

## **KEEP LAKE BEAUTIFUL MEETING –July 22, 2019**

The Keep Lake Beautiful Committee met on Monday, July 22, 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 representatives in attendance were Laura Wright and Dina Sweatt. The Civic Organization member in attendance was Melissa Simmes. The Citizen Representatives in attendance were Lavon Silvernell, and Dr. Robert Olson. The Staff Representatives in attendance were Nicholas Mcray, Stormwater Project Manager, David Salinas, Keep Lake Beautiful Coordinator 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 April 22, 2019. Minutes were approved unanimously.

### **INTRODUCTION OF NEW KLB COORDINATOR**

David Salinas introduced himself as the new KLB Coordinator and gave the committee a little background of himself.

### **COMPLETED PROJECTS AND UPDATES**

David Salinas is working on the Litter Quitter program. Everything is ready except for the business portal version. He is working with GIS on it.

David will be getting with Mr. Rogers from the School Board to get a school program in place.

On April 20<sup>th</sup> Clermont had its Earth Day at Lake Hiawatha Preserve. They collected 485 lbs. of litter and had 300 volunteers.

David thanked the committee for helping with the community litter survey. He gave a special thank you to council woman Sweatt for spending two days with them doing the survey.

David explained that the same route has to be taken every year so we can compare apples to apples. The average score was 1.57 compared to 1.72 from last year.

### **PENDING PROJECTS AND DISCUSSION**

David Salinas started the discussion about the wildflower program and county road mowing. Jeff Johnson was there to answer questions about mowing and George Gadiel was there for questions about the signage.

Areas of wildflowers in right of way are not adequately marked so Public Works has to coordinate mowing for enhanced protection of wildflower areas. David showed signage options for not mowing wildflowers and a copy of the DOT wildflower sign.

Lavon Silvernell said we had talked about modifying the signs.

George Gadiel said that we can make any changes to wording and size of the signs.

Dina Sweatt asked if we ever mow the wildflowers at the end of the season.

Lavon Silvernell referred her back to the mowing schedule on the PowerPoint presentation.

Jeff Johnson asked for a contact person that would tell him when to mow certain areas.

Darla Scoles said that Lavon would be the liaison.

Dina Sweatt asked if we ever put seeds on a slope.

Jeff Johnson said we only maintain what is out there.

Nick Mcray confirmed with the committee on the signage that we want to go to a wildflower area for the language, use the FDOT style yellow flower, and keep the KLB logo.

#### NUTRIENT POLLUTANT AWARENESS GRANT

Nick Mcray said after the grant had been secured we have to meet certain requirements. One of the requirements of the grant was to do a pre-campaign survey. Darla Scoles and Lavon Silvernell helped with the survey at local Ace Hardwares.

Nick said the outreach preferences for people to receive information was through social media, television, radio, mailers and print (in that order). The \$40,000 Budget will be divided up to reflect this.

Nick said we are working with our Communications department to help with our deployment program. This includes the Keep Lake Beautiful pledge, an online enrollment option, once signed up you can print a pledge certificate and request a vinyl sticker. We have also started the video messaging development to coincide with the fertilizer seasons. Nick said we are

working on filming in house on the general message bullet points regarding nutrient pollution. Nick asked committee members if they had any on camera talent or had a site where filming could be done. Several committee members gave suggestions.

#### COUNTY WIDE CLEAN-UP SCHEDULING

David Salinas said we would like to have a county wide clean-up on October 5<sup>th</sup>. This date was picked so we could have more participation from the cities. There would also be spring events in March and April. After discussion October 5<sup>th</sup> was agreed upon by committee members.

#### OTHER DISCUSSIONS

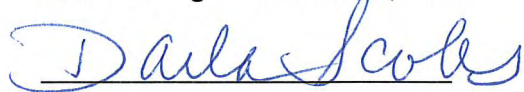
Lavon asked for volunteers to go out to garden clubs to recruit master gardeners to monitor color on the roads. She would like to add this to the educational component of the program.

Robert Olson asked for a reminder email on this because his mother was a master gardener and she probably knew some others.

Nick Mcray said we would work with staff and bring something back to the committee for the next meeting.

#### ADJOURNMENT

There being no further business to address, the meeting was adjourned at 8:42 am until the next meeting on October 28, 2019.



DARLA SCOLES, CHAIRMAN