

## **Annual Report for 2022-2023 City Beautification Board**

### **Introduction**

All members agree that the Board is currently in a flux/transitional period. The Board is looking for new projects to take on, but also reassessing their overall goals and strategy. With that in mind, the Board worked on answering the Commission's questions for the annual report.

### **What do you understand the mission of your board to be?**

After discussion, the Board approved the adoption of the following Mission Statement: "*To elevate the quality of life for the residents of Gainesville through the enhancement of the urban environment.*"

### **What are the three most important things your board has done during calendar years 2022-2023?**

The Board agrees that three of the most important things it has done over the last year are:

1. Identified and recognized outstanding projects for its annual City Beautification Awards. These awards highlight aesthetic and functional design in projects to encourage more high-quality, community-focused designs. The awards also serve to help promote and encourage local businesses and their positive impacts on the community.
2. Creation of strategic initiatives for the Board moving forward, including restructuring accountability metrics.
3. Rebranding of the CBB awards and the board itself. This includes a more modern design for the awards and coordinating invitations, brochures and outreach materials.

### **What are the three most important things your board is working on right now?**

Members think that the three most important things that the board is working on right now are:

1. Recruitment of new members, including exploring different channels to advertise the board to a diverse applicant pool
2. Community outreach and engagement, especially through social media.
3. Continued strategic initiatives planning.

### **What could the City Commission do to help your board better serve our neighbors?**

The Board expressed the following in terms of how the City Commission can help the Board better serve our neighbors:

1. At least once a year, arrange meet-and-greet events between the various advisory boards and committees in the City. This could help the different groups align efforts.
2. Create a clear, user-friendly resource portal online for members and staff. This would open communication even more between boards and members. This could also include a bulletin-board system. This same portal can be used for potential members (ie, the public) to learn about the boards, ask questions and easily submit their applications. This goes in-line with the overall suggestion to make the communications process more accessible.
3. The Commission should encourage more organization-wide staff support of advisory boards and their liaisons. This is especially true in terms of purchasing and contracts. Processes should be made clear as possible and expedited in order for these forward-facing public events to function as intended by the Commission.

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### **What else do you need the City Commission to know about your board?**

Members want to emphasize to the City Commission that the City Beatification Board is not just an awards board. Our ultimate goal of the Board is not only recognition of projects that have beautified our city, but also to motivate citizens to engage with and enhance their environment. Members want to develop long-term programs with meaning to our Community.