KEEP LAKE BEAUTIFUL MEETING
March 20, 2017

The Keep Lake Beautiful Committee met on Tuesday, March 20, 2017 at 9:00 a.m. in the Board of County Commissioner’s Meeting Room, Lake County Administration Building, Tavares, Florida. Chairman, Darla Scoles and Vice Chairman Brent McCallister were present. The Municipal Representative in attendance was Dina Sweatt. The Citizen Representatives in attendance were Lavon Silvernell and Jim Miller. The Staff Representatives in attendance were Brian Sheahan, Director of Community Safety and Compliance; Will Dawson, Keep Lake Beautiful Coordinator.

PLEDGE
Chairman Darla Scoles led the Pledge of Allegiance.

INTRODUCTION OF NEW MEMBERS
Brian Sheahan introduced to new members that will serve on the Keep Lake Beautiful committee. The new municipal representative will be Laura Wright from the City of Umatilla. The new school board member will be Dr. Kristi Burns. The new citizen representative will be Jim Miller. The new business owner representative will be Earl Hammond.

APPROVAL OF MINUTES
Chairman Darla Scoles asked the committee to approve the minutes from the previous meeting. Minutes were approved unanimously.

COMPLETED PROJECTS UPDATE
Brian Sheahan stated that he and Brent McCallister spoke at the Urban Forestry Institute regarding the 1,000 trees for 1,000 years.

Will Dawson provided the committee with an update on the Astatula Community Clean-up and stated it was a successful event. Lavon Silvernell assisted with coordinating this event. Will Dawson stated that 20,000 lbs of trash was collected and they were assisted by a local church group.

Will Dawson provided the committee with an update on the community clean-up in Mascotte/Groveland and stated it was a successful event. And that 2700 lbs of hazardous waste was collected and waiting on total amount of trash that was collected.

PROPOSED/UPCOMING PROJECTS
Will Dawson provided the committee with an update on the proposed community clean up in Montverde and stated that a citizen in Montverde had requested a cleanup near a trailer park. Will Dawson stated that he has been researching areas within the town to hold the cleanup and has not been able to solidify one yet. Committee members were asked to think of possible areas to hold the event.
Will Dawson provided the committee with an update on the Mt. Dora Community clean up that will take place on Saturday, March 25th and stated that he was approached by Cathie Catasus who is having an event at Gilbert Park in Mt. Dora on March 25th from 9-11 am and was asked if Keep Lake Beautiful would like to partner and assist with a cleanup.

Will Dawson provided the committee with an update on the Black Water Creek cleanup which will take place on April 1st from 9-12. This will be a small event that will be trying to clean up around CR44 and SR 44 and Black Water Creek bridges.

Will Dawson provided the committee with an update on the Eustis Memorial Sign clean up and that a local Girl Scout troop will be assisting. Commissioner Campione suggested just cleaning out the weeds first and then later look into planting flowers once a water source is established for maintenance. Will Dawson has been speaking with the Mayor of Eustis regarding this event and maintaining the memorial in the future.

Will Dawson provided the committee with an update regarding the Earth Day Clean up that will be held in Clermont on April 22nd and showed the flyer again to the committee. Darla Scoles will assist with coordinating this event.

Will Dawson provided the committee with an update on the City of Umatilla clean up that may take place in May. Looking at possible locations to stage the event and working with public works to coordinate the date. Brian Sheahan spoke about the last event that was held in Umatilla and the success of the event.

Will Dawson stated that between now and April there are only two weekends available that do not have events set.

Will Dawson stated he has been working on litter prevention to continue beautifying the county by educating the community. Has been doing research on how other businesses and counties have worked to prevent littering. Spoke with director of Keep Brevard Beautiful who works with local business partners after seeing their logo on trash on the beach started “Litter Quitter Program”. Made a database online of areas to see what areas are more littered than others. Rewarded business by giving them free advertising on website and provided them with free stickers to advertise keep Brevard beautiful. Will Dawson stated he has contacted our IT Department about setting up a similar database online.

**Pending Projects**

Commissioner Campione discussed the Convenience Store Education Program and questioned whether sending a letter to the stores would be a way to start. Will Dawson stated the best way to approach the businesses is by going into the stores and stating that we would like to work with them to get the litter issue resolved and ask what can we do to help them.

The committee discussed the adopt-a-road program and about trying to make the community more aware of this program.

Will Dawson stated that he was approached by a summer camp program to give a presentation regarding litter prevention and keep lake beautiful and stated that he will be looking
into doing this during the school year at the different schools. Darla suggested getting a Mascotte for Keep Lake Beautiful that would make the presentations more exciting for the schools.

NEXT MEETINGS:
Will Dawson stated the next meetings for 2017 are listed on the agenda.

ADJOURNMENT
There being no further business to address, the meeting was adjourned at 10:33 am.

[Darla's Signature]
DARLA SCULES, CHAIRMAN