

MEMORANDUM

To: City of Seguin Mayor and Council

From: Jack Jones, Director of Parks & Recreation

Through: Rick Cortes, Assistant City Manager

Subject: Approval of the Seguin Adopt-A-Spot Program.

Date: March 21, 2017

Staff is proposing to start an Adopt-A-Spot Program in Seguin. This program is intended to provide residents and/or groups with a means to help keep Seguin a wonderful place to live, work, and play for all.

The Seguin Adopt-A-Spot program encourages citizen participation in beautification projects and litter clean-ups of designated public areas at regular intervals. A spot could be a park, trail, road, creek, planter box, median, right-of-way, or City entryway monument sign. Individuals, organizations, or businesses (both large and small) may agree to keep a designated spot cleared of litter for a period of one year and/or provide beautification for an indefinite period as long as program requirements are met. Special projects can be considered as part of the Adopt-A-Spot program that add permanent site features/amenities to parks and/or large scale beautifications.

The City will create and install a sign bearing the name(s) of program participant(s) or organization(s) in their adopted area. In addition, program participants will be listed on the City's website noting what spot has been adopted. At the end of the one year period, program participants will receive a special certificate of appreciation/recognition from the City that is signed by the Mayor and may automatically renew to adopt their spot for another one year period if all program requirements have been met. Special projects can be considered for long term adoption, signage, and recognition by the City.

Program benefits include:

- A cleaner community
- Beautification of the community
- A healthier and safer environment for residents and wildlife
- A sense of community service and community pride
- A better place to work, live, and play
- Recognition by the City of Seguin
- Community service credits for youth groups and other organizations

The public can participate by:

- Litter control
- Tree plantings
- Beautification/landscaping
- Adding permanent site features/amenities such as gazebos, park benches, picnic tables, public art, etc.

The Parks and Recreation Advisory Board approved the program at their meeting on March 6, 2017. City staff recommends approval of the Adopt-A-Spot Program.