

MINUTES OF A REGULAR MEETING OF THE KEEP FORT PIERCE BEAUTIFUL AND FORT PIERCE TREE BOARD OF THE CITY OF FORT PIERCE, FLORIDA, HELD JAMES BO POWELL CONFERENCE ROOM, 100 N US 1, FORT PIERCE, FLORIDA, 34950 AT 11:00 A.M. ON TUESDAY, July 15th, 2025.

1. **Call to Order**

2. **Pledge of Allegiance**

3. **Roll Call**

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

Absent: David BuShea; Staci Dunn

Staff Present: Janey Vanderhorst, Code Compliance Supervisor

Lisa Gittens, Deputy City Clerk

Officer Guz, Police Officer

Attendees: Linda Hudson

4. **Approval of Minutes**

Motion was made by Renella Mitchell, seconded by Levi Lovell

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

Passed

- a. Approval of the Minutes from the June 17th, 2025 Keep Fort Pierce Beautiful Meeting

5. **Comments from the Public**

None

6. **Old Business**

- a. Public Education Campaign Plan & Potential Partners

Marsha Commond – Special Projects Coordinator gave a detailed update on the campaign. Brochures, stickers, cleanup cards, and car decals have been created and distributed to promote anti-littering. Plans underway to place signage on city-owned properties and potentially on private properties through partnerships. Exploring large-scale campaign branding for trucks and dumpsters.

Awaiting Facebook access for campaign updates

Three short promotional videos are in progress, with themes around community responsibility and litter prevention. The first video is expected by the end of July.

Cigarette Disposal Units have been ordered and will be placed in high-traffic areas.

Email, social media, and mailers (in English, Spanish, and Haitian Creole) are in progress.

Yard signs and cleanup incentives may be developed in later phases, and strategy will evolve based on community feedback and outreach effectiveness.

7. New Business

- a. Great American Cleanup Quarterly Event - September 20th, 2025.

The next quarterly cleanup is scheduled for September 20th and will include a beautification project at the Manatee Center.

There's an aim to schedule and promote cleanup dates and events well in advance by integrating with the city calendar and promoting local efforts and community participation online via social media campaigns.

There was strong support for reinstating the volunteer appreciation with the suggestion to combine the quarterly cleanup event with the volunteer appreciation ideally around November 1st, aligning with the start of the fiscal year and Thanksgiving.

There was also some discussion about when is the best time to schedule cleanups after Friday Fest.

Downtown remains a key cleanup location due to high litter concentration,

8. Staff Discussion

No discussion.

9. Board Discussion

Continue refining the illegal dumping strategy, including signage and enforcement mechanisms.

Treasure Coast Waterway cleanup is scheduled for July 19–26. Multiple cleanup sites available, (e.g., Yacht Club, Indian River, St. Lucie). Volunteers can report their activities throughout the week.

Calita Scott will no longer be a board member, the application process for her replacement is currently in progress.

Finalize quarterly cleanup dates for 2026

Army Corps of Engineers mandated removal of unauthorized plaques at the jetty due to noncompliance with federal agreements. Discussions were held about providing two weeks' notice to allow families to remove items voluntarily.

City will explore alternative memorial options.

10. Adjournment

The meeting was adjourned at 12:08 PM