

KEEP LAKE BEAUTIFUL MEETING – July 27, 2020

The Keep Lake Beautiful Committee met on Monday, July 27, 2020 at 8:00 a.m. virtually via Zoom. Chairman Darla Scoles was present. The Municipal representative in attendance was Dina Sweatt. The Civic Organization member in attendance was Melissa Simmes. The Citizen Representatives in attendance were Lavon Silvernell, Vice Chair, William Binneveld and Dr. Robert Olson. The Business Owner/Chamber Rep in attendance was Earl Hammond. The Commissioner Liaison in attendance was Commissioner Timothy I. Sullivan. The Staff Representative in attendance was Christine Rock, KLB Coordinator.

PLEDGE

Chairman Darla Scoles recited the Pledge of Allegiance.

ZOOM INSTRUCTIONS

Elizabeth Heine from IT went over the Zoom meeting instructions.

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 January 27, 2020. Earl Hammond made a motion to approve the minutes and it was second by Dina Sweatt. A role call was done by Darla Scoles asking the other members for their approval. The minutes were approved unanimously.

PENDING PROJECTS AND DISCUSSION

Christine Rock said the Great American Clean Up had been scheduled March through June but has been rescheduled to June 1st through October 18th because of COVID. Hoping to do something later in the fall in Sorrento.

Christine said because we are not working on large cleanups right now, a draft web page called Clean Up-A-Spot is being worked on. This would involve individuals or small groups of 6 or less to do one time cleanups.

Earl Hammond asked if this would include cleanups along some of the state roads in Sorrento.

Christine said the focus would more on places that don't have high traffic.

Melissa Simmes said this is great timing for Clean Up-A-Spot for families to get out and do some one time cleanups.

Christine said we hope to have the web page up and running in a couple of weeks.

Darla Scoles said this is a great addition to our program.

SUMMARY OF PAST ACTIVITY

Christine Rock attended the Lake-Sumter State College Volunteer/Part Time Job Fair on March 10, 2020 in Leesburg. KLB had a table there with handouts of what we do, clean up events and the fertilizer ordinance.

In March a Pandora ad aired which was a spring reminder about nutrient pollution and maintaining a lake friendly lawn.

In June sent out a press release as a reminder regarding June 1 through September 30 fertilizer ban and the KLB "Lake Friendly Lawn" Pledge.

In June and July some cable TV commercials were aired throughout Lake County.

Christine said we are in the process of talking with two radio stations to run some ads to remind people of the nutrient pollution and direct them to our web page if they have any questions. Also have created an informational mailer that's being sent out to residential properties located within 660-feet of BMAP lakes within unincorporated Lake County.

Christine and Nick Mcray completed the 2020 Community Appearance Index. The numbers did improve from last year.

Christine said 38 signs were installed along county roads to identify wildflower areas. Lavon Silvernell went over the agreement with Lake County regarding mowing for wildflowers. Lavon said that she and Christine are discussing using volunteers to monitor the roadways for height and color.

Commissioner Sullivan suggested circling back to Public Works to make sure contractors are adhering to what the contract says.

Christine Rock said she would be working with GIS on creating a map from the written areas in the contract.

Lavon Silvernell suggested something like our Adopt-a-road program for litter where people would adopt a section of road to monitor wildflowers for color and mowing height and could pick up trash at the same time.

ADJOURNMENT

There being no further business to address, the meeting was adjourned until the next meeting on October 26, 2020.

A handwritten signature in black ink that reads "Darla Scoles". The signature is written in a cursive, flowing style.

DARLA SCOLES, CHAIRMAN