



AGENDA ITEM SUMMARY FORM

MEETING DATE: 02/24/2025

PREPARED BY: Jason O'Mara, Assistant 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:

In August 2024, Keep Angleton Beautiful approved their 2025-2026 Strategic Plan which outline specific goals, objectives, and action items designed to enhance beautification efforts, strengthen educational outreach, improve funding strategies, and foster greater community engagement. To continue progress with Strategic Plan initiatives, staff would like to review and discuss the proposed timeline and priority levels for the 2025-2026 KAB Strategic Plan. This discussion will help guide the Board's focus for the upcoming two years, ensuring that key initiatives are prioritized and actionable.

Proposed Priority Levels

- **Priority 1: High Priority (2025 Focus):** Immediate focus for 2025 on activities that lay the foundation for long-term success. These include expanding and enhancing existing beautification events, increasing recycling awareness, and fostering community engagement through volunteer recruitment.
- **Priority 2: Medium Priority (2025-2026 Focus):** Initiatives that can be executed over a longer term, such as expanding environmental education, optimizing resource allocation, and marketing KAB accomplishments.
- **Priority 3: Low Priority (2026 Focus):** Longer-term projects to be focused on in 2026, such as new beautification projects and building stronger partnerships.

RECOMMENDATION:

Staff recommends KAB provide feedback and input on presented priority levels, timeline, and updates to the 2025-2026 Strategic Plan to help guide efforts over the next two years.