

BURLESON PUBLIC SPACES & CULTURAL HERITAGE BOARD
AUGUST 11, 2026
MINUTES
DRAFT

ROLL CALL

BOARD MEMBERS PRESENT

Vaughn Schlegel, Chair
John Weeks
Steve Ann Richie
John Zamaripa

BOARD MEMBERS ABSENT

Joy Larabell
Payton Byrd, Vice Chair
Vanessa Shimek

Staff Present

Eric Oscarson, Deputy City Manager
Jessica Martinez, Deputy Director of Parks
Christina Brinkman, Communications Manager
Sarah Heath, Senior Administrative Specialist/Recording Secretary

Guests

None.

1. **CALL TO ORDER** - Time 6:00 p.m.

Vaughn Schlegel, Chair, called the meeting to order. **Time: 6:00 p.m.**

2. **CITIZEN APPEARANCES**

None.

3. **GENERAL**

A. Consider and take possible action on the minutes from the July 14, 2026 meeting. (Staff Contact: Sarah Heath, Senior Administrative Specialist)

Motion made by John Zamaripa and seconded by John Weeks to approve the minutes as presented.

Motion passed 4-0 with Joy Larabell, Payton Byrd, and Vanessa Shimek absent.

B. Nominate a Chair and Vice Chair for the Public Spaces and Cultural Heritage Board for the fiscal year 2026-2027. (Staff Contact: Eric Oscarson, Deputy City Manager)

Motion made by John Zamaripa to nominate himself for Vice Chair.

Motion passed 4-0 with Joy Larabell, Payton Byrd, and Vanessa Shimek absent.

Motion made by Vaughn Schlegel to nominate Payton Byrd for Chair.

Motion passed 4-0 with Joy Larabell, Payton Byrd, and Vanessa Shimek absent.

C. Consider and establish a tentative meeting cadence for fiscal year 2026-2027. (Staff Contact: Eric Oscarson, Deputy City Manager)

The Board confirmed to continue meeting on the second Tuesday of each month at 6:00 p.m. in the Burleson University conference room in the City Hall Annex unless otherwise coordinated and communicated.

4. REPORTS AND PRESENTATIONS

A. Receive a presentation and provide feedback and recommendations regarding the City's communication and resident engagement efforts. (Staff Contact: Christina Brinkman, Communications Manager)

Christina Brinkman, Communications Manager, gave a presentation regarding the City's communication and resident engagement efforts. The presentation included:

- Communications staff members
- How Communications informs residents, including through the City's website, social media, video, graphics, publications and newsletters, signage, news releases, and emergency communications
- How Communications involves the community, including through citizen academies, volunteer opportunities, online engagement opportunities, outreach programs, public hearings, community events, and community conversations
- How Communications listens to the community, including through public feedback, surveys, public meetings, Boards and Commissions, social media comments, email, phone, in-person, and contact forms, and BTX 311 requests
- How social media is used through the citywide account as well as department accounts
- Examples of social media posts, social media graphics, the City's website, Get Connected, video content, photography, presentations and publications, e-newsletters and signage, and news releases

Board discussion reflected support for Communications coordination with department content creators, the channels and representation of feedback by the community, communications with school districts, communicating on social

media through the City's own profiles, the reach of printed media, and considerations for diverse communities.

Staff requested feedback from the Board. The Board recommended staff to explore additional opportunities to communicate to youth and the school districts, National Night Out attendance and opportunities to reach a senior demographic through community and neighborhood events, potential outreach to community publications, connection to media-knowledgeable community members who do not engage on social media, the role and relevance of traditional news channels, connections to non-profit organizations, reaching out to immigrant community members with considerations for English-language fluency, welcoming new citizens to Burleson with community information, and engaging parents.

The Board expressed appreciation for social media content and the newsletter.

B. Receive a report regarding the current operations, recent capital improvements, and general updates for Burleson Memorial Cemetery.
(Staff Contact: Jessica Martinez, Deputy Director of Parks)

Jessica Martinez, Deputy Director of Parks, gave a presentation regarding Burleson Memorial Cemetery. The presentation included:

- History
- Purpose and vision
- Operational overview, including maintenance, management, and priorities
- The completed expansion project and the resulting community impact
- General updates, including landscaping, 2026 plot sales to date, and the current fiscal year headstone reset program
- A financial summary of previous, current, and projected fiscal years

Board discussion included the adjacent properties owned by the City, the availability of plots after the expansion, the maintenance of landscaping, and the setting of new headstones as planned considerations for the future of the cemetery.

The Board noted a potential drainage issue in the northwest corner of the property.

C. Receive a tour of Burleson Memorial Cemetery to provide an overview of the cemetery's history, operations, and recent capital improvements.
(Staff Contact: Jessica Martinez, Deputy Director of Parks)

Departing from the Burleson City Hall Annex, Board members were led on an on-site tour of Burleson Memorial Cemetery, located at 490 Memorial Plaza, by Jessica Martinez, Deputy Director of Parks.

Board discussion reflected support to potentially honor veterans in the cemetery.

The Board agreed that items placed at gravesites may warrant future consideration. Staff will research how other municipal cemeteries regulate items placed at gravesites, including any timeframes for removal or refreshing of these items, to provide comparative context for the Board.

5. **REQUESTS FOR FUTURE AGENDA ITEMS AND REPORTS**

None.

6. **ADJOURN**

Motion made by John Weeks and seconded by Steve Ann Richie to adjourn the meeting.

Vaughn Schlegel, Chair, adjourned the meeting. **Time: 7:22 p.m.**

Sarah Heath
Recording Secretary