



**Keep Jacksonville Beautiful Commission
Joint Committees Meeting
Wednesday, January 27, 2021
11 a.m.
Conference Room 851
Edward Ball Building
214 N. Hogan St.
Jacksonville, FL 32202**

Summary

Present

In-Person: Katie Blandford, Chair; Chris Buckley

Via Zoom: Chester Aikens, Executive Assistant for Council Member Joyce Morgan; Aleizha Batson; Lauren Christiansen, James Cook, Vice Chair; John Drayton; Von Fuller, Jenna Kobischen; Margaret Meier; Caleena Shirley; Alicia Smith

Absent: Susan Carew, Harrison Conyers, Jim Love, Kathryn McGovern, Brian Pavek, Harry Reagan, James Richardson, Juanita Senior, Melody Shacter, Michelle Thomas

Visitors:

In-Person: Mike Robinson, Greenscape

Via Zoom: Eunice Barnham

Staff

In-Person: Lisa Ransom, Dan Durbec

Call to Order

The meeting was called to order at 11:04 a.m.

Comments from the Chair

Chair Blandford thanked members for attending and noted that one of the agenda items today was to discuss the formation of new committees to help lead the Commission into the future. The second was the annual Keep Jacksonville Beautiful Awards and whether to continue them this year in light of Covid-19's impact on cleanup activities in 2020, especially with schools, which nominate a number of projects each year.

New Business

KJB Awards

Chair Blandford noted that at the November meeting commissioners discussed whether or not to proceed with the annual KJB Awards, and if the awards proceed, to have them in May.

The annual awards are presented to individuals, organizations, businesses and governmental agencies for outstanding work in areas of beautification, litter/graffiti prevention and litter cleanup. An overall Jake Godbold award is presented to an individual for community advocacy and environmental stewardship.

Award recipients are recognized at KJB's annual Volunteer Recognition event, which was held the past four years in February or March at the Haskell Building.

One concern expressed by the group was that Covid-19 halted all school activities in early 2020 when schools closed, so there may not be any school entries this year.

Commissioner Carew has been asked to check with her colleagues at the Duval County Public Schools to determine if there would be enough interest among schools.

Vice Chair Cook said that while there might not be any school award entries, there are many individuals and organizations that did cleanups during 2020 despite Covid and they should be recognized for their efforts, or they may be limited in their involvement in 2021. He suggested paring the activity down to fewer categories and holding the event at a smaller venue, but one that could accommodate social distancing standards.

Chair Blandford noted that attendance at the awards ceremony has been sparse the past few years. Food for the event historically been provided by a few local restaurants and donations, and the space at the Haskell Building was provided at no charge, thanks to past KJB member Matt Garman.

The group discussed ways that award winners could safely be recognized. These included:

- * At a school board meeting.
- * At a Chamber of Commerce meeting.
- * At a City Council meeting.
- * At an in-person event at the Sun Ray Drive In
- * On line, such as through Zoom.

Commissioner Smith noted that the St. Johns Riverkeeper did an awards event on Zoom.

Chair Blandford said that winners participating in the Zoom event could be provided with a gift, such as a box of candy, that they could open during the on-line presentation. She said that an awards committee should be created to discuss the activity.

Commissioner Buckley noted that if the awards activity is going to be held in May, then an award application needs to be sent out. She suggested that commissioners send the names of potential nominees to staff.

Chair Blandford asked commissioners to think about the awards and be prepared to discuss it further at the February meeting.

Annual KJB Volunteer Recognition

This agenda item was discussed during discussion about the annual KJB Award.

St. Johns River Celebration Cleanup 2021

Chair Blandford announced that work is under way on identifying sites and recruiting site captains for the annual St. Johns River Celebration Cleanup, which is scheduled for March 20.

She asked commissioners to help identify sites and potential site captains, and asked staff to send out a list of available sites to commissioners.

Committee Chair Appointments

Chair Blandford noted that KJB committees meet every other month and report their activities at regular meetings.

She recommended organizing four committees that could be comprised of up to five members each. Those committees and their duties would be:

Recycling: Responsible for events and promotions relating to recycling. Events include America Recycles Day, possible shred events, hazardous waste collection, etc.

Cleanups: Responsible for the two main clean-ups each year (St. Johns River Celebration Cleanup in March and the International Coastal Cleanup in September), and smaller ones throughout the year. Duties include maintaining site lists, recruiting volunteers/site captains, promotions/outreach related to the events.

Grants and Recognition: Responsible for maintaining/procuring eligible funds for KJB, and the coordination of activities involving those funds (FDOT, etc.). Adopt-a-Road would be one of the duties.

Partnerships/Outreach: Responsible for growing awareness of KJB and developing partnerships with businesses, schools, etc. Duties would include meeting with potential volunteer businesses, coordinating school presentations, council meetings, etc. The committee may also procure promotional/marketing materials for KJB.

Commissioner Meier noted that since Covid-19 started, it's difficult to do a lot. She recommended determining who active commissioners are and try to balance the workload among them. She recommended recruiting more business representatives onto the Commission.

Chair Blandford said that Committee chairs would be managers and not responsible for every aspect of an event or activity since some of those are staff functions requiring interaction with the City and other departments, but the committees would be more than advisory.

She noted that it's too soon to assign a committee to head up the St. Johns River Celebration Cleanup on March 20 since the group has to agree on which committees are appropriate, but encouraged commissioners to get involved by signing up as site captains.

She said following the February meeting, committees can be organized and activated.

Chair Blandford noted that it is difficult to establish a quorum of in-person voting members to vote on matters. Two such items that require a vote are approving the November meeting summary and approving expending up to \$2,500 from the KJB Trust Fund for the purchase of snacks for volunteers at the St. Johns River Cleanup on March 20. Those issues could not be voted on today because there weren't enough voting members present to establish a quorum.

She suggested that the Executive Committee meet next week to take up those matters and asked commissioners to review the summary and expenditure request and let staff know if they have input or concerns.

Commissioner Meier inquired whether the funds for the volunteer refreshments could be used to fund five shred events during the year, in light of the recent America Recycles Day event and tree giveaway being overwhelming.

She said that is a topic that can be discussed in the future and she would excuse herself from the discussion because she owns a shred company.

Chair Blandford noted that there isn't a need to purchase T-shirts for this year's St. Johns River Celebration Cleanup event because there are shirts from last year's cancelled event.

Old Business

2021 FDOT Grant (Update)

The FDOT grant has been received and will go before the Mayor's Budget Review Committee next month. Approval is anticipated.

Chair Blandford said that the grant will fund several items, including a possible community garden, the purchase of sea oats that will be planted along sand dunes at the Beaches to prevent erosion, the purchase and installation of trees at a Habijax community and the purchase of signage for the Adopt-A-Road program.

America Recycles Day 2020

Following the November 21 event, Commissioner Dooley, members of Greenscape and staff held a meeting to discuss the event. Discussion and planning for the 2021 event will continue.

Watergoat (Update)

Commissioner Smith said she is having two different conversations regarding placement of the equipment, which is designed to capture waterborne litter. Two locations under consideration for the installation of the equipment is at Hogans Creek and McCoy Creek.

She said she will have additional information at the February meeting.

Other matters

Commissioner Meier recommended supplementing KJB's branding efforts on social media with setting up informational tables at various events, such as the St. Johns River Celebration Cleanup on March 20, where KJB will distribute volunteer refreshments and event T-shirts.

Chair Blandford said this could be a task for the Partnership Committee.

Adjournment

With no further matters before the commission, Chair Blandford adjourned the meeting at 12:02 p.m.

The next regular KJB meeting is scheduled for 11 a.m., February 24, 2021 in Conference Room 851 on the 8th floor of the Edward Ball Building, 214 N. Hogan St.