Keep Sarasota County Beautiful Advisory Board
Regular Meeting on January 8, 2014
8750 Bee Ridge Road
Sarasota, FL

This meeting was recorded and is on file.

CALL TO ORDER

Candice Messerschmidt called the meeting to order at 5:03 p.m.

Attendees: Alison Albee, Juliana Bellia, Sarah Jackel, Laraine Jansen, Candice Messerschmidt, Sharon Moitis, Larry Prohs, Jeff Stern

Unable to attend: Maria Gomez

Staff: Larry Alexander, Wendi Crisp and Mary Stagg

Guests: Kirsten Pedersen and Frederick Randall

VOLUNTEER AWARDS RECONGNITION DINNER PICTURES

Group viewed pictures taken at the event by Norm Schimmel.

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RECITATION OF MISSION STATEMENT

The mission statement was recited by all Board Members. "Educate the public and promote interest and participation in the overall improvement and beautification of the environment throughout Sarasota County."

OPEN TO THE PUBLIC

No comments from the public in attendance.

APPROVAL OF MINUTES

Minutes from the October 9, 2014 advisory board meeting and volunteer awards recognition dinner meeting were approved as written. Minutes from the November 4, 2013 volunteer awards recognition dinner meeting were approved with the addition of Sharon Moitis in the attendance section.

OFFICER ELECTIONS

Group reviewed the duties for the elected positions of Chair, 1st vice-chair and 2nd vice-chair. Juliana Bellia was re-elected as Chair. Candice Messerschmidt was re-elected as 1st vice-chair and Alison Albee was elected as 2nd vice-chair.

KSCB AB CHAIR REPORT

2013 VOLUNTEER AWARDS RECOGNITION DINNER RECAP:

There was general consensus that the event ran very smoothly, however attendance (175) was lower than it has been in previous years. The group brainstormed several ideas for improving the event in 2014:

- Explore opportunity to host the event in Sarasota to see if location makes a difference in drawing a larger number of attendees
- Consider the event timing and ensure it is "friendly" for school age children. Possibly consider a Friday night event since there is no school on Saturday
- Make arrangements for any left-over food in advance so there is a plan in place
- Place phone calls to volunteer base to encourage attendance – each advisory board member would have a contact list and place calls with personal invite to the event
- Include other departments in the celebration – create awards that are specific to their volunteer efforts (i.e. Parks and Recreation, Friends organizations, etc.)

Please forward any other ideas or feedback to Wendi Crisp.

ADOPT-A-ROAD CLEANUP:

Advisory Board will select the four cleanup dates for 2014 during the February 12 meeting. Juliana Bellia recommended that two-three advisory board members be assigned to each cleanup date, so that the board has representation for each cleanup, but it does not become overwhelming for a few individuals to complete the cleanup each time. Approximately two hours per board member will be required for this activity. Saturday mornings appear to make the most sense at this time.

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CHAPTER REPORTS

City of North Port: Juliana Bellia

The City of North Port will be hosting their United Way Walk on Saturday, March 22, 2014 which is the same day as the Great American Cleanup…an alternate date will need to be notated on the marketing materials. Groups may still clean up in North Port during the GAC, but there will also be an alternate date offered. Volunteers who work the alternate date will still be eligible to receive t-shirts, supplies, etc. and their efforts can still be included in the overall data for the 2014 event.

City of Sarasota: Alison Albee

As of December 20, 2013, Alison Albee has separated from her employment with the City of Sarasota. However, she did report on the Living Shoreline project that was completed in 2013 through a partnership with the Sarasota Bay Estuary Program. She also mentioned a low impact development project (LID) that is being conducted on the Hudson Bayou by the City of Sarasota and Sarasota County.

City of Venice: No liaison

City of Longboat Key: No liaison

STAFF REPORT: Wendi Crisp

2014 CALENDAR OF EVENTS:

Calendar of events for 2014 were distributed during the meeting.

FY13 KSCB ANNUAL REPORT TO THE BOARD OF COUNTY COMMISSIONERS:

This will be presented by the KSCB Advisory Board Chair on March 5, 2014. Meeting begins at 9 a.m. and will be held at 1660 Ringling Boulevard. All advisory board members are encouraged to attend if possible. Wendi Crisp also mentioned that the advisory board should be able to present the KAB President's Circle award to the BCC and make mention of the upcoming Great American Cleanup on March 22.

COUNTY EMAIL ACCOUNTS:

Confirmed all email accounts are currently accessible and working. No advisory board members are having any issues with access.

DISCUSSION

STRATEGIC PLANNING

Reviewed overview, implementation recommendations, potential costs and miscellaneous details for the following strategic initiatives: Holiday Beach Cleanup for 4th of July, Education Outreach at Sarasota County Parks & Recreation Summer Camps, KAB's National Planting Day, Terra Cycle Brigades, KAB's Recycle Bowl, Recycling/Anti-Litter Campaign with Local Hotels & Resorts and KAB's Cigarette Litter Prevention Program.

Holiday Beach Cleanup:

This initiative would be an extension of the existing KSCB programming, conducted at Siesta Beach, Lido Beach and Bayfront Park. Event would take place from 7-9 a.m. on Saturday, July 5 and would focus on cleanup efforts after the July 4 holiday.

Next steps:
Confirm buy-in from Sarasota County and City of Sarasota to conduct this event.
Determine if partnership opportunities exist to provide "incentive" to volunteers.

Education Outreach at Sarasota County Parks & Recreation Summer Camps:

This opportunity would provide an on-site presentation for campers that focuses on litter, followed by an on-site cleanup event for hands-on experience. Advisory board members discussed and agreed that they could help facilitate these presentations, especially ones that are in close proximity to their homes.

Next steps:
Confirm dates for camp with Sarasota County Parks & Recreation staff.
Begin developing content.

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KAB's National Planting Day:
National Planting Day focuses on beautification of the natural surroundings through the use of native plants. The advisory board felt like this would be a more in-depth project and could probably make use of a sub-committee that included experts with knowledge of native plants.

Next steps:
Identify departments and organizations with expertise in native species and interest levels in partnering.

TerraCycle Brigades:
TerraCycle provides opportunities to recycle previously non-recyclable or hard to recycle waste including drink pouches, lunch kits and snack bags.

Next steps:
Identify two or three schools for a pilot program.
Meet with the school leaders to confirm their interest in the program.
Fall roll-out to coincide with America Recycles Day on November 15.

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KAB's Recycle Bowl:
Recycle Bowl is a turn-key, grassroots program aimed at increasing recycling among students in grades K-12.

Next steps:
Identify two or three schools for a pilot program.
Meet with school leaders to confirm their interest in the program.
Fall roll-out.

Recycling/Anti-Litter Campaign with Local Hotels & Resorts:
This initiative will focus on education to guests at hotels and resorts related to anti-littering and recycling messaging. The advisory board agreed that this project is more of a long-term goal and will not be implemented immediately.

KAB's Cigarette Litter Prevention Program:
The CLPP program focuses on proper disposal of cigarette butts. As with the above initiative, the advisory board agreed that this project is more of a long-term goal and will not be implemented immediately.

OPEN
Laraine Jansen reported that the South Venice Civic Association is working to expand their adoption area. The group will be conducting a neighborhood cleanup on January 11, 2014 and intends to talk with current residents in hopes of recruiting them for future efforts. Eventually, they hope to have assigned street captains to facilitate cleanup efforts.

NEXT MEETING

Next Advisory Board meeting will be on February 12 from 5-6 p.m. at 8750 Bee Ridge Road, Sarasota.

The Volunteer Awards Recognition Dinner sub-committee will convene on February 12 from 4-5 p.m. at 8750 Bee Ridge Road, Sarasota.

ADJOURN

Meeting adjourned at 6:30 p.m.

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