

MINUTES OF A REGULAR MEETING OF THE KEEP FORT PIERCE BEAUTIFUL AND FORT PIERCE TREE BOARD OF THE CITY OF FORT PIERCE, FLORIDA, HELD AT THE WILLIAM D. DANNAHOWER CONFERENCE ROOM. 100 N U.S. HWY 1, FORT PIERCE, FLORIDA, AT 11:00 A.M. ON TUESDAY, JUNE 17, 2025.

1. **Call to Order**

2. **Pledge of Allegiance**

3. **Roll Call**

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

Absent: Staci Dunn

Staff Present: Marsha Commond, Special Projects Coordinator  
Jason Atkinson, Public Works Director  
Veronica Combs, FPUA Employee Engagement Coordinator  
Janey Vanderhorst, Code Compliance Supervisor  
Lisa Gittens, Deputy City Clerk

4. **Approval of Minutes**

- a. Approval of the Minutes from the April 15, 2025, Keep Fort Pierce Beautiful Meeting

Motion was made by Bob Burdge, seconded by David BuShea

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

Passed

5. **Comments from the Public**

None

6. **Old Business**

- a. Public Education Campaign Action Plan

The team is developing a comprehensive litter and recycling education campaign focused on community ownership and behavior change, with printed materials, flyers, and social media content. Informational materials include facts about litter's environmental impact and practical calls to action, such as tying garbage bags and picking up dropped trash. The campaign will incorporate QR codes linking to an updated website where residents can report litter, join cleanups, or become partners.

Stickers and branded visuals will be used to boost campaign recognition, with proposed

placements on new garbage cans, downtown areas, and local businesses. Cigarette litter was identified as a specific concern, prompting discussion of adding designated smoking receptacles and signage in parks and busy areas.

The team is considering a pilot program with visual, clearly marked receptacles in high-traffic locations such as JC Park, downtown and the jetty. A draft partnership letter was introduced to engage local businesses and organizations for venue support, incentives, and promotion of the campaign. The campaign's web presence has been updated to reflect new branding, with clear navigation to programs, resources, and volunteer opportunities. Future steps include translating materials into Spanish and Haitian Creole, launching videos and commercials, and implementing outreach through programs like Constant Contact. The target is to complete Phase 1 content creation and launch by mid-July, with internal collaboration and wide community involvement across all departments and committees.

## **7. New Business**

### **a. Great American Cleanup Quarterly Event - June 7th, 2025 Downtown Cleanup**

The June 7th Great American Clean Up event was held at Morris Creek and event went well, with over 100 registered volunteers representing around 10 different groups. Community involvement was strong, with groups like Our Mother's Village, school clubs, and neighborhood residents actively participating. There was a suggestion to use yard signs, like Hibiscus Park does, to promote cleanups and increase visibility in neighborhoods. Next Great American Clean Up is scheduled for Sat Sept 20<sup>th</sup> 2025.

## **8. Staff Discussion**

The city is reorganizing cleanup staff by moving some from the Parks Department to Solid Waste to ensure better oversight and efficiency. Street sweeping downtown has increased to twice a week using battery-powered blowers to minimize noise, inspired by successful methods in other cities.

The city is also addressing issues like restaurant trash left outside and is planning to install compacting trash bins funded by the FPRA. A downtown service team is being formed to handle pressure washing, bulky waste, and quicker cleanup dispatch through GPS and better coordination.

Concerns were raised about yard and bulk debris being collected in the same week, leading to excessive trash being left at the roadsides. Separate schedules are being considered.

There are ongoing issues with grease container disposal behind the downtown restaurants, and the city is exploring better containment solutions. Public education efforts are being considered to encourage residents to remove trash bins promptly and prevent unsafe trash disposal practices.

## **9. Board Discussion**

Bob proposed planting wildflowers in city right-of-ways to beautify public areas, inspired by similar initiatives in California.

Concerns were raised about leftover oak trees from a community tree giveaway and how best to use them, with suggestions to repopulate parks or grow them in a city nursery until they're large enough to plant. Members emphasized the importance of growing a variety of native trees, like red maples or cypress, especially near water-rich areas. Goodman Park and other underused parks were discussed as potential sites for beautification projects, including tree or wildflower plantings. There was interest in creating butterfly gardens or educational planting projects at schools or during community events. The board discussed using funds from a tree fund to support these planting projects.

A cleanup event was announced for July 19–26 in coordination with the Treasure Coast Waterway Cleanup, with a focus on downtown and mangrove areas.

Concerns were raised about the presence of sable palms on the beaches due to safety, maintenance, and walking discomfort caused by their root systems. A beach-cleaning machine is being considered to improve beach conditions, which could be hindered by the dense palm roots. The board agreed that relocating or replacing certain trees, like sable palms, with more beach-friendly species might enhance public enjoyment and safety.

## **10. Adjournment**

The meeting was adjourned at 12:02 PM