

***PUBLIC RELATIONS***

**LITTLE ROCK CITY BEAUTIFUL COMMISSION**  
**2002 STRATEGIC PLANNING SESSION NOTES**  
**January 13, 2002**

**EXPECTATIONS/IMPERATIVES/TABOOS**

- “To create a map to follow for this year and beyond.”
- “To see people take ownership of projects and make things happen.”
- “To have fresh ideas and commitments.”
- “Review our powers/areas of responsibility as the CBC.”
- “Must decide something on the Polish the Rock Awards.”
- “Want the CBC to constantly review and update city ordinances, working through revisions as necessary.”
- “We need to figure out a way to get committed City Board support.”
- “Refocus committees and get active.”
- “Conduct research to see what other committees and commissions in other areas of the country are doing.”
- “Focus on fundraising.”
- “Grow the Landscape Awards in order to generate more publicity.”
- “Improve general awareness and publicity efforts.”



***PUBLIC RELATIONS***

**EXPECTATIONS/IMPERATIVES/TABOOS (cont.)**

- “Focus on the two main accomplishments we’ve had in the past few years...”
  - Passage of the Landscape Ordinance
  - Creation of the “Pretty and Clean” Neighborhood Awards“We need to seek out grant money to reinstate a similar program... we need to go neighborhood by neighborhood instead of trying to take on the whole city at once.”
- “Be realistic and recommend actions/programs that we can afford.”
- “We need to prevent ‘grandfathering’ on expansions/renovations of pre-landscape ordinance companies.”
- “Hope to know exactly what the agenda is for the commission.”
- “Always know what is being done and how we can play a role in ensuring that Little Rock’s environment is protected during its expansion (i.e. the Smart Growth Program).”
- “Identify ways that can we harness our City Board relationships to raise more funds.”
- “Need to find good replacement for Bob Brown and good administrative support for the CBC.”
- “Need to be open minded about the Landscape Ordinance and possible changes.”



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**STRENGTHS**

- Have respect of the community
- Longevity as a commission leads the City Board to respect our opinion
- Endowed by the Board of Directors
- Contact with people who actually provide landscaping services for LR city projects
- Tie-in with the Urban Forestry Program

**WEAKNESSES**

- Board relationship/weak representation
- Not enough attention paid to ensuring that CBC membership has representation in all key areas of focus (i.e. landscape architecture, engineers, etc.)

**OPPORTUNITIES**

- CBC with Downtown Partnership
- Void of Public Art in Little Rock
- Raise funds from past Landscape Award/Polish the Rock winners
- Develop strategies/initiatives in support of existing City Board pet projects (to ensure support)
- Stay linked with Urban Forestry to determine how we can align our efforts (i.e. Arbor Day)
- Existing \$1,000 commitment from LRCVB for the Environmental Festival
- Cell phone tower issue is hot... how do we take lead role?



***PUBLIC RELATIONS***

**OPPORTUNITIES (cont.)**

- Updating billboard ordinance
- Use Tree City USA program as springboard to reinstate the neighborhood-level recognition program
- Form alliance with Keep Pulaski County Beautiful
- Form alliance with Joan Adcock's Environmental Task Force
- More focus on using CBC's influence to ratchet up standards for the city

**THREATS**

- Some commissioners have predisposition to not cooperate with CBC
- New Cultural Commission (Formerly Arts & Humanities) infringing on CBC commission



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**COMMITTEE REORGANIZATION/LEADERSHIP ELECTION**

The following new committee structure was agreed upon:

- **Public Recognition Committee** – will be responsible for all efforts designed to recognize outstanding efforts in all segments that support the mission of the CBC. This committee will be headed by the CBC Chairman (Nash) who will be supported by sub-chairs heading up the following projects:
  - Landscape Awards (Troy)
  - Polish the Rock (Billie)
  - Spontaneous Public Recognition Program (Ann)
- **Strategic Planning & Publicity Committee** - will serve all committees in publicizing their activities within the community. (Sharon)
- **City Beautiful Celebration Committee** – responsible for establishing City Beautiful Day and planning/executing all attendant activities. (Tim)
- **Special Projects Committee** – responsible for researching, planning and recommending annual special projects in which the CBC will participate (Karol)
- **Networking Committee** – will focus on establishing and building mutually beneficial relationships within the community on behalf of the CBC (Dottie – Immediate Past Chair)
- **Grants/Fundraising Committee** – researches, recommends and coordinates fundraising and grant-writing efforts on behalf of the CBC (Lynn)



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**BRAINSTORMING/WISH LIST**

- Formalize Polish the Rock Awards (Public Recognition)
- Constantly review and update Landscape and other Ordinances (Networking/All)
- Secure committed City Board support (Networking)
- Conduct research about what other groups are doing across the country (Networking)
- Identify who our logical partners are within our sphere of responsibility and influence (Networking)
  - Downtown Partnership
  - Keep Pulaski County Beautiful
  - Tree City USA
  - Urban Forestry Commission
- Actively seek opportunities to create more awareness/publicity for the CBC (Publicity)
- Create an ongoing fundraising program (Grants & Fundraising)
- Seek out and apply for grants to support CBC programs (Grants & Fundraising)
- Continue to enforce and publicize the CBC's variance review authority (Publicity/All)
- Raise awareness and raise the profile of the Landscape Awards (Public Recognition)
- Host Environmental Fair annually in the month of April (CBC Celebration)
- Identify and try to logically fill voids in board membership in key categories (Networking/Staff)
- Revive some neighborhood-level recognition program (ala Pretty & Clean Awards) (for consideration by Special Projects)
- Review the Little Rock billboard ordinance (for consideration by Special Projects)



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**BRAINSTORMING/WISH LIST (cont.)**

- Accomplish significant amount in 2002 without a lot of funds (Grants & Fundraising)
- Sponsor beautification project at the entrance to the Little Rock Airport (for consideration by Special Projects)
- Sponsor beautification project at the Pond at McArthur Park (for consideration by Special Projects)
- Sponsor effort to eliminate overhead power lines in downtown and/or all over the city (for consideration by Special Projects)
- Get involved with/mimic Smart Growth Program (for consideration by Special Projects)
- Become a respected voice/gain visibility by actively taking positions on things going on in Little Rock's environmental arena (Networking/Publicity)
- Create an aggressive fundraising program aimed at corporate entities (Grants & Fundraising)
- Establish City Beautiful Commission Day (CBC Celebration)
- Sponsor a contest for the design of a City Beautiful flag to be used as an award by the commission (for consideration by Public Recognition)
- Create some other externally visible recognition for CBC award winners (for consideration by Public Recognition)
- Participate in a project that reaches school children by sponsoring the Arbor Day program in conjunction with the Urban Forestry program (CBC Celebration)
- Establish a spontaneous recognition program to recognize people/businesses/residences that go above and beyond in an effort to keep LR beautiful (i.e. certificates of appreciation and/or notecard-writing program) (Public Recognition)
- Establish "Yard of the Month" program (for consideration by Special Projects)



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**BRAINSTORMING/WISH LIST (cont.)**

- Get involved as a Keep Pulaski County Beautiful affiliate (Networking)
- Consider changing the CBC logo (for consideration by Publicity/All)
- Create program to promote LR as the “City of Roses” (for consideration by Special Projects/Publicity)
- Utilize a pot of roses as CBC Awards (for consideration by Public Recognition)
- Assist LR in making residents aware of programs already in place to help beautify the city (i.e. “Did you know about...” free trees, flowers, etc.) (Networking/Publicity)
- Work with the City annually on already required environmental programs (i.e. Tree City USA) (for consideration by Special Projects)
- Send CBC Ambassadors to all environmentally focused events during the year (Networking)
- Sponsor landscape project at the backdoor entrance to City Hall (i.e. Japanese Garden for Sister City in Japan, etc.) (for consideration by Special Projects)
- Sponsor monthly display in the lobby of City Hall recognizing beautiful areas of the city (for consideration by Publicity)
- Establish CBC Public Garden in the city (for consideration by Special Projects)
- Establish Little Rock Arboretum and name it for CBC (for consideration by Special Projects)
- Create fact sheet of past CBC accomplishments (i.e. Clock Tower, Belvedere, etc.) for use with key audiences (Publicity/Staff)
- Get involved with the landscaping Association with the Clinton Library Project (for consideration by Special Projects)



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**BRAINSTORMING/WISH LIST (cont.)**

- Get involved with the Downtown Partnership to co-sponsor a project (Networking)  
-Axiom area gateway?
- Spearhead official “Gateway” entrance to LR project (for consideration by Special Projects)
- Develop program that endorses the landscaping of areas underneath overpass areas (for consideration by Special Projects)
- Apply for a T-21 grant to establish a Walking Public Art Tour in LR, working with LRCVB as a partner (Grants & Fundraising/Networking)
- Name grant “watchdog” for CBC (Grants & Fundraising)
- Send CBC leadership to talk about/lobby for a new City Board representative (Networking)
- Mimic Indiana “green bottle” program (for consideration by Special Projects)
- Ramp up the CBC website and position it as *the* source of information for environmental issues in LR (Publicity/Staff)
- Promote wildflower right-of-way program (tie in Janet Huckabee?) (for consideration by Special Projects)
- Sponsor and promote Adopt-a-Street/Adopt-a-Neighborhood program (for consideration by Special Projects)
- Sponsor a mural project in the LR Rivermarket (involve school children?) (for consideration by Special Projects)



MANGAN HOLCOMB  
RAINWATER CULPEPPER

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