

**Keep Fort Pierce Beautiful Advisory Board
jointly with City Tree Board**

MINUTES OF A KEEP FORT PIERCE BEAUTIFUL ADVISORY BOARD JOINTLY WITH CITY TREE BOARD, HELD IN THE PUBLIC WORKS CONFERENCE ROOM, 52 SAVANNAH ROAD, FORT PIERCE, FLORIDA, AT 12:00 PM ON TUESDAY, APRIL 11, 2017.

1. **Call to Order** – Shyanne Helms called the meeting to order at 12:02 PM.
2. **Invocation** – Martha Wright gave the invocation.
3. **Pledge of Allegiance** was recited.
4. **Roll Call:**

Board members in attendance: Charlene Adair, Jorge Goz, Matt Samuel, Janey Vanderhorst, Shirley Walker, Martha Wright, Jane Zezeck, Shyanne Helms - Chair

Absent: None

Staff and Guests: Paul Bertram, Jason Hoffman, Linda Hudson, Nicholas Mimms, Mike Reals, Caleta Scott

Approval of Minutes

- a. Approval of minutes from the March 14, 2017 meeting

Motion was made by **Charlene Adair**, seconded by **Jane Zezeck**, to approve the minutes from the March 14, 2017 meeting. All in favor. **Motion passed.**

5. **New Business**

- a. West Orange Avenue landscape project

Paul Bertram stated that the City will be doing improvements west of US1 towards 7th street. He will meet with the Economic Development team to coordinate strategic efforts for beautification. This may include an overall “look” for benches, color scheme and lighting. “Business Light Up Night” was an example given for businesses to partner.

The Peacock Arts District (PAD) will have a peacock theme with concepts coming soon from a watercolor artist. It was suggested that businesses/churches/neighborhoods adopt the area. The PAD is from Moore’s Creek to Citrus Ave and US-1 to 10th Street. The consensus was to keep things simple to get things started.

6. **Old Business**

a. Completed FPUA Art locations

Jason Hoffman provided the wrap art locations: UP Center @ 25th Street and Orange Avenue, Indian River Drive and Citrus Avenue, Avenue D and 7th Street, Citrus Avenue and 2nd Street. The Garden Club and PAD are next on the list to have electrical boxes wrapped. Mike Reals suggested that the 7th Street location should be well lit and requested a street light to be installed. Jason stated will get it done. Paul Bertram suggested looking into palm tree wrapping. Natalie's would also like to have their box wrapped.

b. Great American Clean Up and Arbor Day

Mike Reals stated that he had an internal follow up meeting with his Public Works team. Ideas were presented make the event bigger; bring in FPUA/Code Enforcement and agencies like Boys and Girls Club to make the event for kid/family friendly, inviting the radio station, changing the time to end at 1 PM may make it more of a carnival atmosphere. Jorge Goz suggested that each organization be in charge of a game. Paul Bertram suggested opening the event up to walk-ins because everyone signed up prior. Jane Zezeck stated that the kids liked the Bearcat and treats from the Garden Club.

Shirley Walker mentioned that there was no advertisement for Arbor Day tree planting. There were no visitors and the cookies were given to the police department. She was disappointed that Arbor Day is not separate. Mike Reals stated that, for funding purposes, it makes sense to combine Arbor Day and KFPB. Traffic and safety concerns also hinder options for a separate event. In the future, maybe host a booth specifically for the Arbor Day aspect. Paul Bertram stated that advertising is the answer to increase turn out. Charlene Adair suggested that an outline describing the vision for Arbor Day should be brought back to the Board. Better coordination is needed for transportation to cleanup sites. Mike Reals suggested that we begin to plan now, having a status updates for KFPB/Arbor Day at each meeting. Paul Bertram suggested that advertising plans begin in December. Shyanne Helms recommended capturing contact info in order to send invites and establishing a date for next year to be included in the City's Annual Report calendar.

Motion was made by **Jane Zezeck**, seconded by **Janey Vanderhorst**, to tentatively select March 24, 2018 as the future event date. All in favor. **Motion passed.**

Paul Bertram stated that volunteers didn't really want to get on the bus. Charlene Adair suggested that announcing the projects before may create more energy, instead of keeping the locations a secret. Mike Reals stated that advertising early and possibly having an online project registration. Jason Hoffman suggested that FPUA add a flyer in the February bill insert.

Linda Hudson suggested a project inside the PAD. Mike Reals stated that they can have a project during Public Works Week, May 13-18, 2017. Shyanne Helms stated that the PAD logo should be completed in May and will be provided to Mike Reals for the monument sign at St. Anastasia's. Matt Samuel suggested sending letters to owners/residents in the district to let them know about projects. Mike Reals mentioned having a palm tree farm for future projects and Matt Samuel offered to donate 50 palm trees. Property owners should be identified to invite to an event to launch the PAD.

c. Police Board Member Mr. Jorge Goz

Everyone introduced themselves to Officer Goz. He will need an application.

d. Pedestrian Plaza Art

This item will be tabled to consider other ideas for the sculpture, i.e. 1715 shipwreck. Jane Zezeck will invite Pat Cochran and/or St. Lucie Village to discuss at next meeting.

7. **Announcements**

Neighborhood Gems will be announced at Coffee with the Mayor on April 21, 2017.

The Lions Club will be installing the historic brass marker this week at Old Fort Park. The park upgrades will be soon finished.

The next meeting will be held on Tuesday, May 9 at 12 Noon.

8. **Adjournment** – The meeting was adjourned at 1:10 PM.