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**CITY OF DELTONA, FLORIDA  
BEAUTIFICATION ADVISORY BOARD  
TUESDAY, APRIL 26, 2011**

10 A regular meeting of the Beautification Advisory Board was held on Tuesday, April 26, 2011 in the  
11 Kitchen Conference Room, 1<sup>st</sup> Floor, 2345 Providence Blvd.

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1. **CALL TO ORDER**

The meeting was called to order at 6:30 by Chairman Michael Richards

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2. **ROLL CALL:**

Chairman	Michael Richards	Present
Vice Chairman	Jason Bridgewater	Present
Board member	Veronica Kenny	Present
Board member	Barbara Willey	Present
Board member	Valerie Knopfel	Present
Board member	Harold Wooten	Absent

Also present were: Tom Cioffi, Operations Manager, Public Works; Sondra Fernandez, Admin  
Assistant, Public Works; Mayor Masiarczyk; Jerry Mayes, Economic Development Administrator.

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3. **ADOPTION OF MINUTES:**

Board member Willey motioned to adopt the minutes March 22, 2011 and was seconded by  
Vice Chairman Bridgewater. All were in favor, none were opposed.

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4. **OLD BUSINESS:**

A. **Adopt a Street Program** – Members were provided with information about the Adopt a  
Street Program by Chairman Richards. Janet Day with the City Clerk’s office is the  
coordinator of the program. She would be willing to work with the Beautification Committee  
in promoting this program. The current list will need to be updated and if we know of anyone  
that would be interested can be contacted.

B. **Arbor Day** – Board member Kenney will be at the Arbor Day celebration at City Hall on  
April 29. She was given some flyers to put on the table. Chairman Richards will also be  
there.

C. **Quarterly Report** – Chairman Richards did present the quarterly report to the City  
Commission on April 18.

5. **NEW BUSINESS:**

A. **Discussion with Mayor Masiarczyk on City Commission Vision on Beautification:**  
Mayor Masiarczyk asked the board what they were working on. A discussion was held about  
the areas that need work on and what kind of help the board can be to the commission.  
Mayor Masiarczyk talked about the history of Deltona and how it has evolved in what it is  
today.

51 Chairman Richards talked about how the Advisory Committee worked on the Welcome Sign  
52 on Saxon Blvd and would like to work on the one on Howland Blvd. The Advisory  
53 Committee would also like to see some kind of signage on Deltona Blvd.  
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55 Mayor Masiarczyk talked about the areas of Deltona that might need some work, incentives  
56 that could be offered to developers that want to develop areas. The Mayor also talked about  
57 the signs welcoming people into the City and the idea of using banners.

58 Board member Willey asked about the idea of placing trees at the empty retention ponds  
59 around the City. The Mayor thought that would be a good idea and talked about the retention  
60 pond across from Veterans Park that they put soccer goals into.

61 There was a discussion about landscape architects and how areas are planned and planted.

62 Board member Knopfel talked about the fence near the welcome sign on Saxon Blvd and  
63 what could be done about the fence.

64 Board member Knopfel also lead a discussion about where a sign could be placed on Deltona  
65 Blvd.

66 Mayor Masiarczyk told the Beautification Advisory Board that he wants them to use their  
67 imaginations and share their visions and ideas with the Commission. The board should be  
68 inventive on how to do things on a low budget. The board should get more people active in  
69 volunteering to keep this City looking nice.

70 Board member Kenny asked about putting murals on sides of buildings. The City does not  
71 have a City center with higher buildings that would work as murals.  
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74 B. **Arbor Day:** Board member Kenny will man the table for the board; Board member Knopfel  
75 will see about getting pamphlets.  
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77 C. **Projects for 2011:** Board member Willey asked about the Howland Blvd medians. Board  
78 member Kenny would like to develop a relationship with the high schools to get the art  
79 students to decorate Howland Blvd for the holidays and also establish an award for  
80 businesses the way Yard of Quarter is run for home owners to help beautify the area.  
81 Chairman Richards wants to develop a way to beautify the entrances to the City to encourage  
82 people to stop and look around the City. Board member Willey stated that the City does not  
83 have any kind of sign welcoming people to the city on Deltona Blvd.  
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85 **6. PUBLIC COMMENTS:**  
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87 There was no public present.  
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89 **7. BOARD MEMBER COMMENTS:**  
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91 Vice Chairman Bridgewater liked the idea of Board member Kenny's on how the Lowes event  
92 should be set up.  
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94 Board member Kenny suggested we advertise being at Lowes and ask people to bring a snapshot  
95 of their landscape and we can give them suggestions.  
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97 Board member Knopfel will work on a design for the Howland Blvd sign for next meeting on  
98 May 24.

99 Board member Knopfel discussed where a sign could be placed on Deltona Blvd.

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101 Tom Cioffi suggested a sign like the one placed at Thornby Park.

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103 Board member Kenny stated that she had pictures of that sign and will send them to everyone.

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105 **8. ADJOURNMENT:**

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107 **Board member Willey motioned to adjourn. Board member Kenny seconded the motion. As**  
108 **there was no further business the Board adjourned at 8:00 pm.**

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110 Approved this \_\_\_\_\_ day of \_\_\_\_\_, 2011.

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112 ATTEST:

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Michael Richards, Chairman

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Sondra Fernandez, Administrative Assistant