



AGENDA ITEM SUMMARY FORM

MEETING DATE: 08/26/2024

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

AGENDA CONTENT: Discussion and possible action on Keep Angleton Beautiful Strategic Plan.

AGENDA ITEM SECTION: Regular Agenda

BUDGETED AMOUNT: NA

FUNDS REQUESTED: NA

FUND: NA

EXECUTIVE SUMMARY:

On May 6, 2024, Keep Angleton Beautiful held a board retreat to conduct a SWOT analysis of KAB programs, events, and initiatives, aimed at guiding the development of a new strategic plan. Based on the feedback and data gathered from the board during this session, staff have developed the 2025-2026 KAB Strategic Plan. The plan outlines specific goals, objectives, and action items designed to enhance beautification efforts, strengthen educational outreach, improve funding strategies, and foster greater community engagement.

Key components of the plan include:

- **Expand and Enhance Beautification Initiatives:**
 - Sustain and grow existing events through an annual marketing schedule, creation of a maintenance calendar for planters, and enhancement of the Butterfly Seedball Giveaway.
 - Develop new beautification projects, such as identifying locations for Pocket Prairie Parks, exploring partnerships for a community garden, and implementing an "Adopt a Spot" program.
- **Strengthen Educational Outreach:**
 - Increase recycling awareness by designing and distributing brochures, partnering with schools, and hosting community workshops.
 - Expand environmental education with initiatives like butterfly way station workshops and organizing annual gardening demos.
- **Improve Funding and Resource Acquisition:**
 - Diversify funding sources by exploring and applying for additional grants, launching new fundraising platforms, and redeveloping sponsorship packages.
 - Optimize resource allocation through detailed inventory management and the development of board committees.
- **Foster Community Engagement and Participation:**

- Increase volunteer involvement with recruitment campaigns and appreciation programs.
- Build stronger partnerships with local organizations, schools, and city departments to support beautification and environmental education.
- **Marketing and Awareness:**
 - Enhance promotion and celebrate KAB accomplishments by posting annual reports on the KAB website, educating the community on ordinances, and applying for relevant awards.

RECOMMENDATION:

Staff recommends KAB provide feedback or approval on presented 2025-2026 Strategic Plan to help guide the commissions efforts over the next two years.