

From: Beverly Parker <parkerbev81@gmail.com>
Sent: Thursday, November 12, 2020 10:58 AM
To: Aldermen <Aldermen@jonesboro.org>
Subject: JBC

Members of the Jonesboro City Council:

Attached please find the PowerPoint I provided at the most recent city council meeting. Unfortunately, the technical issues prevented you from seeing the majority of the slides. Therefore I am providing them for your quick perusal.

In addition, I have a Keep America Beautiful document on blight that I thought some of you might like to review. As you can see from the contents page, there is an environmental component to containing blight.

In leading this beautification effort, I hope you will join me in seeing this as a necessity, not just a nicety. I ask you to do two things in consideration of this point.

1. In the coming weeks, I'd like to challenge you to walk the Greenway starting at Nettleton and going to Highland. So far, this is an opportunity missed in making an appealing trail/greenway and is an example our failure to take care of details. This could be an appealing transportation route that could take people from neighborhoods to the industrial park. Because of tornado damage and other factors, some might consider this an eyesore. I know we can do better.
2. The second item is that we have to do some soul searching in the efforts to reduce our litter problem and we will need to go beyond cleanups to being more proactive. We must consider incentives (rewards) and disincentives (penalties as our ordinances allow).

I know we will face challenges in our endeavors to move to a more Clean, Green and Beautiful city. Over the next few years, however, we can make a huge difference in our city's appearance if everyone pulls together. I hope you will join me and in considering this effort as essential to moving the city forward.

Sincerely,
Beverly Parker

Sent from [Mail](#) for Windows 10