

**Keep Jacksonville Beautiful Commission
Regular Meeting Summary
Wednesday, February 24, 2021
Conference Room 851 Edward Ball Building
214 N. Hogan St.**

Present (In Person): Katie Blandford, Chair

Staff: Dan Durbec

Via Zoom: Chris Buckley, Lauren Christiansen, James Cook

Absent: Aleizha Batson, Susan Carew, Harrison Conyers, Amy Fu, Ben Kittelson, Joyce Morgan, Betsy Penisten, James Richardson, Geoff Sample, Juanita Senior, Melody Shacter

Staff: Dan Durbec

Call to Order

Chair Buckley called the meeting to order at 11 a.m. She thanked members for taking time out of their busy schedules so close to the holidays and noted that there are several agenda items that will require voting.

KAB Community Partnership Grant

Chair Buckley reported that I'm a Star Foundation (IASF) Founder and Executive Director Betty Burney applied for and was awarded a \$1,000 Keep America Beautiful/Lowe's Community Partnership grant, listing Keep Jacksonville Beautiful as a partner.

The grant awards recipients a \$1,000 Lowe's gift card. Ms. Burney planned to use the card to purchase cleanup supplies and first aid kits for her project, which targets campus cleanups at seven local public high schools.

The grant would be presented to Keep Jacksonville Beautiful. However, KJB is not allowed to accept the grant because it could not be administered by the City as a normal reimbursable grant and would present difficulties tracking, according to the City's Accounting Department.

Commissioner Dooley inquired if there was another way to accept the grant.

Chair Buckley noted that staff asked Mary Jean Yon, Executive Director of Keep Florida Beautiful (KFB) her organization could accept the grant and distribute it to IASF, but she said it was not something that her board would want to consider.

Staff also inquired with Marina Piedade, Grants and Events Manager with Keep America Beautiful, as to whether the grant could go directly to IASF, but was informed that if that is done, KJB's standing could be impacted if reporting requirements were not met by IASF.

Commissioner Smith inquired whether a non-profit organization could be created that could accept such grants for KJB.

Chair Buckley said that issue was raised several years ago, but the City's Office of General Counsel said KJB was a governmental board created by executive order and prohibited from forming an ancillary organization. KJB is permitted to accept donations, but the KAB/Lowe's grant is not a typical grant that can be administered like a regular grant, such as the FDOT grant or Florida Inland Navigation District (F.I.N.D.) grant that KJB receives.

Commissioner Blandford said something needs to be put into place to prevent similar incidences in the future.

The group discussed funding the IASF project with funds from the KJB Trust fund, which Ms. Buckley reported had a balance of nearly \$80,000.

Commissioner Blandford moved that KJB fund up to \$1,000 from the Trust Fund to fund ISF's project.

Second by Commissioner Dooley
Motion carried.

2020 Projects—Adding Greenscape Project

Chair Buckley noted that the Commission has approved two projects to be funded with funds from the 2020 FDOT grant: a community garden at Oceanway Senior Center and the purchase and planting of plants along Northbank River Walk.

Both of those projects are ready to go and will be funded up to \$2,450 each once the FDOT contract is executed.

She said Greenscape was asked to recommend a third project that could be funded.

Commissioner Dooley said that Greenscape identified Catherine Hester McNair Park at 551 W. 25th St. as a project that would benefit from help with the purchase and planting of 35 live oak trees. She said the park is located in a poverty zone, but said she believes planting beautiful trees could have a positive impact on both residents and perception of the area.

She noted that the price is \$150 for a 15 gallon tree and planting the trees would be done by volunteers. She invited commissioners to participate in the tree planting.

Commissioner Blandford moved to fund the purchase of trees to be planted at Catherine Hester McNair Park.

Second by Commissioner Dooley.
Motion carried.

2020 FDOT Grant Application

Chair Buckley reported that the 2020 FDOT Litter Control Grant is in the Office of General Counsel for review. Once OGC reviews and approves applying for the grant, it will then go to the Mayor's Budget Review Committee (MBRC) for approval. If MBRC approves the grant, it will be signed by the mayor and then be returned to FDOT for execution.

She noted that about \$10,000 is budgeted for projects, such as the three KJB approved, and suggested that KJB consider funding the purchase of sea oats for planting along the sand

dunes at Jacksonville Beach by Fletcher High School Marine Biology instructor Kevin Brown and his students. KJB funded the project in 2019 with FDOT grant funds. The project aids in the prevention of soil erosion in the dunes.

Chair Buckley also reported that the grant mandates that a portion be spent on advertising and that some of the funds will be used to purchase printing and promotional items that will be provided to site captains at KJB's major cleanups.

Jake Godbold Award

Chair Buckley said that a nominee for the Jake Godbold award needs to be selected in order to have time to frame the award, a C Ford Riley print, and invite the winner to the annual volunteer and recognition event on February 28.

She noted that Ann Burt, a long-time Arlington volunteer, was recognized for her community advocacy and cleanups last year.

Commissioner Dooley nominated former Council Member John Crescimbeni, who, she said, did a lot as a citizen.

Commissioner Blandford recommended Felicia Boyd with the Timucuan Parks Foundation be nominated.

Commissioner Blandford said that Groundwork Jax has also done a lot for the Emerald Necklace, a proposed trail that encompasses 197 miles of trails and greenways and parks that encircle the urban core.

Chair Buckley recommended Sandalwood High School Marine Sciences Teacher Steven Sherrill be nominated, noting that he has gotten students from his school to volunteer at dozens of events, including KJB's cleanups.

After further discussion, Commissioner Dooley withdrew her nomination of Mr. Crescimbeni.

Commissioner Pavek moved to nominate Sandalwood High School teacher Steven Sherrill as the recipient of the Jake Godbold award.

Second by Commissioner Smith.

There was no further discussion.

The motion carried.

St. Johns River Celebration Cleanup March 21,2020

The annual countywide cleanup will be held 7 a.m. – 12 p.m., Saturday, March 21 at various locations around Duval County.

As part of the event, volunteers are provided an event T-shirt and snack after the cleanup at the Riverside Arts Market.

Chair Buckley said a motion needs to be made to expend funds from the Trust Fund to purchase T-shirts and food for the event. The Trust Fund will be reimbursed from the FDOT grant and by a donation from a corporate sponsor.

Commissioner Smith recommended that no plastic water bottles be used for the cleanup event. She noted that Beaches Go Green has access to a water monster, a unique mobile water hydration system, and suggested this could be used at this cleanup.

Commissioner Smith moved to expend up to \$2,500 from the KJB Trust Fund for the purchase of T-shirts for volunteers of the St. Johns River Celebration Cleanup on March 21, 2020.

Second by Commissioner Cook.

There was no further discussion.

Motion carried.

Commissioner Blandford moved to spend up to \$2,500 for the purchase of food that will be provided to volunteers at the annual St. Johns River Celebration on March 21, 2020.

Second by Commissioner Pavek.

There was no further discussion.

Motion carried.

Annual Volunteer & Sponsor Recognition Event

Chair Buckley reported that the annual volunteer and sponsor recognition event will be held 6 p.m. – 7:30 p.m., Friday, February 28 in the Riverfront Café' in the Haskell Building. The event recognizes sponsors and volunteers for their involvement and work and includes refreshments.

Additionally, one individual or organization is recognized with the Jake Godbold award, a framed C. Ford Riley print, for their efforts to improve the visual vitality of Jacksonville or for advocating for the environment.

Chair Buckley said that the group needs to make a motion to expend funds from the Trust Fund to purchase food for the event and framing the C. Ford Riley print.

Commissioner Blandford moved to expend up to \$500 for the purchase of food for the annual KJB volunteer and sponsor recognition event, which will be held February 28.

Second by Commissioner Cook.

There was no further discussion.

Motion carried.

Commissioner Blandford moved to expend up to \$200 for the framing of the C. Ford Riley print, which will be presented to the Jake Godbold winner at the annual February 28 KJB volunteer and sponsor recognition event.

Second by Commissioner Cook.

There was no further discussion.

Motion carried.

Chair Buckley noted that there was one more item that needed to be voted on—the purchase of trash grabbers. She said staff priced grabbers and recommended that up to \$1,000 be expended from the Trust Fund to purchase 72 grabbers.

Motion by Commissioner Cook to expend up to \$1,000 from the KJB Trust Fund to purchase grabbers.

Second by Commissioner Dooley.

No further discussion.

Motion carried.

Old Business

Keep America Beautiful Annual Conference

Chair Buckley said the annual Keep America Beautiful National Conference will be held February 12 – 14, 2020 in Memphis, Tennessee. She said the conference is an opportunity for KJB to network, learn best practices and pick up ideas that can be applied in Jacksonville.

Ordinarily, KJB attends the conference when it is the recipient of an award. KJB has applied for a Community Improvement Award for Commissioner Senior's community vegetable garden that feeds residents in the community.

Chair Buckley recommended sending Ms. Senior, along with staff, if she wins the award. Costs would include airfare, hotel accommodations, conference registration and per diem.

Commissioner Dooley inquired whether staff would still be sent to the conference if KJB does not win an award.

Chair Buckley said even if KJB does not win an award, staff should still attend because of the value of information that comes from a conference such as this. She noted that she has attended conferences previously and found them beneficial.

She also noted that the cost of the conference would be offset by the FDOT grant, in which \$1,500 is budgeted for travel.

Commissioner Dooley moved to expend up to \$2,400 to send Ms. Senior and/or staff to the annual KJB Conference February 12 – 14 in Memphis, Tennessee.

Second by Commissioner Cook.

There was no further discussion.

Motion carried.

JTA Trash Receptacle Partnership with Adopt-A-Road Group

Chair Buckley reported that the proposed partnership with JTA to provide Adopt-A-Road volunteers to remove trash and maintain trash receptacles at stops along their adopted

roadways is moving forward. In exchange for their labor, JTA will place trash receptacles at those bus stops.

One group has agreed to clean a bus stop on St. Augustine Road and was scheduled to meet with JTA for details.

Commissioner Dooley said it was appalling that JTA wanted to use volunteers to clean bus stops in light of JTA receiving income from paid advertisements at some bus stops.

Litter Survey Route Revision

Staff reported that the Planning Department has agreed to meet on January 9 to discuss mapping potential new routes for the annual litter survey. The survey is a Keep America Beautiful requirement to determine if abatement efforts are working.

Due to the exponential growth of Duval County since the survey was started two decades or more ago, the routes need to be revised to reflect geographical changes.

Adjournment

The meeting was adjourned at 11:55 a.m.