

# DRAFT

MINUTES OF A REGULAR MEETING OF THE KEEP FORT PIERCE BEAUTIFUL ADVISORY BOARD OF THE CITY OF FORT PIERCE, FLORIDA, HELD AT GARDEN CLUB OF FORT PIERCE - 911 PARKWAY DRIVE, FORT PIERCE, FLORIDA, AT 11:00 AM ON TUESDAY JULY 16, 2024.

1. **Call to Order**

Caleta Scott called the July 16, 2024 Keep Fort Pierce Beautiful Advisory Board meeting to order at 11:08 AM.

2. **Pledge of Allegiance**

3. **Roll Call**

Present: Shirley Walker; Charlene Adair; Bob Burdge; Renella Mitchell; Caleta Scott

Absent: Matthew Samuel; David BuShea

Staff Present: Tina Rel , Records Management Coordinator  
Marsha Commond , Special Projects Coordinator  
Paul Bertram, Parks and Grounds Division Manager  
Terrance Mann, Fort Pierce Utilities Authority

Attendees: Linda Hudson  
Christine Westenhaver

4. **Approval of Minutes**

- a. Approval of the Minutes from the April 16, 2024 Keep Fort Pierce Beautiful Advisory Board Meeting

Motion was made by Charlene Adair, seconded by Shirley Walker to approve the minutes of the April 16, 2024 Keep Fort Pierce Advisory Board Meeting.

AYE: Bob Burdge, Caleta Scott, Charlene Adair, Renella Mitchell, Shirley Walker  
Passed

5. **Comments from the Public**

6. **Old Business**

- a. Discussion on strategies for the improvement of the litter and trash issue within the community
  1. Recommendation to Implement an Education Campaign on Littering and Recycling
  2. TAPP: Think about personal litter

Marsha Commond, the Special Projects Coordinator, discussed the initiative for a public education campaign undertaken by the Storm Water Management Division of the City of Tallahassee. The initiative serves as a model for effective implementation. A comprehensive packet was distributed, outlining the steps taken to execute the campaign.

A draft memorandum summarizing the discussions from the prior meeting was discussed. Upon approval, this memo may be presented to the City Commission, suggesting that the commission instructs staff to develop a strategic plan for the implementation of the public education campaign.

The Board discussed several initiatives, including the installation of anti-littering signs, the placement of miniature trash cans specifically for recycling, and the expansion of the blue tube project. They also considered introducing community service as a measure, reviewing the existing littering ordinance, and increasing advertising efforts to raise awareness. Additionally, the Board discussed amending the proposed memo to emphasize efforts that tackle litter on both land and water, ensuring a comprehensive approach before presenting to the commission for approval.

Paul Bertram, the Manager of the Parks and Grounds Division, indicated his capability to manage the installation of the blue tube via the public works irrigation department. He stated that the only requirement from the group is a specific type of sticker to identify the tubes.

Motion was made by Charlene Adair, seconded by Shirley Walker to approve proposed memo with discussed amendments.

AYE: Bob Burdge, Caleta Scott, Charlene Adair, Renella Mitchell, Shirley Walker  
Passed

## 7. New Business

- a. 2024-25 Meeting Schedule

The Board discussed resuming monthly meetings.

Motion was made by Renella Mitchell, seconded by Charlene Adair to resume monthly Keep Fort Pierce Advisory Board meetings.

AYE: Bob Burdge, Caleta Scott, Charlene Adair, Renella Mitchell, Shirley Walker  
Passed

- b. Quarterly Cleanups

Staff discussed the most recent quarterly cleanup and recognized the success of the breakfast sponsored by Sailfish Brewery.

The next quarterly cleanup is scheduled for September 28th, and staff will reach out to local businesses to explore potential sponsorship opportunities.

The board set December 7th and March 8th as future cleanup dates, with additional dates to be discussed in the upcoming meeting.

c. Treasure Coast Waterway Cleanup July 20-28

The Board discussed the upcoming Treasure Coast Waterway Cleanup, scheduled to take place from Sebastian to Martin County. Cleanup sites will be located at the Fort Pierce Yacht Club and the Manatee Center. Participants will self-report their activities throughout the week. There will be a raffle for a prize at the end of the week.

**8. Staff Discussion**

Staff discussed the litter report form that was created and is included in the adopt-a-road program and available on the Keep Fort Pierce Beautiful web page. They plan to promote and encourage self-reporting using this form, emphasizing that the information collected is crucial for evaluating the campaign's success and identifying possible grant opportunities. Furthermore, the form alerts staff, allowing them to send out personnel for trash collection after cleanup efforts.

**9. Board Discussion**

**10. Adjournment**

Meeting Adjourned 12:14 PM.