

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 11:00 A.M. ON TUESDAY, APRIL 15, 2025.

1. **Call to Order**

The meeting was called to order at 11:03 A.M.

2. **Pledge of Allegiance**

3. **Roll Call**

Present: Shirley Walker; Bob Burdge; David BuShea; Caleta Scott

Absent: Renella Mitchell; Levi Lovell; Staci Dunn

Staff Present: Marsha Commond, Special Projects Coordinator
Jose Sanchez, Parks & Grounds Foreman
Jason Atkinson, Public Works Director
Lisa Gittens, Deputy City Clerk
Calvin Daniels, PR Specialist
Janey Vanderhorst, Code Compliance Supervisor

4. **Approval of Minutes**

- a. Approval of the minutes from the January 21, 2025, Keep Fort Pierce Beautiful Advisory Board Meeting.

Motion was made by Bob Burdge, seconded by David BuShea

AYE: Bob Burdge, Caleta Scott, David BuShea, Shirley Walker
Passed

5. **Comments from the Public**

Bob & Bev Smith – new residents to Fort Pierce, came to the meeting to find out more about the community and what Keep Fort Pierce Beautiful is about.

6. **Old Business**

- a. Public Education Campaign Action Items

A brief overview of the campaign and action plan was made by Marsha Commond, Special Projects Coordinator. She stated that approval was given by the Commission to move forward with the campaign's action plan.

Marketing Brand - Options for the new logo were reviewed and discussed, and a motion was made for option #1 to be the new logo.

Other activities that need to be pursued for the campaign, according to priority level, were incentives or prizes to facilitate and attract more participation in cleaning up. A look into the different departments will be done to see what they can offer for free as incentives/prizes. Sponsorship, having a mascot, and marketing collateral were also discussed.

A 30-sec visual commercial idea was discussed with someone wearing a manatee costume speaking.

A meeting will be held internally with the communications division to let them know that KFPB wants to move forward with the marketing collateral.

Marsha indicated that there was still money left in the budget for the campaign.

Motion was made by David BuShea, seconded by Caleta Scott For the selection of the new Keep Fort Pierce Beautiful logo. Option No: 1 was selected.

AYE: Bob Burdge, Caleta Scott, David BuShea, Shirley Walker

Passed

b. Great American Cleanup Event Recap

The Great American Clean Up was held on March 8th from 8:00 AM to 1:00 PM. There were approximately 566 registered volunteers including individuals and groups with a total of 1.46 tons of litter collected. The event was an overall success and encouraging to see the young people come out to help.

Partnering with more local schools were discussed to help reach more people for the Cleanup.

The dates for the next two quarterly clean up are June 7th and September 20th.

Arbor Day was also celebrated on March 8th

Every two years, The Garden Club usually hosts an appreciation day luncheon for the Public Works Dep't in recognition of their hard work, so for Arbor Day the Public Works Dep't wanted to dedicate a couple of trees to the Garden Club by planting them at the park. Six Live Oak trees and One Royal Poinciana tree were planted. An appreciation plaque was presented to the Garden Club. Ms. S. Walker, president of the Garden Club was very thankful.

7. **New Business**

None

8. **Staff Discussion**

Jason Atkinson, Public Works Director, expressed his concerns about the conditions of the downtown area. Grease traps and interceptors and disposal areas are usually kept on the owner's property but due to the way downtown is built, they are on public property. In some areas grease is just being collected, and it smells and looks bad visually and ultimately when it rains the grease will end up in the streets and storm drains then the ocean. He is asking KFPB to reach out to the inspectors and code enforcement to look at these areas to see what can be done.

He is also looking at planting more trees, which is of benefit since it adds that esthetic and appeal to the city, provides shade for the asphalt.

9. Board Discussion

Caleta Scott, President of the KFPB Board asked the board to consider a potential project for planting native species in the swale near 13th Street and Nebraska. However, there are plans for developing 13th Street and this project may not be possible.

10. Adjournment

The meeting was adjourned at 11:58AM