

KEEP LAKE BEAUTIFUL MEETING – October 28, 2019

The Keep Lake Beautiful Committee met on Monday, October 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 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, Jim Miller, William Binneveld and Dr. Robert Olson. The Staff Representatives in attendance were Nicholas Mcray, Operations 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 July 22, 2019. Minutes were approved unanimously.

SUNSHINE LAW REFRESHER

Diana Johnson, Deputy County Attorney talked about Sunshine ethics. She gave a presentation on the Sunshine Law and the Code of Ethics.

COMPLETED PROJECTS AND UPDATES

David Salinas gave an update on the countywide clean-up on October 5th. There were 21,940 pounds of waste collected and 16,100 pounds of tires collected.

Melissa Simmes said she thinks there wasn't many people at the Minneola site because of the timing of the event. It was homecoming weekend for a lot of the schools.

Laura Wright said Umatilla was not included, but she showed up with her daughter. Laura wanted to know if they were on another date for a cleanup.

Nick Mcray said typically there is one the Saturday before St. Patrick's Day in March.

NUTRIENT POLLUTANT AWARENESS GRANT

Nick Mcray went over the requirements of the grant. One of the requirements of the grant was to do a pre-campaign survey. The surveys were done at local Ace Hardwares. Thirty-nine percent polled were aware of the County's Fertilizer ordinance and Social Media was the outreach media preference. Nick said we would move forward on spending according to the findings of the polling.

Nick said we are working with our Communications department and have developed a web page. This includes the Keep Lake Beautiful pledge. We have also completed our video messaging. We have three messages to coincide with the fertilizer seasons. Nick thanked Laura Wright for the use of her facilities in Umatilla for filming.

Lavon Silvernell said our message should be changed to speak to all Lake County residents and not just to those living along waterbodies. Other members made suggestions for changing the wording also.

LITTER QUITTER

David Salinas said the Litter Quitter application is now finished and will be rolled out in the next one to two weeks.

Darla Scoles said that Publix is making a big push now for people to bring their own reusable bags and that is good for the environment. Darla said to make sure we hit Publix up to be a Litter Quitter.

Lavon Silvernell asked if we would reach out to corporate offices and local businesses.

David said at this time we would just do a general press release.

Commissioner Campione asked that we would coordinate with the Elevate Lake Group and utilize their mailing list.

OTHER DISCUSSIONS

Lavon Silvernell gave a presentation on Roadside Wildflower mowing.

Darla Scoles asked if there was any progress with school programs.

David Salinas said we have several schools that we have set up to give presentations.

David let the board know that this will be his last meeting. He has accepted another position outside of Lake County.

Lavon Silvernell asked if we could think about making the KLB position a part time position just dedicated to this job. Other board members agreed.

Commissioner Campione said she would take everyones comments back to the County Manager.

Commissioner Campione suggested that at the next meeting we could have someone from the City of Eustis come to the meeting and talk about what their process is on fining for littering, particularly around the lakefront. She said Marion County is also setting high fines.

Robert Olson asked if local cleanups could get volunteers using the KLB site.

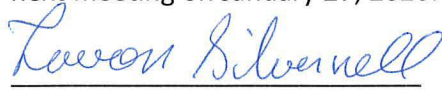
Nick Mcray said yes. They would fill out a waiver form and we would supply vest and bags.

2020 MEETING SCHEDULE

David Salinas went over the dates for the 2020 KLB meetings.

ADJOURNMENT

There being no further business to address, the meeting was adjourned at 9:14 am until the next meeting on January 27, 2020.



DARLA SCOLES, CHAIRMAN