



AGENDA ITEM SUMMARY FORM

MEETING DATE: 6/23/2025

PREPARED BY: Jason O'Mara, Director of Parks & Recreation

AGENDA CONTENT: Discussion on 2025-2026 Keep Angleton Beautiful Strategic Plan.

AGENDA ITEM SECTION: Regular Agenda

BUDGETED AMOUNT: NA

FUNDS REQUESTED: NA

FUND: NA

EXECUTIVE SUMMARY:

At the February 2025 meeting, Keep Angleton Beautiful reviewed the timeline and priority levels for the 2025–2026 KAB Strategic Plan. This discussion helped guide the Board's focus for the upcoming two years, ensuring that key initiatives are prioritized and actionable. Based on Board feedback and approval, staff have identified the following priority items for 2025:

KAB 2025 Priority List

Expand and Enhance Beautification Initiatives

- Create and implement an annual marketing schedule for cleanup events and programs
- Identify and promote four events or programs offering volunteer opportunities
- Create a maintenance calendar for planters
- Enhance awareness and promotion of the Butterfly Seedball Giveaway
- Design and implement an "Adopt a Spot" program

Strengthen Educational Outreach

- Organize an annual gardening demonstration ("in the field")
- Develop butterfly way station workshops
- Set up an educational booth at a minimum of one City event (timeline TBD)

Improve Funding and Resource Acquisition

- Explore and apply for at least two grants
- Submit the annual GCAA application (already submitted for 2025 – continue tracking opportunities)
- Create a detailed inventory of existing resources
- Develop board committees and assign board members to lead

Foster Community Engagement and Participation

- Collaborate with Texas A&M AgriLife Extension to offer new programs (e.g., Traveling Plant Program)
- Collaborate with Code Enforcement to develop a Beautification Task Force
- Redefine "zones" to support Yard of the Month, litter cleanup, and beautification efforts
- Conduct an annual community survey for project input
- Develop and implement criteria and a standard nomination process for Yard/Business of the Month

Marketing and Awareness

- Post the KAB annual report to the City Council website and social media

RECOMMENDATION:

Staff recommends that KAB Board members provide feedback and guidance on items to address over the next two months to help advance efforts toward achieving the 2025 goals outlined in the KAB Strategic Plan.