

**KEEP LAKE BEAUTIFUL MEETING**  
**January 29, 2018**

The Keep Lake Beautiful Committee met on Monday, January 29, 2018 at 9:00 a.m. in the Board of County Commissioner's Meeting Room, Lake County Administration Building, Tavares, Florida. Chairman, Darla Scoles was present. The Municipal Representative in attendance was Dina Sweatt. The Civic Organization member in attendance was Melissa Simmes. The Citizen Representatives in attendance were Brent McCallister, Lavon Silvernell, and Jim Miller. The Business owner/Chamber Rep in attendance was Earl Hammond. The Commissioner in attendance was Leslie Campione. The Staff Representatives in attendance were Mary Hamilton, Environmental Services Manager; Nicholas Mcray, Stormwater Project Manager; Jared Brown, Keep Lake Beautiful Coordinator; and Sandy Beckett, Office Associate.

PLEDGE

Chairman Darla Scoles led the Pledge of Allegiance.

PUBLIC COMMENT AND DISCUSSION

No public comments.

APPROVAL OF MINUTES

Chairman Darla Scoles asked the committee to approve the minutes from the previous meeting that took place on November 27, 2017. Minutes were approved unanimously.

REVIEW OF FDOT LITTER PREVENTION GRANT

Nick Mcray gave a PowerPoint presentation to the KLB Advisory Committee to provide them with information regarding fiscal year 17/18 FDOT Grant for Keep Lake Beautiful activities.

Nick addressed the question from the November 27, 2017 meeting asking if the grant could be used for fertilizer education outreach. He spoke with the grant manager at DOT and they said no, but said he would discuss another grant opportunity later in his presentation on fertilizer education outreach.

Nick Mcray also spoke with the DOT grant manager on what we could use the discretionary funds for. He went over the list of general program activity ideas and the list of program/events. These are in addition to the regular routine community cleanup events. After his presentation Nick asked the KLB committee for their feedback on these ideas.

Darla Scoles asked about funds going to the KLB website.

Nick Mcray said it is not a category for the grant fund, but our office of communications is working on some updates to the site to make it more user friendly.

Darla Scoles also asked about the liter quitter program.

Nick Mcray said litter quitter education outreach is part of the recycling and reuse litter prevention general category. He said Jared would get some more information on this, but it is still being worked through.

Brent McCallister asked about the Solid Waste paint recycling. Wanted to know if we would be able to trade off for new paint for the right color scheme.

Nick Mcray said the grant manager said we should be able to do a purchase of paint as part of the graffiti or environmental beautification programs.

Darla Scoles asked about a project that was discussed about putting monofilament boxes at the different docks and boat ramps.

Nick said our Adopt-a-Lake program was handling this.

Lavon Silvernell asked that a copy of the presentation be sent to the committee members.

#### OTHER DISCUSSIONS

Darla Scoles asked if the committee wanted to approve the FDOT Grant outreach list as it was.

Earl Hammond made a motion to approve the list as printed.

Dina Sweatt 2<sup>nd</sup> the motion.

Lavon Silvernell asked if there would be a discussion on priorities and implementation.

Mary Hamilton said the next step would be implementation.

Lavon Silvernell asked that we go through the list and pick some priorities.

Nick Mcray went over the list again.

Lavon Silvernell asked about the pond in front of the Ag Center for cleanup.

Nick Mcray said we could check into ownership of the pond and see if we could spend state funds on if the pond belonged to the state. The pond could be a potential site.

Darla Scoles asked how the funds for advertising would be used.

Nick Mcray said radio and other media outlets would be used.

Lavon Silvernell said that bumper stickers would be more effective than radio.

Darla Scoles asked if we were still pursuing PSA advertising.

Nick Mcray said they were paid spots, but that we were offered some PSA spots in our solicitations, but they were not prime time.

Darla Scoles moved for a motion to approve the outline on spending. It was approved unanimously.

#### FERTILIZER ORDINANCE OUTREACH

Nick Mcray gave a brief overview and update on where we are on the education and outreach on the fertilizer ordinance. He worked with the office of communications and our Lake University Florida Ag extension to create a flyer that speaks to the requirements of the Lake County ordinance and provides some information on Florida Friendly landscaping. An initial print of 500 copies was ran and most have already been distributed. Additionally, they are working on a door tag that would complement the flyer. Nick Mcray also noted updates to the fertilizer web page have been completed.

Nick Mcray reviewed their stakeholder contacts effort where HOA's and lawn care companies in Florida/Lake County are contacted to share information on the new Fertilizer Ordinance. They plan to continue throughout the year to make a presence and push on this in the spring season.

Nick Mcray stated a member of Stormwater staff will be at the Hawthorne Earth and Water expos. They will have a table there to speak to homeowners. Nick Mcray also advised of a planned March storm drain marking event where they will be working with 4H and the KLB volunteer pool.

Nick Mcray said he is pursuing a 319H grant. The grant is funded from EPA through the state water education/quality grant program. The application will be submitted in March. Seeking \$40,000 exclusively for education outreach on the fertilizer aspect. The timing will be the next fiscal year.

Lavon Silvernell asked if anyone had heard of the Wekiva promise. It was started by a Rotary Club for Orange and Seminole counties. It was a community wide campaign to protect the Wekiva River and the Wekiva Watershed. She said Lake County needs a catchy and positive focal point when we put material out there.

Commissioner Campione liked the idea of the Wekiva promise and thought we should pursue something like this in our campaign. She said we should look at the Wekiva Promise and tweak it to fit our situation.

Mary Hamilton asked for a name or contact.

Commissioner Campione said she had the contact information in her office and would give it to her, but said we could probably find it online.

Lavon Silvernell suggested getting in touch with Deborah Shelley who was a point person at the Aquatic Reserve and use her as a resource.

Commissioner Campione suggested a change to the flyer to put an added focus on yard clippings.

Lavon Silvernell said she hoped that the changes to the website would have some meatier education. Suggested adding a frequently asked questions section.

Nick Mcray said we would look into doing that.

Commissioner Campione googled the Wekiva Promise and said it is under the Rotary club. The community is encouraged to make five promises to help protect Wekiva and its springs.

Mary Hamilton said we would bring some stuff back to the next meeting since we had some direction now on what the committee wanted.

Lavon Silvernell said she would get with Mary about taking basic plants to the Landfill.

Jim Miller asked a question about disposing of old medications at events.

Mary said you can only dispose at events when someone from the Sheriff's department is there.

A few committee members gave some other ways of disposing of old medications.

## COMPLETED PROJECTS UPDATE

Jared Brown Keep Lake Beautiful Coordinator said since the previous meeting there have been two completed projects and three pending projects. The Sorrento Community Cleanup took place on December 9<sup>th</sup> and the Kings Cove Stormwater Marking Event took place on January 13<sup>th</sup>. Both events were very successful.

## PENDING PROJECTS AND DISCUSSION

Jared Brown went over the pending projects. Love-Our-Lakes cleanup which is scheduled for February 24<sup>th</sup>. It will be cohosted by the City of Tavares and the Lake County Water Authority. The City of Umatilla Community Cleanup which is scheduled for March 17<sup>th</sup>. It will be cohosted by the City of Umatilla and the First Baptist Church of Umatilla and the next Stormwater drain marking event will be sometime in March. Jared is talking to the Lake County 4H program to try and get volunteers. Location is still pending.

Dina Sweatt asked if KLB could help with cleaning up a cemetery in Groveland where there are 4 WWII Korean Vets that are buried there along with some children.

Commissioner Campione said that the Stuart Cottrell memorial in Eustis that KLB worked on about a year ago, looks like it could use another clean up.

Jim Miller had an idea on marketing. He said at events we could have sign-up sheets for people to volunteer for upcoming events.

Earl Hammond asked if there were other events scheduled for the rest of year.

Jared Brown said he was talking to the City of Clermont to be a part of their Earth Day event in April.

Darla Scoles said we should get all of our clean ups done before June.

## ADJOURNMENT

There being no further business to address, the meeting was adjourned at 10:00 am.

  
DARLA SCOLES, CHAIRMAN