



# Literally Speaking

WINTER 2010

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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## Who we are

## Happy New Year!

The new year is getting off to a great start with a number of activities, including the City & KJB winning recognition for its efforts to keep Jacksonville beautiful and hooking up with Paper Retriever Recycling as a major sponsor for KJB's 27<sup>th</sup> anniversary celebration slated Jan. 22. (see article, p. 2)

## City/KJB Wins Award

For the second consecutive year, Keep Jacksonville Beautiful has been recognized for its outstanding work in litter abatement efforts in Jacksonville.

Keep America Beautiful, of which KJB is an affiliate, honored KJB last month at the national organization's conference in Washington D.C. for distinguishing itself as an exemplary affiliate organization.

Keep Jacksonville Beautiful earned the Distinguished Service Citation in the category for its community improvement and litter prevention efforts including: an Adopt-A-Road program which enters its 29<sup>th</sup> year in 2010, and which has experienced two years of successive growth; cleanups in local neighborhoods; beautification of city schools; educational programming targeting elementary school children; partnerships with local law enforcement to reduce litter and crime issues and the creation of two award-winning public service announcements that aired on local TV as part of a cigarette litter campaign.

"It is my privilege to celebrate Keep Jacksonville Beautiful and its dedication to improving the quality of life in its community while protecting the environment," said Matthew McKenna, president and CEO of Keep America Beautiful, Inc.

"Communities like Jacksonville serve as influential and inspiring leaders in our national effort to keep America beautiful."

This is the second award that the City and KJB have taken in as many years. Last year, they were honored by KAB by taking first place in the organization's Rogers Awards competition for the production of anti-litter campaign public service announcements titled, "Keep Your Butts to Yourself."

For additional information about KAB, visit [www.kab.org](http://www.kab.org)

## KJB forms partnership with Paper Retriever

At press time in our last issue, we reported that Paper Retriever Recycling had agreed to be the title sponsor of Keep Jacksonville Beautiful's 27<sup>th</sup> Anniversary fund-raising event (see item on page 2 ), donating \$5,000 to defray event costs.

That commitment was made public when Reginald Brown of Paper Retriever presented KJB Chair Lynn Thompson (in red) with a check at a November 18 press conference at Hemming Plaza as former Mayor Jake Godbold (second from left), Mayor John Peyton and Janet Bryant, of Paper Retriever, looked on.

Other event sponsors included Waste Management, Bank of America and APAC of Florida. For information about the Paper Retriever, check out its website at <http://www.paperretriever.com>.



—Daniel Durbec, newsletter editor

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 program.



Want to organize a neighborhood cleanup?

Contact Clean It Up, Green It Up at:

630-3420

or

[volunteers@coj.net](mailto:volunteers@coj.net)

**Attention  
K – 3 Teachers**

Free anti-litter DVD educational packages are available.

Call Clean It Up, Green It Up  
630-3420

## Keep Jacksonville Beautiful to celebrate its 27<sup>th</sup> anniversary by honoring its founder

### *An Educational fund-raiser will benefit KJB*

The Keep Jacksonville Beautiful Commission (KJB) will honor its founder, former Mayor Jake Godbold, with an event aimed at raising awareness of the KJB's important role in the community.

The event, scheduled for 6 p.m. – 8 p.m. at City Hall at the St. James Building, 117 W. Duval St., will also recognize volunteers, sponsors and organizations for their efforts to clean up and beautify Jacksonville during KJB-led events.

During this last year alone, more than 10,000 volunteers participated in clean up events around the Jacksonville community.

Godbold puts it best when he states why he founded the commission. "For 27 years, the Keep Jacksonville Beautiful has led the citizens' effort to keep our community clean and green. I'm proud to be a part of their 27<sup>th</sup> Year Anniversary Celebration, and more importantly, to help them continue the good work." Nearly 30 years later, the former mayor's idea is still making an impact on the community.

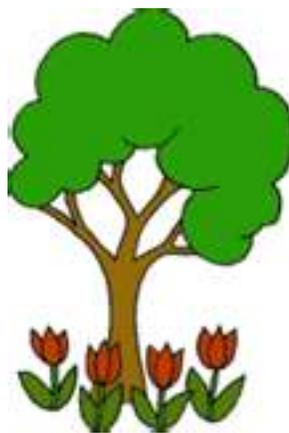
To learn more and to support the ongoing efforts of KJB, residents are invited to attend a special evening of celebration featuring music, food, a program to thank Godbold for his vision to keep Jacksonville beautiful and information on opportunities to help keep this vision alive.

Tickets are \$25 and may be purchased by calling 630-3420. They are also available at the door on the day of the event.

Proceeds from this event will support future activities and programs sponsored by KJB.



### Beautification planned for senior centers



In an effort to highlight the Jan. 22 KJB celebration, KJB's Project Committee has undertaken an effort to plant trees and flowers and clean up several Jacksonville senior centers.

Committee Chair Terrel Shaw and his committee are scheduled to have trees planted at the Maxville Senior Center, the Moncrief Senior Center and Hammond Senior Center on Jan. 15 and 16 to honor Mayor Jake Godbold.

Additionally, beautification and litter cleanups will be conducted at Hammond, Moncrief, Bennie Furlong, Oceanway and Leroy D. Clemens senior centers.

The trees will be planted by Davey Tree.

Flowers will be maintained by center staff.

# WELCOME!



## New Adopt-A-Road Groups

- \* Bizarre Breed Riders
- \* BSA Pack/Troop 279
- \* ECCELLA/Dr. Scott Wagner
- \* Kappa Alpha Psi
- \* Order of the Eastern Star
- \* Touchstone Village

## It's A-A-R Renewal Time

It's that time of year again.

Time to renew your Adopt-A-Road annual contract.

In an effort to save time and money, the Adopt-A-Road coordinator will be calling you soon to see if your organization wants to continue its participation in the program and to ask for any unreported cleanups you may have done in 2009.

If you'd like more information, call 630-3420 or e-mail us at [cleanupvolunteers@coj.net](mailto:cleanupvolunteers@coj.net).



## Spotlight on

### Car Spa

By David Joy, General Manager

Car Spa has been doing business in Jacksonville for over 10 years.

They are located at 9715 Atlantic Boulevard near the Regency Mall.

General Manager Dave Joy explains the reasoning behind Car Spa's participation in the City's Adopt-A-Road program.

"It is important for us to be a functioning member of our city and neighborhood, and to give back to our community," Joy said.

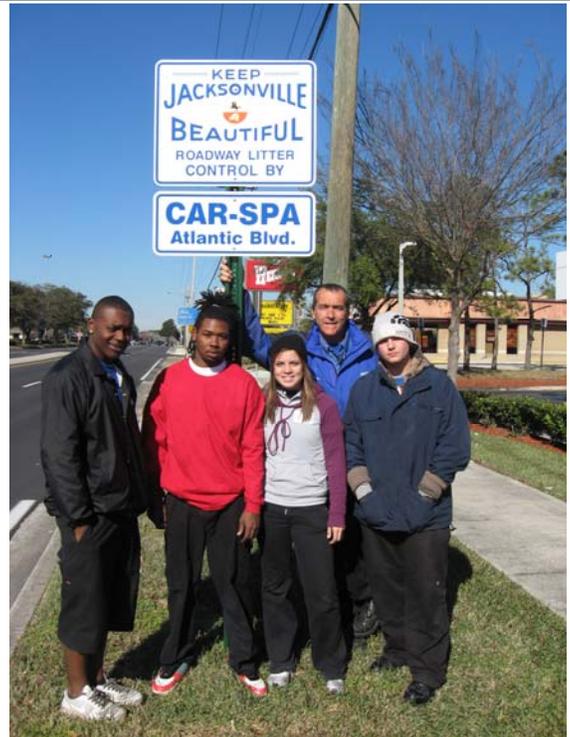
"It makes perfect sense for us to become involved in keeping Jacksonville beautiful," he added.

"Our community involvement includes Wolfson Children's Hospital, various civic and church groups, and countless other charities."

"When we started this program a few months ago, about eight employees volunteered to help. They realize that participating in this effort is not only good for the community and Car Spa, it's important to them," Joy explained.

"To date, we have performed three cleanups of Monument Road, and have found tires, bumper covers, but mostly regular litter."

"If your organization or company has the resources to join this effort, I would strongly recommend your participation. Joy added. "Not only do we conduct business in Jacksonville, but we live here as well."



## Adopting a road is easy and a good thing to do

Initiated in 1986, the Keep Jacksonville Beautiful Adopt-A-Road program continues to be popular and successful because of dedicated citizen volunteers like The Car Spa.

The program encourages businesses, industry, civic, youth and non-profit organizations to adopt an area of roadway. Ideally, the selected roadway is a mile in length, and has a mix of both residential and commercial for monthly litter control.

Adopt-A-Road allows citizens to demonstrate community pride, make a positive statement for a clean, attractive community and help reduce tax payer dollars.

This program has proven highly effective in demonstrating personal responsibility and changing attitudes regarding litter.

Adopt-A-Road reinforces community pride in its surroundings by announcing to residents, tourists and potential business prospects that the community is energetic, active and committed to a safe and clean environment.

Here's how it works: An Adopt-A-Road sign is placed at each end of the selected roadway, giving recognition to the group and reminding people not to litter.

If desired, the program offers an installation ceremony and publicity at the time the signs are installed.

Bright orange trash bags, orange safety vests and gloves are provided for free for each group.

Businesses pay a one-time donation of \$550 to join and an annual renewal fee of \$75 to help the City to cover program costs.

For more information, or to download an Adopt-A-Road application, log on to [coj.net](http://coj.net) and search on Clean It Up, Green It Up.

Or, call 630-3420.

It's a good thing to do.

## Calendar of events

### Cleanups

**Jan. 16.**  
9 a.m. – 1 p.m.  
Various Senior Cntrs  
(See pg 2 for info)

### Meetings

**Jan. 13**  
10 a.m.  
KJB Public Relations &  
Education Committee  
City Hall Conf. Rm 2C

**Jan. 13**  
11 a.m.  
KJB Partnership &  
Fundraising Committee  
City Hall Conf. Rm 2C

**Feb. 24**  
11 a.m.  
KJB Commission  
meeting  
City Hall Mayor's 4<sup>th</sup> Flr  
Conference Room

**March 10**  
10 a.m.  
KJB Public Relations &  
Education Committee  
City Hall Conf. Rm 2C

**March 10**  
11 a.m.  
KJB Partnership &  
Fundraising Committee  
City Hall Conf. Rm 2C

Meetings are open to  
the public.

For agendas, meeting  
summaries and other  
information call 630-  
3420



## Volunteers turn out for Right Whale Festival Cleanup despite inclement weather



A torrential downpour and cold weather didn't keep volunteers from attending the Right Whale Festival and lending a hand to clean up Jacksonville Beach on December 5<sup>th</sup>.

Commissioners John Shellhorn and Beth Weatherford, who manned a table at the Dec. 5 event, which was held from 9 a.m. to 4 p.m., with a clean up from 9 a.m. to 11 a.m., and sponsored for the first time by Nature Conservancy, said, "the weather was horrible, rainy and cold."

Fifty-six volunteers turned out, including students from Fletcher High School, and Sandalwood High School, whose school's environmental club has adopted a roadway near the school.

About 1,000 pounds of trash was picked up, Shellhorn reported, including an old suit case with moldy clothes, a bicycle frame and a knife.

According to organizers of the event, the festival was held to celebrate right whales and the beginning of calving season. With as few as 350 remaining, North Atlantic right whales are in jeopardy and are often threatened by human activities, including marine debris and litter. The group's goal of the event was to engage the community and heighten public awareness of both right whales and the importance of clean coastal waters of Florida and Georgia, areas where whales make their seasonal return—the only known calving grounds for the creatures.

The one-day family oriented event featured children's activities, music, and the beach cleanup. And raincoats.

## Global Community Day

Some 70 volunteers from Home Depot and Citi Bank turned out to help celebrate Global Community Day by sprucing up Mayport Elementary School and Hanna Park on November 6.

Organized by KJB and funded with a \$5,000 gift card donated by the Home Depot Foundation for materials, 35 Home Depot volunteers spent a total of 245 volunteer hours at Mayport Elementary to plant 138 plants and flowers, one tree and mulched, pruned and removed old, damaged plants and bushes. And if that wasn't enough, they also pressure washed areas.

Over at Hanna Park, 35 Citi staff gave 210 of their volunteer hours to remove existing logs on an entrance median and replace them with 600 16-inch matt logs that stretched about 950 feet.

Our hats are off to our friends at Home Depot and Citi, corporations who are good community partners!

*Young Mayport Elementary  
students lend a helping hand*



*Citi employees spruce up the entrance  
to Hanna Park*

*Special  
thanks to our  
Platinum  
Level  
Sponsors*

(\$5,000 +)



# KJB wishes to thank these sponsors for their support

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



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



Renda Broadcasting



Bronze Level Sponsors (\$500 - \$900)

**AERIAL TRIBE**



PUBLIX SUPER MARKETS  
CHARITIES

