

It's real.

## MEMORANDUM

**To:** Mayor and City Council  
**From:** Morgan Ash, Public Information Officer  
**Subject:** Yard of the Month Program  
**Date:** Tuesday, July 17, 2018

Mayor Pro Tem Fonda Mathis recently approached staff regarding the possible addition of a “Yard of the Month” Program in the City of Seguin. The hope being that the yard signs will foster a friendly competition between residents to keep yards clean and beautiful. Staff has prepared a plan that would make custom yard signs available for neighborhoods to use as part of their own ‘Yard of the Month’ programs.

The interested neighborhood and/or Homeowners’ Association (HOA) would be responsible for deciding how they would identify and select who “won” the sign each month. This way, the City would not be involved with the selection, criteria for selection or oversight of how any specific neighborhood’s program.

Initially, we will offer ten signs for neighborhood representatives to request on a first come, first serve basis. The signs will be customized with the neighborhoods name on it, once ready, the neighborhood representative will be able to pick- up their sign and start their program. The signs will be 18 in x 24 in. H Frame realtor signs with a 6 in x 24 in “rider” designating the neighborhood. We estimate the first order of ten signs to be under \$350.00.

**Promotion:** A media release outlining how neighborhoods can request a Yard of the Month sign will be disseminated to local media, posted on the city’s website and shared on social media including Facebook, Twitter and Nextdoor.com. Staff can also contact known HOAs within the city limits to make sure they receive the information about the signs.

18 in x 24 in full color sign  
using standard H frame metal  
realtor sign

6 in x 24 in full color custom  
sign with neighborhood name

