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**CITY OF DELTONA, FLORIDA  
BEAUTIFICATION ADVISORY BOARD  
TUESDAY, MARCH 22, 2011**

10 A regular meeting of the Beautification Advisory Board was held on Tuesday, March 22, 2011 in the  
11 Kitchen Conference Room, 1<sup>st</sup> Floor, 2345 Providence Blvd.

12 **1. CALL TO ORDER**

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

14 **2. ROLL CALL:**

15 Chairman	Michael Richards	Present
16 Vice Chairman	Jason Bridgewater	Absent
17 Board member	Veronica Kenny	Present
18 Board member	Barbra Willey	Present
19 Board member	Valerie Knopf	Absent
20 Board member	Harold Wooten	Excused

21 Also present were: Tom Cioffi, Operations Manager, Public Works; Sondra Fernandez, Admin  
22 Assistant, Public Works.

23 **3. ADOPTION OF MINUTES:**

24 **Board member Knopf motioned to adopt the minutes February 22, 2011 and was seconded by**  
25 **Board member Willey. All were in favor, none were opposed.**

26 **4. OLD BUSINESS:**

27 A. **Lowes Event** – Flyers were delivered to Lowes and will be handed out to customers. Board  
28 member Willey will draft a letter to the corporate office thanking the employees of Lowes for  
29 all their help. Chairman Richards would like more publicity of events.

30 B. **Street Cleanup & Welcome Sign Beautification** - The street cleanup went well, there were  
31 a lot of bottles, lottery tickets, and election signs picked up. 4 bags of trash were collected.  
32 The planting at the welcome sign on Saxon went well. It was very hot, and there were a lot  
33 of plants. It looks very nice now. The sign at Howland needs work. Measurements will be  
34 taken and we can discuss what we would like to plant.

35 **5. NEW BUSINESS:**

36 A. **Quarterly Report:** Chairman Richards will be giving the quarterly report to the City  
37 Commission on April 18, 2011 and would like some input into what should be reported. A  
38 discussion was held and it was decided that he should ask for a joint meeting with the  
39 Commission; beautification of the signs; the street clean ups; the event at Lowes; the wild  
40 flowers that were planted along I-4; Yard of the Quarter.

41 B. **Arbor Day:** Board member Kenny will man the table for the board; Board member Knopf  
42 will see about getting pamphlets.

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52           **C. Projects for 2011:** Board member Willey asked about the Howland Blvd medians. Board  
53           member Kenny would like to develop a relationship with the high schools to get the art  
54           students to decorate Howland Blvd for the holidays and also establish an award for  
55           businesses the way Yard of Quarter is run for home owners to help beautify the area.  
56           Chairman Richards wants to develop a way to beautify the entrances to the City to encourage  
57           people to stop and look around the City. Board member Willey stated that the City does not  
58           have any kind of sign welcoming people to the city on Deltona Blvd.  
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60           **6. PUBLIC COMMENTS:**

61           There was no public present.  
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64           **7. BOARD MEMBER COMMENTS:**

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66           Board member Richards passed out a copy of the pages from the City of Deltona Urban Design  
67           Pattern Book that pertains to plants and trees recommended for different areas of the City.  
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69           **8. ADJOURNMENT:**

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71           **Board member Kenny motioned to adjourn. Board member Knopfel seconded the motion. As**  
72           **there was no further business the Board adjourned at 7:30 pm.**

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74           Approved this \_\_\_\_\_ day of \_\_\_\_\_, 2010.  
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76           ATTEST:

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78           \_\_\_\_\_  
79           Michael Richards, Chairman

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Sondra Fernandez, Administrative Assistant