



Literally Speaking

SPRING 2009

A PUBLICATION OF KEEP JACKSONVILLE BEAUTIFUL
& THE CITY OF JACKSONVILLE'S CLEAN IT UP, GREEN IT UP

Keep Jacksonville Beautiful Commission

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And the winners are...

There were plenty of winners in the 2009 Keep Jacksonville Beautiful Awards contest, including Anna Dooley, immediate past president and current KJB commission member, who won KJB's first-ever Leadership Achievement Award. The award recognizes individuals who have provided exemplary, long-term contributions to the community in support of beautification activities that enhance community pride and improve the quality of life in Jacksonville.

It is instituted and given as a special award rather than as a standing annual one. Ms. Dooley and the other winners were recognized at the Mayor's Annual Environmental Luncheon on April 3rd at the downtown library.

All deserve kudos for their accomplishments in helping to Keep Jacksonville Beautiful.

A reason to celebrate

There was reason to celebrate at the 14th annual St. Johns River Celebration held on March 21st.

The popular event not only drew nearly twice as many volunteers as last year who cleaned waterways, parks and other sites around Duval County, but attracted even more sponsors, including Waste Management, which donated \$5,000 to Keep Jacksonville Beautiful.

KJB Chair Lynn Thompson (far left) accepts a generous donation from Waste Management staff, including new KJB Commission member Amy Boyson, 2nd from left, as commission



member Beth Weatherford (far right) looks on. The presentation was made on stage at Metropolitan Park during the 14th annual St. Johns River Celebration.

Help Us Shine in '09

The Keep Jacksonville Beautiful Commission is planning a countywide cleanup from 8 a.m. to noon on Saturday, May 16th, appropriately called, Let's Shine in '09.

Shine's inspiration came from the 2005 Super City cleanup, which the City and KJB did prior to the Super Bowl.

Although the cleanup won't be on the scale of the previous sprucing, it will target some community centers and senior centers, parks and other locations.

The committee was fine tuning logistics at press time, but if you'd like to be part of this event, please calls Vivian Harrell in our office at 630-3420 or email her at vharrell@coj.net.

—Daniel Durbec, newsletter editor

Who we are

The Keep Jacksonville Beautiful Commission is a mayoral-appointed board of 30 members who oversee cleanup and beautification activities in conjunction with the City's Clean It Up, Green It Up program.

Programs include community cleanup support, education and outreach, annual community-wide cleanups such as the St. Johns River Celebration and Florida Coastal Cleanup, and the Adopt-A-Road



Anna Dooley, center, recipient of the Keep Jacksonville Beautiful Commission's first ever Environmental Leadership Award, poses with current KJB Chair Lynn Thompson and Jacksonville Mayor John Peyton at the Mayor's annual Environmental Luncheon.

The Keep Jacksonville Beautiful Commission's Mission Statement:

To support community beautification, enhance community pride and improve the quality of life in Jacksonville through provision of outreach and educational activities and programming.

Attention K – 3 Teachers

**Free anti-litter
DVD educational
packages are
available.**

**Call Clean It Up,
Green It Up
630-3420**

Past KJB Chair, others, recognized at Awards Event

Anna Dooley, immediate past president of the Keep Jacksonville Beautiful Commission and current commission member, was honored at the 18th Annual Mayor's Environmental Luncheon on April 3rd at the downtown public library.

Mayor John Peyton hosted the event, which showcased the many accomplishments of the environmental community. As tradition dictates, awards were presented by the mayor and local environmental organizations, including the Keep Jacksonville Beautiful Commission.

In keeping with the luncheon's theme, *Sustainability – Taking Root*, each attendee received a Treaty Oak sapling to take home. The sapling was accompanied by care instructions for the young plants, as well as other environmentally-friendly items and tips for helping to improve the environment.

"We have a responsibility as citizens to do what we can to help improve our environment," said Mayor Peyton. "As a city, we have made significant gains, but we are not yet where we want to be. However, we've implemented a new sustainability initiative. It includes a new no-idling policy and an effort to right-size the city's fleet of vehicles which means, in some cases, making use of electric cars. This is just the beginning. We will continue to become a more environment-friendly city while encouraging more citizens to play meaningful roles in this movement."

Eight local environmental groups, including Keep Jacksonville Beautiful, presented awards to individuals and organizations for outstanding contributions to the environment.

Ms. Dooley, who has been active with the KJB for four years, received the organization's first ever award, which recognizes long term beautification activities in Jacksonville.

Ms. Dooley joined seven other individuals and organizations that were recognized by KJB during the event.

As immediate past chair of the Keep Jacksonville Beautiful Commission, Ms. Dooley has had a lasting impact on the grass roots, volunteer organization and its efforts to promote beautification throughout our community. She was the driving force behind a revised mayoral executive order that expanded the size and scope of the volunteer group to 28 active members who represent a wide range of community sectors and who have helped galvanize the Commission's activities. She was instrumental in creating a first ever partnership between the Commission and

WELCOME!



New Adopt-A-Road Groups
East 21st Street
Neighborhood
Association
New Mt. Prospect
Children of Destiny
Oceanway Masonic
Lodge #279

Attention A-A-R Folks

Have you reported
your Adopt-A-Road
cleanup results?

Getting the
information to Clean It
Up, Green It Up is
easy.

You can:

Email them to us at
cleanupvolunteers@coj.net

Call them in to the
Clean It Up, Green It
Up office, 630-3420 or
fax them to CIU,GIU at
630-7206.

Whether you e-
mail, phone or fax, us,
please do it soon after
each cleanup.

If you haven't
reported your cleanups
for awhile, catch up
now.

We'd love to hear
from you!

Contact us today.



UF & Shands Jacksonville to clean up the neighborhood surrounding the urban medical campus. Ms. Dooley graciously agreed to serve beyond her successful initial term, balancing her tenure as chair of KJB with her "day job" as Executive Director of Greenscape, Jacksonville's pre-eminent non-profit tree planting organization.

Ms. Dooley continues to be actively involved in the Commission, and has volunteered to serve as chair for a new annual countywide cleanup of her design, called "Shine in '09," which will debut May 16th, 2009.

The KJB Commission's other award recipients and categories include:

- Environmental Achievement for Government
Sgt. Donald Smith and Officer Wayne Dees, Jacksonville Sheriff's Office
- Environmental Achievement Award for Individuals
Sarah Nan
- Environmental Achievement Business Award
City Cycle
- Environmental Achievement Organization Award
Glynlea Park Neighborhood Association
- Environmental Elementary School Award
R.V. Daniels Elementary School
- Environmental Middle School Award
Fletcher Middle School
- Environmental High School Award
Alden Road Exceptional Student Center

St. Johns River Celebration a success

The 14th annual St. Johns River Celebration cleanup was a monumental success.

Some 2,069 volunteers, twice as many that helped last year, showed up for the event along waterways, tributaries, the beach and the St. John's River.

Collectively, they donated 5,000 volunteer hours and picked up 2,128 bags of litter, or 42,560 (that's

bags of
pounds
21 tons!)
and 74 tires.



Thanks to all the hard working volunteers and site captains who showed that they truly care about the gem of Jacksonville we call the St. Johns River.

We'd also like to thank these folks for their kind support: Waste Management, JEA, CITI, WJCT, Folio Weekly, Publix Super Markets-Charities, Winn Dixie, Aerial Tribe, Coca-Cola, Army /Navy Outdoor, All Wet Sports, Krispy

Kreme Doughnuts.



Calendar of events

Cleanups

May 16 8 a.m. – noon Various locations. See article [this page.](#))

Meetings

May 27 9 a.m.
Combined Partnership & Fundraising, Projects, and Partnership & Fundraising committees
City Hall

June 24 11 a.m.
KJB Commission
Mayor's Conference
Room 4th Floor, City Hall, 117 W. Duval St.

June 20 (Tentative)
International Surf Day
Clean Up
Beaches

For more information about Keep Jacksonville Beautiful or Clean It Up, Green It Up, visit www.coj.net keywords Keep Jacksonville Beautiful.

We can also be found on MySpace: www.myspace.com/keepjacksonvillebeautiful.

Or call 630-3420

"Let's Shine in '09" Set for May

The Keep Jacksonville Beautiful Commission has set Saturday, May 16 as the date for the Let's Shine in '09 countywide cleanup to promote community pride.

The event is patterned after the successful 2005 Super City Cleanup, but will be a basic, annual litter cleanup designed to promote community pride, according to Anna Dooley, chair of the Shine in '09 committee organizing the event, which will be held 8 a.m. to noon at various locations around Duval County. (See site list below.)

The Commission is also encouraging individuals to clean in their own neighborhoods and set collected litter out for normal trash collection.

Additionally, local Adopt-A-Road groups and FDOT Adopt-A-Highway organizations will be encouraged to coordinate their roadway cleanup efforts on that same day with event activities.

The Commission offers the following important information about the event, if you choose to participate

- No pre-registration required.
- Volunteers should bring sun protection and wear protective footwear.
- Students and scouts can satisfy community service requirements and service - hour certificates will be made available.
- An adult must accompany youth under age 18.
- A coordination center for site captains will be at Treaty Oak Park, 1123 Prudential Drive.
- Staff will register volunteers and distribute supplies at each cleanup site:

Urban Core: Exception: 9 a.m.-noon
Downtown Vision, Inc. -will do a planting project
214 N Hogan St.

Greater/Arlington Beaches:

Atlantic Blvd at the beach
16th Ave South at the beach

Landmark Middle School
101 Kernan Blvd N 32225

Southeast:

Burnett Community Center
3740 Burnett Park Road

Southwest:

Mary Lena Gibbs Gymnasium
6974 Wilson Blvd

Northwest:

Edith Brown Ford Center
2839 W Beaver St

Mitchell Community Center
1010 Acorn Street

Murray Hill Park
4208 Kingsbury Street

Moncrief Senior Center
5710 Castellano Ave.

North:

Oceanway Community Center
12215 Sago Avenue

For information about this event, call Clean It Up, Green It Up at 630-3420 or log onto [coj.net](http://www.coj.net). Search: Shine in '09

Partnership Opportunities

Does litter bug you?
Would you like to do something about it?
Now is your chance to join the all-volunteer Keep Jacksonville Beautiful Commission in its efforts to keep Jacksonville beautiful by becoming a KJB member or sponsor.

Just call Vivian Harrell at 630-3420 for more details about these opportunities:

- * Supporting KJB at the Platinum Partner Level (\$5,000 and up)
- * Supporting KJB at the Gold Partner level (\$2,500 - \$4,999)
- * Supporting KJB at the Silver Partner level (\$1,000 - \$2,499)
- * Supporting KJB at the Bronze Partner level (\$500 - \$999)
- * Supporting KJB at the Friend Level (\$100)
- * Supporting KJB at the Family level (\$35)
- * Making a contribution in any amount

Some other ways to get involved:

* Schedule a KJB speaker to talk at your next event.

* Serve on the KJB Commission.

* Sponsor an educational effort.

Spotlight on

Glynlea Park Neighborhood Association

For years, the Glynlea Park Neighborhood Association (GPNA) has consistently demonstrated its commitment to beautifying and maintaining its Arlington community.

A participant in the City's Adopt-A-Road program since 2005, the group has maintained two designated roads and conducts daily roadway litter pickup.

In 2008, the group of seven dedicated volunteers, led by association president Kathy Wicklund, documented 256 hours and collected more than two tons of trash, litter and junk.

They also developed, constructed and maintain a beautiful entrance sign and planted seasonal flowers. Last year they added decorative stones and an irrigation system.



GPNA President Kathy Wicklund and member Joel Clark show off their entry way sign.

The group has also been active in educational efforts. Members distributed packets door-to-door to some 917 homes that contained brochures relating to solid waste collection, code compliance and community safety issues.

GPNA members also purchased and installed three permanent decorative park benches for neighborhood traffic islands. The group won an "Award of Distinction" from JaxPride, for sprucing up five common areas, and removing invasive plants from fencing and entrance roadways.

The highly organized and energized group has been recognized for its efforts. The group was not only awarded KJB's Environmental Achievement Organization Award on April 3rd, but was also recognized again by JaxPride at its annual awards luncheon April 16.

GLNA highlights:

- During 2008, GPNA documented five major neighborhood cleanups, with seven members volunteering 256 hours, collecting 289 bags of litter, 25 tires, 54 illegal signs, approximately 27 cubic yards of tree debris, three cubic yards of lumber, one mattress and lots of concrete rubble.
- Worked closely with Code Compliance to eradicate the neighborhood's first graffiti issue, located at the back of the Glynlea Park ballpark.
- Worked with JTA to get trash barrels at bus stops in the neighborhood. Trash containers were also placed at park benches.
- Purchased and installed three permanent park benches on neighborhood traffic islands.
- Active volunteers developed, constructed and maintain the neighborhood's beautiful entrance sign with seasonal flowers. New decorative stones and irrigation system also installed in 2008.

Clean Business Program Available

Litter is defined as misplaced solid waste and it can hurt your business.

Protect your business investment and help keep Jacksonville beautiful by joining our Clean Business Program.

Businesses pay no fees to enroll, but pledge to adhere to guidelines outlined in a brochure.

Participation in the Clean Business Program gives you the benefits of increased community admiration and respect and entitles you to:

- * A membership certificate.

- * A sample press release announcing your participation in the program.

- * Member decal for the door of your business.

For more information about the Clean Business program, call Vivian Harrell at 630-3420

No trees were felled or litter generated in the production of this newsletter.

KJB Wishes to thank these sponsors for their support

Platinum Level Sponsors (\$5,000 +)



Gold Level Sponsors (\$2,500 - \$4,999)



Silver Level Sponsors (\$1,000 - \$2,499)



Bronze Level Sponsors (\$500 - \$999)



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