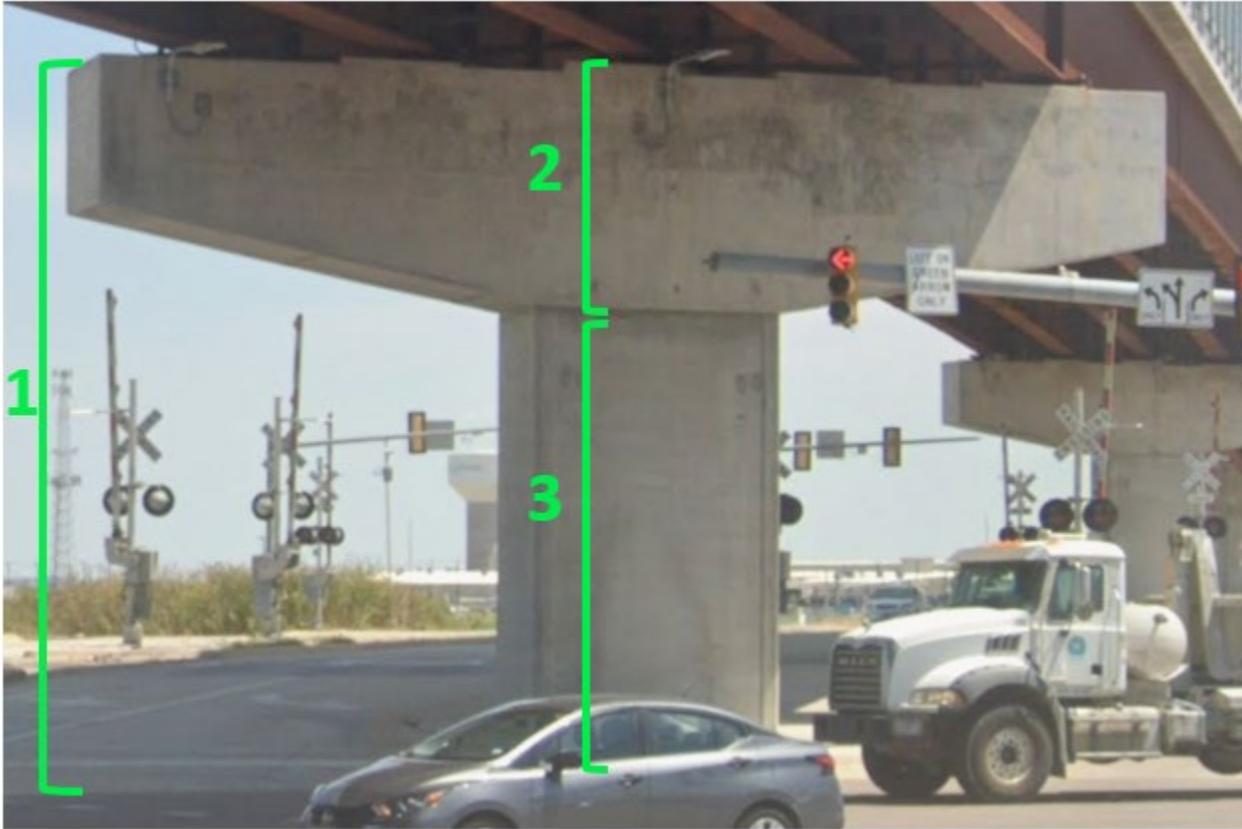
First Pillar Dimensions (East side of Saginaw Blvd when travelling northbound):



- 1: 19' of height
- 2: Approx. 2' of height
- 3: Approx. 17' of height
- 4: 48' length
- 5: Approx. 12' of length
- 6: Approx. 4'-5 ½"
- 7: Approx. 4'-5 ½"
- 8: Approx. 17' of height



**Second Pillar Dimensions (West side of Saginaw Blvd when travelling northbound):**



**1: 24' of height**

**2: Approx. 3-4' of height**

**3: Approx. 20-21' of height**

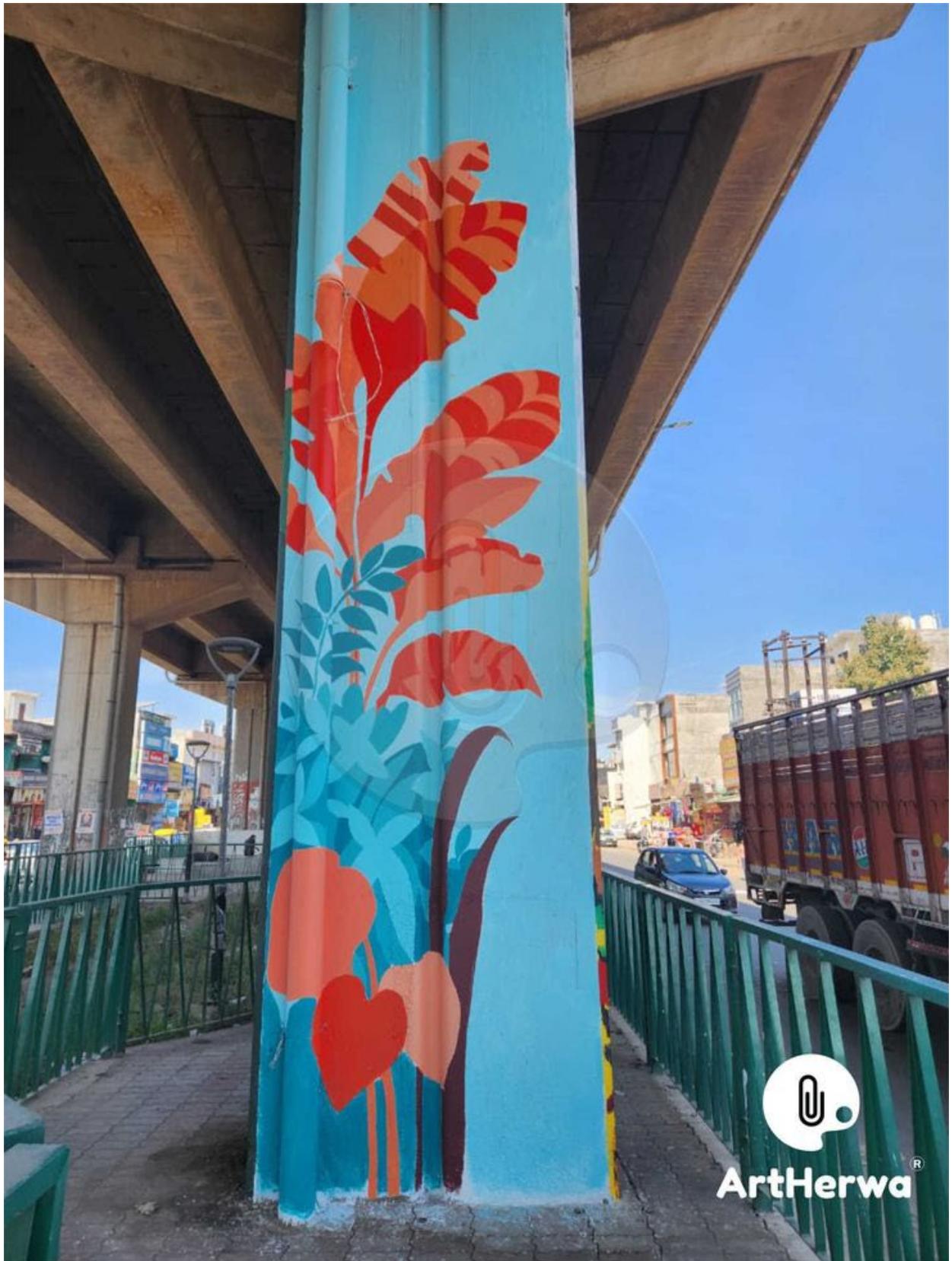
**All other measurements are the same as the first pillar\*\***

## Inspiration Pictures and References for Mockups

Bold colors and big shapes that make it easily visible to drivers.







**ArtHerwa**<sup>®</sup>





City Logo and Flower References/Examples:



Texas Blue Bonnet:



Blacksamson Echinacea:



Black-eyed Susan:





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**E. Discussion Regarding Mural at north restroom of the Switchyard at Willow Creek Park -- Luisa Pina -- Staff Liaison**

Meeting	Agenda Group
Monday, March 23, 2026, 6:00 PM	Business Item: 2E.
Reference File	
Community Goals	

**BACKGROUND/DISCUSSION:**

Staff will be presenting mural idea proposal to assess the Boards interest and obtain guidance on theme and direction.

**Attachments**

[Willow Creek Park \(Switchyard Restroom Mural\).pdf](#)

## Willow Creek Park (Switchyard) Restroom Mural

The restroom facility is located north of the Saginaw Switchyard at Willow Creek Park (. This area serves as a central gathering space for several community events, including the annual Train and Grain Festival held each October, as well as the Farmers Market, which takes place on the 2nd and 4th Saturday of each month.

Because this location regularly hosts community events and attracts visitors throughout the year, the Keep Saginaw Beautiful Board would like to enhance the restroom building with an Instagram-worthy mural on its exterior back wall. The goal is to create a visually engaging feature that reflects the character of the space and provides an Instagram worthy backdrop for visitors.

The restroom's location and wall size references are provided in the images below.





- 1: 7' 3" Height**
- 2: 9' 6" Length**
- 3: 9' Length of back wall**
- 4: 17' Height of middle point of back wall**

City Logo references:





Keep Saginaw Beautiful Board Memorandum

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**F. Discussion Regarding the Entryway Sign at Basswood Blvd -- Luisa Pina -- Staff Liaison**

Meeting	Agenda Group
Monday, March 23, 2026, 6:00 PM	Business Item: 2F.
Reference File	
Community Goals	

**BACKGROUND/DISCUSSION:**

Per request of the Board, staff will provide an update on the item tabled at City Council regarding the entry way sign at Basswood Blvd and the Work Plan Project of updating and standardizing the gateway/city limits/"Welcome" Monument Signs.



Keep Saginaw Beautiful Board Memorandum

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**A. Veteran Memorial Bricks Program at Kiwanis Park**

Meeting	Agenda Group
Monday, March 23, 2026, 6:00 PM	Staff Reports Item: 4A.
Reference File	
Community Goals	

**BACKGROUND/DISCUSSION:**

Staff will provide a report on the re-vamping of the Veteran Memorial Bricks program.

**KSB Donation Fund**  
**Dec 2025 -Feb 2026**

<b>Beginning Balance:</b>	<b>12/1/2025</b>	<b>\$122,204.84</b>
<b>Donations Added:</b>		
	December 2025	\$14,757.78
	January 2026	\$14,417.25
	February 2026	\$12,603.45
	<b>Total Donations:</b>	<b>\$41,778.48</b>
<b>Balance with Donations:</b>		<b>\$163,983.32</b>
<b>Less Expenditures:</b>		
	Holiday Décor Contest - 4 Gift Card awards and Certificate Paper	\$225.33
	Holiday Décor Contest - Yard Sings for Winners	\$66.00
	Holiday Décor Contest - Recognition Certificate Holders	\$21.99
	<b>Total Expenditures :</b>	<b>\$313.32</b>
<b>Ending Balance:</b>	<b>2/28/2026</b>	<b>\$163,670.00</b>
<b>Pending Expenditures:</b>		
	Custom Sized Adopt A Spot Sign for Spot in front of the Recreation Center	\$16.00
	<b>Total Pending Ependitures:</b>	<b>\$16.00</b>
<b>Estimated Available Funds:</b>	<b>3/1/2026</b>	<b>\$163,654.00</b>