



Literally Speaking

SPRING 2010

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

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2010 Off to a Clean Start

The first quarter of 2010 got off to a great start. In January, Keep Jacksonville Beautiful's first ever fundraiser raised almost \$23,000 and helped kick off future events, including a downtown beautification effort by the local legal community and KJB's 15th Annual St. Johns River Celebration Cleanup.

Look inside for more information!

Dan Durbec—Newsletter editor

KJB's 27th Anniversary Fundraiser a hit

Keep Jacksonville Beautiful's first ever fundraiser, held January 22nd in the atrium at City Hall, honored KJB founder former Mayor Jake

Godbold and was a huge success.

"This was a very successful event for the first time," said

Partnership & Fundraising

Committee Chair Kevin Gartland, whose committee organized the event. The party kicked off at 6 p.m. and drew some 200 people.

The event raised almost \$23,000, which will go toward

KJB activities, such as the Adopt-A-Road program and the St. John River Celebration cleanup. The affair was planned to recognize volunteers, sponsors and organizations for their efforts to clean and beautify Jacksonville during the past year.

In 2009, more than 10,000 volunteers participated in cleanup and beautification events in Duval County.

"For 27 years, the Keep Jacksonville Beautiful Commission has led citizens' efforts to keep our community clean and green," said Godbold. "I'm proud to be part of their 27th anniversary celebration, and more importantly, to help them to continue the good work."

Godbold was instrumental in the event's success, recruiting a number of corporations who donated to the event, including J.B. Coxwell Construction, Hubbard Construction, APAC, Bank of America and others.

Paper Retriever Recycling was the event's title sponsor, donating \$5,000 to help defray costs, and Waste Management was also a major sponsor.

The event was so successful, Gartland said, that the Commission is already working on hosting another for January 2011. To learn more about the Commission and how you can help support Mayor Godbold's vision of a litter free Jacksonville, call 630-3420.



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 program.



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organize a
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630-3420

Attention K – 3 Teachers

Free anti-litter
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St. Johns River Cleanup turns 15



Hundreds turn out

The St. Johns River Celebration cleanup marked its 15th year on Saturday, March 20th with hundreds of volunteers cleaning 21 sites throughout Duval County.

Nearly 1,000 volunteers worked from 8 a.m. to noon, picking up 14 tons of trash and litter. There was live entertainment by the band, Doctor's Opinion at Metro Park, where site captains and volunteers were fed and given free event T-shirts, sporting a new SJRC logo.

Photos: (Clockwise from top right)

A young girl helps her dad pick up litter at Oceanway Community Park, a volunteer points to a much ignored litter sign at Oceanway, another volunteer at Oceanway picks up trash from a polluted pond, Mosquito Control Chief John Shellhorn helps feed volunteers at Metro Park, volunteer Katie Veleta jokes with her grandmother Karen Clark and volunteer Judy Prophet at Metro Park.



WELCOME!



New Adopt-A-Road Groups

- * Grand Park Riders
 - *Grand Park Athletic Assoc.
 - *JU Aviation Honor Society
- *Michael Nickas State Farm Agent
- * Phi Theta Kappa

Thank You KJB Commission

We'd like to extend our appreciation to the Keep Jacksonville Beautiful Commission for its funding of the Adopt-A-Road program.

Last year the Commission supplemented the program, and this year, funded it for the entire fiscal year, which ends Sept. 31, 2010.

Without the Commission's help, we would be unable to provide signs for new groups.

Thank you!



Spotlight on

Knights of Columbus San Jose Council



Council member Jack Webb (4th from left) presents Kevin Borovsky, of the Knights of Columbus San Jose Council #12619, with a Keep Jacksonville Beautiful certificate.

By Kevin Borovsky

Wherever you drive in this great nation of ours you see them – big city, small town they are in one format or another, signs with the same purpose –Keep America clean!

The Adopt-A-Road program was something I always wanted to do, but never just sat down and did it. Which organization should I start it up with? And then I

Calendar of events

Earth Day

April 17
10 a.m. – 5 p.m.
The Landing

May 3

Go Green
Free Symposium
Schultz Center for
Teaching &
Leadership
4019 Boulevard
Center Dr.

May 15 & 16

Green Expo &
Wellness Fair
May 15 & 16
Prime Osborn

Cleanups

June 20

International Surfing
Day Cleanup—
Jacksonville Beach,
Neptune Beach

July 5

Jacksonville Beach

Meetings

April 28

11 a.m. KJB
Commission Meeting
City Hall

May 12

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

May 12

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

Meetings are open to
the public.

realized something: As an active member of the San Jose Knights of Columbus I had the perfect organization to make it happen,

All I did was contact the City of Jacksonville, fill out the required forms, learn what was expected of us and then, present it to my council. BINGO! We were ready to go!

Part of being a Knight is volunteering your time to worthy organizations. This to me was the perfect match. A reminder of our obligation would be brought up at our monthly meeting and better yet, I have a pool of over 100 brother Knights to help each month!

Our first clean up was in February and with enough help the clean up took less than an hour. I NEVER saw so many cigarette butts in my life!

Our second clean up in March took about 45 minutes! I wanted to believe we reaped the benefits of our first clean up.

Being a realist, I do understand that there may be months where my volunteer pool will not be as fruitful as my first two months, however; if I keep the optimism up and St Augustine Road stays clean, my pool will always be full.

I would strongly suggest if anyone who like me ever thought about adopting a highway to just go for it--just do it! It is so very rewarding and certainly will help "Keep Jacksonville Clean"!

Raising the Bar

Despite a cold and rainy day, some 150 Florida Coastal School of Law, students, local attorneys and volunteers turned out Feb. 27 to help plant trees and flowers at Clara White Mission and LaVilla School of the Arts and pick up litter in downtown Jacksonville.

It was all part of "Raising the Bar: Florida's Legal Community Service Day" throughout Florida.

Organizer Michael Orr said the purpose of the event was not only to instill confidence in the Bar and legal community, but also provide an opportunity for law students and lawyers to interact with one another and work together for the benefit of the community.

Orr's organization purchased trees, flowers, and gardening tools, including wheelbarrows, which were donated to KJB and which will be loaned to other groups during cleanups.

At Clara White Mission, students worked with CEO Ju'Coby Pittman and Master Gardener Pat Vail, to spruce up an area at the back of the downtown facility.

By the end of the event, 150 volunteers worked 450 hours and collected 250 bags of trash and litter.

Some photos from the event:

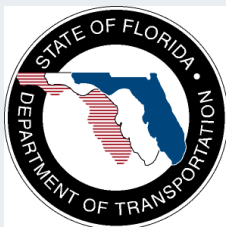


La Villa teacher James Miller talks with law students. (left) while Young Isabel Vega helps Allyson Deihl at Clara White Mission. (right)



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Florida Coastal School of Law
Professor Kirby Oberdorfer (left),
plants flowers with local attorney
Elizabeth Howard.



Clara White Mission CEO Ju'Coby Pittman
(right) and Master Gardener Pat Vail show
off new flowers planted at the Mission.

KJB wishes to thank these sponsors for their support

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The Doctor's Opinion Voice Band



Renda Broadcasting



Jim Draper-Jim Draper Studios

Joanelle Murain—Great Blue Heron Studios

Jim Brown—Jim Brown paintings

Sponsors under \$500

Krispy Kreme Doughnuts—Atlantic Boulevard

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