

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, SEPTEMBER 17, 2024.

1. **Call to Order**

2. **Pledge of Allegiance**

3. **Roll Call**

Present: Charlene Adair; Matthew Samuel; Bob Burdge; Caleta Scott

Absent: Shirley Walker; David BuShea; Renella Mitchell

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 July 16, 2024 Keep Fort Pierce Beautiful Advisory Board Meeting

Motion was made by Bob Burdge, seconded by Matthew Samuel

AYE: Bob Burdge, Caleta Scott, Charlene Adair, Matthew Samuel
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. Public Education Campaign Update

Marsha Commond, Special Projects Coordinator, provided an update to the Board regarding the Public Education Campaign that received approval during the City Commission Meeting on August 12, 2024. She stated the goal of the initiative is aligned with the City's strategic plan which is to beautify the city with the objective of encouraging the public to adopt a positive mindset and modify behaviors regarding littering and recycling.

A spreadsheet was provided summarizing the plan and specified the different priority levels. The discussion included engaging the business community for potential sponsorship, including a review of internal policies related to sponsorship outreach and funding sources; the development of signage and both digital and print marketing materials, as well as the necessity for a marketing consultant; video promotion, social media engagement, and fostering partnerships with schools, leveraging board members' connections for support; incorporating city ordinance language into the messaging; self-reporting form that is available; business cards with QR code directing and encouraging members of the community to self-report; beach basket program; use of buckets for marketing and advertising; and FPUA spreading the message in monthly mailings.

The Board discussed redesigning the Keep Fort Pierce Beautiful logo as part of this initiative; current resources for established programs and looking for inspiration from other cities; combining signage with blue tubes and incorporating the campaign QR code to promote self-reporting; blue tube business sponsorship; increasing the number of trash cans throughout the city; applying for available grants; strategies to engage schools, including promoting at school events; Boys and Girls Club involvement and possible grants; social club engagement; business cards being provided to local business owners through the City Clerk's office.

b. Quarterly Cleanups

The Board discussed the date for the International Coastal Cleanup, scheduled for September 21, 2024, and suggested to hold next year's fall quarterly cleanup on September 20, 2025 to coincide with this event.

June 7th, 2025 Quarterly Cleanup

Motion was made by Charlene Adair, seconded by Matthew Samuel

AYE: Bob Burdge, Caleta Scott, Charlene Adair, Matthew Samuel
Passed

September 20th, 2025 Quarterly Cleanup

Motion was made by Matthew Samuel, seconded by Charlene Adair

AYE: Bob Burdge, Caleta Scott, Charlene Adair, Matthew Samuel
Passed

7. **New Business**

8. Staff Discussion

9. Board Discussion

The Board discussed the Highwaymen Museum and the soft opening scheduled for December, Public Works will supply extra pots for local artists to paint; messaging on curbs, all drains lead to the lagoon and educating the community; renaming of Kiwanis Kids Park that will take place on October 12, 2024, at 10 am; and Code Enforcement on the water.

10. Adjournment

Meeting adjourned at 12:42 PM.