

## **KEEP LAKE BEAUTIFUL MEETING – January 28, 2019**

The Keep Lake Beautiful Committee met on Monday, January 28, 2019 at 8:00 a.m. in the Board of County Commissioner's Meeting Room, Lake County Administration Building, Tavares, Florida. Chairman Darla Scoles was present. The Municipal representative in attendance was Dina Sweatt. The School Board member in attendance was Gary Rogers. The Civic Organization member in attendance was Melissa Simmes. The Citizen Representatives in attendance was Lavon Silvernell, Jim Miller, William Binneveld and Dr. Robert Olson. The Business Owner/Chamber Rep in attendance was Earl Hammond. The Commissioner Liaison in attendance was Leslie Campione. The Staff Representatives in attendance were Mary Hamilton, Environmental Services Manager, Nicholas Mcray, Stormwater Project Manager, Cathy Perry, KLB Executive Director and Sandy Beckett, Office Associate.

### PLEDGE

Chairman Darla Scoles led the Pledge of Allegiance.

### PUBLIC COMMENT AND DISCUSSION

No public comment.

### APPROVAL OF MINUTES

Chairman Darla Scoles asked the committee to approve the minutes from the previous meeting that took place on November 26, 2018. Minutes were approved unanimously.

### STAFF UPDATE

Before the staff update Nick Mcray recognized Commissioner Harmon Massey from the City of Mount Dora for joining us.

Nick introduced our new KLB Coordinator, Cathy Perry.

Cathy Perry gave a little background of herself. She has been in the environmental field for over 35 years working mostly in the private sector and this is her first government job. She is also a native Floridian.

Cathy went over the KLB 2018 accomplishments:

- 11 Events
- 243 Volunteers
- 740 Volunteer Hours
- Almost 100,000 pounds of litter & debris collected

Cathy went over board member training roles and responsibilities which are:

- Engage and recruit community volunteers
- Be an ambassador for KLB

- Assist with event logistics
- Distribute materials to volunteers
- Assist with on-site logistics

#### PENDING PROJECTS AND DISCUSSION

Cathy Perry went over the pending projects

On March 16<sup>th</sup> the Umatilla Community Clean Up will be held from 9 am – 12 pm. This will also include a household hazardous waste drop off.

On March 23<sup>rd</sup> will be the County Wide Cleanup in concert with the Great American Clean Up from 9 am to 12 pm. On the same day will be the Tire Amnesty Day partnered with FDEP. Cathy said this will be a great opportunity to partner with our surrounding cities and have them sponsor a cleanup and KLB will be able to provide some resources.

Cathy introduced Temia Wilkins to talk about the County Adopt-A-Roadway program.

Temia is with the Road Operations division and explained the Adopt-A-Roadway program and its importance of keeping our roadways free of litter. Temia said the big push would be to have the young youth organizations and schools participate in this program. Eventually they would become adults and if they are trained while they are young they will help keep the county free of litter. Temia suggested putting something out on social media to bring awareness to the program.

Jim Miller suggested adding a phone number in a different color to the Adopt-A-Roadway signs for people to call if interested.

Darla Scoles asked if it would be possible for Keep Lake Beautiful and the Adopt-A-Roadway program to put out a press release that would go out over social media to call out for volunteers for both organizations.

Nick Mcray said that should not be a problem and it would be a great idea.

Cathy Perry introduced George Gadiel to talk about signage for litter prevention.

George Gadiel, the Lake County Traffic Engineer, brought with him a 24x16 sign that would be added as a plaque with the existing no litter sign that would make it more noticeable. The signs would have to be ordered because we cannot make them in our sign shop because of the colors.

William Binneveld asked if there was a plan to put more of the violator signs up.

George said yes but no plan of where they would be putting them.

Darla Scoles asked if it was too late to change the signs to add the web address.

George said no because only one sign was ordered. He said he would take that suggestion back to engineering.

Cathy Perry talked about the litter reporting website and the suggestions about enhancements to it. There is now an option to report litter from waste hauler vehicles, input information on a hauler truck and an option to attach a photo. We were unable to add the video feature because of space constraints on our computer system. The reports would be reviewed daily and any hauler complaint issues would be coordinated with Solid Waste.

Dr. Robert Olson asked if we could add a commercial source to the drop down box.

Nick Mcray said we would work with IT on it.

Cathy Perry updated the board on a discussion from the last meeting encouraging retailers and convenience stores to get more involved in keeping their businesses litter free. We would ask the businesses to sign a pledge to be a litter quitter. To enroll in the Litter Quitter Program a business must agree to volunteer for a minimum of one community clean-up per year and select a minimum of three (3) litter reduction strategies.

Commissioner Campione asked how we would get in touch with the businesses to tell them about the program and encourage them to be a part of it.

Nick Mcray said we would work with our PIO office to put out a press release and put the information out on social media. We would also do some one on one outreach if we see an issue.

Commissioner Campione suggested getting assistance from our Economic Development group because they make site visits to manufacturers on a regular basis. They could offer the program up to these companies through the interaction they already have with them to be a part of the litter quitter program.

Darla Scoles suggested on the days that we have events to visit some of the businesses in that area and leave literature and contact information with the manager to bring some awareness. Dr. Robert Olson offered to get information out to downtown businesses in Clermont to bring awareness to the litter quitter program.

Earl Hammond asked if the litter quitter program was just for Lake County or municipalities as well.

Nick Mcray said it is countywide.

Cathy Perry said it was also discussed in the last meeting to get elementary schools more engaged in litter prevention. We are working with our KLB school board representative, Mr. Rogers, to engage elementary school students with a recycling and litter prevention poster contest. The other idea would be to develop and modify KAB materials to include KLB branding.

Melissa Simmes asked if this was something we could put out on the KLB website.

Nick Mcray said he would have to check to see if the KAB booklet is ADA compliant.

Cathy Perry said there will be a community outreach on February 7<sup>th</sup> at noon on the Radio Waves show on WLBE 790 in Leesburg to talk about Keep Lake Beautiful. It will be rebroadcast on Lake Sumter TV from February 15-28<sup>th</sup>.

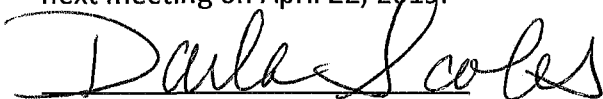
Commissioner Campione asked Mary Hamilton what feedback she got from the League of Cities luncheon when she presented the idea of having city reps come to the KLB meetings.

Mary Hamilton said she got feedback from a couple of cities and had not heard anything since the meeting.

Commissioner Campione said we are hoping to get all 14 cities on board for the Great American Cleanup on March 23<sup>rd</sup> and she would ask each Commissioner at the County Commission meeting tomorrow to reach out to the cities in their districts and work with staff to make that happen.

#### ADJOURNMENT

There being no further business to address, the meeting was adjourned at 9:05 am until the next meeting on April 22, 2019.



DARLA SCOLES, CHAIRMAN