

**Keep Jacksonville Beautiful Commission
Regular Meeting Summary
Wednesday, April 28, 2021
Hybrid Zoom/In-person
Conference Room 851 Edward Ball Building
214 N. Hogan St.**

Present (In Person): Chris Buckley, Melody Shacter

Staff: Dan Durbec

Via Zoom: Katie Blandford, Chair; Chester Aikens; Lauren Christiansen; Jim Love; Harry Reagan; Juanita Senior; Caleena Shirley; Alicia Smith; Alexander Traversa

Absent: Harrison Conyers, Kathryn McGovern, Brian Pavek, James Richardson

Staff: Dan Durbec

Call to Order

Chair Blandford called the meeting to order at 11 a.m. She thanked members for attending the meeting. She noted that the newly formed committees have started meeting in March and April, and that one of them, the Partnership & Outreach Committee, has already met twice. She said she would like to start today's meeting with committee reports.

Committee Reports

Partnership & Outreach Committee

Chair Shacter said her committee has met twice. She said the committee will focus on three topics: annual cleanups, the America Recycle Day event and the proposed JTA trash receptacle project.

She noted that committee member Traversa updated the listing of bus shelters that needs a transit stop/community partnership and that two locations have been prioritized—one at Main and 6th streets in Springfield and the second at Park and King streets in Riverside.

She reported that she has emailed potential stakeholders at the Main street location and is awaiting to hear from them. She said she was going to try to find partners for both areas, and that her committee discussed assembling a list of potential partners for KJB's various projects that the committee identified. These would be organizations, colleges, high schools, businesses, civic clubs and church groups. Once that list is completed, it will be sent to the whole commission, she said.

She said the idea is to reach out to those organizations to bring them in with the idea of helping with the cleanups, JTA project and some other projects that the committee will be moving forward with.

She noted that the next cleanup is July 5th and following that will be the International Coastal Cleanup on September 18 and the America Recycles Day event on November 13. The next committee meeting is scheduled for May 24.

Commissioner Love inquired what the partnership with JTA involves.

Commissioner Shacter said it will involve volunteers cleaning up targeted bus stops. She asked Commissioner Traversa to address the question.

Commissioner Traversa explained that JTA has many trash receptacles in areas where ridership does not warrant them. Local businesses and pedestrians are using the cans, resulting in them overflowing, so JTA is looking for community partnerships to address those issues so JTA can adjust its cleaning schedules for those stops.

Chair Blandford noted that the program would be like the Adopt-A-Road program in which a group commits to cleaning the stop for a period of time.

Commissioner Shacter said that KJB could provide supplies so the only cost would be manpower.

Commissioner Love said if the cans are being filled, maybe they should be collected more often, or a second can added at the stop. He noted that there is money in the City's budget earmarked for JTA's bus stops trash collection. He said he can ask the business owners near the King Street stop to assist. He noted that he cleans up outside of his building where his business is located.

Commissioner Buckley noted that when litter surveys are conducted, the worst littered sites are at bus stops, especially if they don't have trash cans. Much of the trash is fast food containers from riders who leave them at the stops, or baby diapers that were left behind.

Commissioner Love said he will talk with the local business near the Park and King streets bus stop to sponsor the stop.

Chair Blandford said that she, Commissioner Meier and staff are meeting with Brian Bidwell, the owner of Wild Birds Unlimited, who is interested in assisting KJB's efforts. He may be willing to allow KJB to promote events, business partnerships and volunteer recruitment at his stores through brochures or flyers. This would be a good fit for the Partnership & Outreach Committee.

Recycling Committee

The Recycling Committee is scheduled to meet Friday, April 30.

Chair Buckley said that the committee will be dealing with the America Recycles Day event, which will be huge. She said one of the main things the committee will be addressing is the location of the event.

The Prime Osborn Convention Center, where the event has historically been held, is not available on Saturday, November 13, as Commissioner Dooley had wanted. Commissioner Dooley's organization, Greenscape, is partnering with KJB to provide free trees for the second year in a row.

The event may be held in Lot E at the TIAA Ban Field, depending on whether the Hart Bridge alignment project is completed by November. Discussion is under way with ASM Global, Inc., which operates the parking lots at the stadium.

Cleanups Committee

Chair Blandford reported the Cleanups Committee met April 21 and asked members to report.

Commissioner Love reported that eight people attended the meeting and the group discussed cleanups, including the annual St. Johns River Celebration, which was held March 20. He noted that he was site captain at Memorial Park, one of 45 sites.

Upcoming cleanups include the July 5th Beaches cleanup, International Coastal Cleanup, scheduled for September 18 and the America Recycles Day/Free Tree giveaway on November 13.

Chair Blandford noted that the committee can also help with the JTA transit stop/community partnership project since that involves cleanups. She also said the scope of cleanups could be expanded to involve partnerships with city, state and national parks. The parks might have a list of simple maintenance tasks with which volunteers may help with.

Another issue the committee discussed was helping to make retail shopping areas and other businesses responsible for littered conditions on their property. This would involve creating a plan or program that makes landlords aware of excessive littering issues with their properties and creating a process that escalates addressing the problem, Chair Blandford said.

She said that immediate focus is on the JTA bus stop trash receptacle project and recruiting site captains for the International Coastal Cleanup in September. She noted that the Partnership & Outreach Committee has that in hand and said the Cleanups Committee is available to help if needed.

Awards & Recognition Committee

Chair Blandford reported that the Awards & Recognition Committee met April 22.

She said this committee is one tasked with the most deadline intensive work, the Keep Jacksonville Beautiful Awards.

Additionally, the committee is charged with helping staff in applying for the annual Florida Department of Transportation (FDO) grant and Florida Inland Navigation District (F.I.N.D.) grants.

The awards entry deadline was April 16. To date, there were only enough entries to be presented in four categories. Historically Commissioner Carew submitted school entries, however, she is retiring at the end of April.

Commissioner Buckley reported that she and staff met with Commissioner Carew April 23 to ask if schools would be submitting entries in her absence. She noted that Commissioner Carew said the awards applications were sent out to schools that same day.

Chair Blandford said that the committee also discussed the best options to recognize winners, whether it's through a Zoom meeting or sending out a small care package or recognizing winners in front of the City Council. The committee will continue the discussion in an upcoming meeting and bring back their recommendations.

Commissioner Love recommended recognizing winners at a City Council meeting. They will meet twice in June and once in July. He said you would have to go through the City Council President to request the presentation, which is held at the beginning of the meeting. He said it makes it more prestigious done in front of the City Council.

Chair Blandford recommended extending the deadline to May 14 to allow time for additional entries to come in and plan for a presentation before the City Council.

July 5th Cleanup

The annual post-Independence Day beach cleanup event is scheduled for 7 a.m. – 9 a.m., at three locations: at the ocean at Beach Boulevard, Seagate Avenue and Atlantic Boulevard.

Commissioner Meier inquired whether a flyer will be distributed to promote the event.

Staff reported that the cleanup is a partnership with Beaches Sea Turtle Patrol, who promotes the event in concert with the City's Public Affairs Office.

Cheat Sheets for Commissioners

Chair Blandford she would like to create a "cheat sheet" that contains brief information about KJB and its events and activities that commissioners could use to promote KJB. This is something that can be shared with the Partnership & Outreach Committee.

Preview of New Cleanup dbase

Chair Blandford reported that the City's IT Department has created a dbase for cleanups that will make it easier and more efficient for volunteers to register their cleanups, request supplies and debris pick up and report their cleanups stats.

A preview of the new dbase will be made during the May meeting.

Old Business

Florida Inland Navigation District (F.I.N.D.) Grant

Chair Blandford reported that staff will apply for the \$5,000 grant. Funds will be used to purchase cleanup supplies, including grabbers.

Adjournment

The meeting was adjourned at 11:50 a.m.