

MINUTES OF A REGULAR MEETING OF THE KEEP FORT PIERCE BEAUTIFUL AND FORT PIERCE TREE BOARD OF THE CITY OF FORT PIERCE, FLORIDA, HELD IN THE PUBLIC WORKS CONFERENCE ROOM, 52 SAVANNAH ROAD, FORT PIERCE, FLORIDA, AT 2:00 P.M. ON TUESDAY, **JANUARY 21, 2025.**

1. Call to Order

Caleta Scott called the January 21, 2025 Keep Fort Pierce Beautiful Advisory Board meeting to order at 11:06 AM.

2. Pledge of Allegiance

3. Roll Call

Present: Shirley Walker; Bob Burdge; David BuShea; Renella Mitchell; Levi Lovell; Caleta Scott

Staff Present: Marsha Commond, Special Projects Coordinator
Veronica Combs, Employee Engagement Coordinator
Calvin Daniels, PR Specialist
Jose Sanchez, Chief Irrigation Specialist
Kaitlin Ballard, Marketing & Communications Manager
Tina Rel, Records Management Coordinator
Lisa Gittens, Deputy City Clerk
Janey Vanderhorst, Code Compliance Supervisor

Attendees: Linda Hudson

4. Approval of Minutes

- a. Approval of the minutes from the September 17, 2024, Keep Fort Pierce Beautiful Advisory Board Meeting

Motion was made by Renella Mitchell, seconded by Bob Burdge to approve the minutes of the September 17, 2024 Keep Fort Pierce Advisory Board Meeting.

AYE: Bob Burdge, Caleta Scott, David BuShea, Levi Lovell, Renella Mitchell, Shirley Walker

Passed

5. Comments from the Public

No Comments

6. Old Business

a. Public Education Update

Marsha Commond, Special Projects Coordinator, gave an update on the Public Education Campaign and distributed a draft of the brand messaging and guidelines, and task plan.

She noted that the city commission approved the memo that was presented to them for the campaign, prompting the action plan to be developed. A marketing consultant was hired and worked closely with Ms. Commond on developing the brand messaging and a task plan. The brand messaging and guidelines were reviewed in detail.

Based on the brand messaging and guidelines overview, comments were received on the slogan, vision statement, and new logo design. These items will be revisited, and further discussions will take place.

Once the branding is finalized, the committee will move forward with the action items on the task plan.

The old logo will continue to be used until a new logo is finalized and approved.

b. Great American Cleanup - March 8, 2025

A save-the-date flyer was distributed for the upcoming Great American Cleanup event scheduled for March 8th, 2025.

The Fort Pierce Utilities Authority (FPUA) assisted by distributing these flyers to the community by mailing one in the February billing cycle.

The final version of the flyer is being worked on and will be posted and distributed approximately one month prior to the event date. Online registration will also be available.

The assembly point will be located between Indian River Dr & The Manatee Center at 8:00 AM and volunteers can choose any location to clean up, but everyone must first meet at the assembly point.

To-go breakfast will be served by the FPUA, and they usually have some giveaways also.

Staff are currently working on ordering the shirts and the necessary tools & supplies for the event and these will be distributed on a first-come basis.

Parks & Grounds is also having an Arbor Day event at the Garden Club, which is scheduled for the same day as the cleanup and there will be opportunities for people to volunteer at this location.

In recognition of Arbor Day, there will be a tree planting ceremony. The trees selected for planting are the Live Oak and Royal Poinciana.

Shirley Walker, president of The Garden Club, noted that they usually participate in Arbor Day, and they have cookies and punches available.

Kaitlin Ballard, Communications Division Manager, explained that usually Arbor Day is a big event, announced separately and tied in with a dedication towards something. The dignitaries are usually there and help shovel the dirt etc.

Officer Guz requested that if a group could come to the C. A. Moore school, it would be greatly appreciated.

High school students will be able to get volunteer hours if they participate.

7. **New Business**

8. **Staff Discussion**

9. **Board Discussion**

10. **Adjournment**

Meeting Adjourned 12:15 PM