



Dear Community Partner:

Last year, Kerens Mayor Jeff Saunders resurrected the Health & Beautification Committee, provided for under the City Code of Ordinances. The five members appointed by city council immediately began taking organizational steps to position the body as a worthwhile contributor to community development in Kerens.

The committee adopted the moniker “Clean Kerens” as both an aspiration and a call to action. A new identity mark was also created to convey the purpose and objectives of the committee. The following vision and mission statements were adopted:

### **Vision Statement**

The Clean Kerens Committee will be a leading force in enhancing the overall appearance of Kerens, Texas, thereby attracting new business (industry & retail) and people (residents & tourists) into our community.

### **Mission Statement**

To heighten the image of Kerens in the region and across the state by improving the appearance of the town’s thoroughfares and instilling a sense of pride in the community among residents.

The group’s initial meetings last fall also included preliminary discussion of specific goals and plans of action. Education, service, policy recommendation and observation were all determined to be rolls of the committee.

Several service projects are being planned for the spring, and we need the help of all partner organizations in the community to make them successful. At least one residential clean-up project will be conducted, and we are asking for your help in matching up needs with resources. ***Please complete the attached form and return it to a committee member or to City Hall.***

A contest will be held to determine the “Most Improved” commercial business. We hope to receive a donation of landscaping material to be offered to participating businesses, and a prize will be established for the winner.

Finally, we are asking each organization and resident to audit any real property under their control. Dramatic results will be achieved if each property owner in town makes small, incremental improvement.

With the help of your organization and its members, we can *Clean Kerens!*

Sincerely,

The Clean Kerens Committee

Steve Dieterichs~Darlene Holloway~Derinda Scott~Rick Prince~Russ Crawford~Bill Stovall