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**CITY OF DELTONA, FLORIDA
BEAUTIFICATION ADVISORY BOARD
TUESDAY, FEBRUARY 23, 2010**

10 A regular meeting of the Beautification Advisory Board was held on Tuesday, February 23, 2010 at
11 City Hall, 1st Floor Conference Area, 2345 Providence Blvd., Deltona, Florida.

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1. CALL TO ORDER

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

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2. ROLL CALL:

Chairman	Barbara Willey	Present
Vice Chairman	Gretchen Venn	Present at 6:35
Board member	Al Manassa	Excused
Board member	George Gehring	Present
Board member	Michael Richards	Present
Board member	Jason Bridgewater	Present
Board member	Valerie Knopfel	Present

Also present were: Glenn Whitcomb, Public Works Director, Sondra Fernandez, Administrative Assistant, Public Works, and Lee Lopez, Community/Public Information Officer.

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3. ADOPTION OF MINUTES:

Vice Chairman Venn motioned to adopt the minutes of January 26, 2010, with minor corrections, seconded by Board member Richards. All were in favor, none were opposed.

4. NEW BUSINESS:

Chairman Willey stated that she would let Lee Lopez have the floor first. She asked him to speak and then the board members could ask questions. Mr. Lopez first asked what kind of information the board would like from him. Chairman Willey asked if Mr. Lopez placed information on the City website. Mr. Lopez stated no, but he does send out press releases and those get put on the website. There are number of spots on the website that information can be placed. Board member Richards asked what kind of things can be done to get information out to the public. Mr. Lopez said that the City has a number of ways for getting information out to the residents, with the newsletters, the City television channel, and the entrance signs coming into the City from Howland and Saxon. Mr. Lopez told the board that he likes a 3 weeks lead time leading up to an event to be able to promote it. Board member Richards told Mr. Lopez that the Board was having a street cleanup on March 6, which was in 2 weeks and asked if they could get that information out. Mr. Lopez said that if the Board got press release information to him by the end of this week, he could get a press release out by the end of the week. He could also put it on the entrance signs. Chairman Willey said that it is hard to read the sign as you drive by. Mr. Lopez said it takes 6 seconds to read a sign when you drive past. Board member Richards asked if Mr. Lopez could advertise the fact that they did the street cleanup. Mr. Lopez said that if someone could take pictures, he needs 10-12, and get them to him, he could put them out. Mr. Lopez also asked if the Beautification Board has a schedule of upcoming events. He can build the events into his schedule so they could get better exposure. The Board thanked Mr. Lopez for coming to the meeting and for the information he gave them. Mr. Lopez told the board they could email him any time with any other questions they might have.

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5. OLD BUSINESS:

A. Street Cleanup

Vice Chairman Venn stated that the street cleanup will be on Saturday, March 6. Everyone will meet at 9:00 am at the Fountains Plaza and they will pick up trash along Deltona Blvd from the plaza to McDonalds and back.

Board member Knopfel said that she spoke to the owners of Bagel King in the Fountains Plaza and said that they could get free fountain drinks with a purchase.

Board member Bridgewater said that he had contacted his commissioner, Commissioner Zischkau and he said he would get back to him.

Board member Richards stated he contacted Commissioner Carmolingo.

Vice Chairman Venn said everyone can invite friends to come help. There is a lot of trash.

Bags and vests will be provided by Public Works.

B. Spring Fest

Chairman Willey stated she was asked by the Spring Fest Committee if the Beautification Board would like a table at Spring Fest. Spring Fest is on April 24 and 25. Chairman Willey stated that she would not be able to be there. Board member Bridgewater also stated that he cannot be there. Chairman Willey said that if they can't get anyone to man the booth they can skip Spring Fest and just put a table up at Arbor Day. Board member Richards stated that they should get a table; Vice Chairman Venn said that she would be willing to man the booth either Saturday or Sunday after church. She also said that she has a tent and asked if they have a banner. She also said they need some flyers and information to put on the table.

Board member Knopfel said that she had contacted the St Johns River Management team about the books. They had about 50 books that they will send but they no longer send books out, they give out cards that can be mailed to them and have the books ordered and sent individually. Vice Chairman Venn asked if they are sending any coloring books or pamphlets. Chairman Willey asked if she could also get some information on the water restrictions. Board member Knopfel said that she will call them back and ask them to send anything they can. Chairman Willey said they could display the Yard of the Quarter sign and put applications out also. She said she would let the committee know the board would like a table.

6. New Business

Display Case at the Library: Chairman Willey stated they have the display case at the Library this month and she needs things to put in it. She would like to put pictures of the two yards of quarter in it. Vice chairman Venn asked how often they have the display. Chairman Willey said once a year.

100 **7. Board Members Comments:**

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102 Glenn Whitcomb asked the Board if they would be interested in participating in the NPDES
103 permit required lake cleanup. There is no date selected yet but he wanted to let everyone know
104 about it. Board member Bridgewater and Board member Richards both said they would be
105 interested. Chairman Willey said that we should contact the Environmental Club at Pine Ridge
106 to help.

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108 Board member Bridgewater stated he contacted the library for information for using it for the
109 plant event. He had the application to use the rooms at the library. There can be no money
110 exchanged at this plant event. Chairman Willey asked if it would be better to do it outside at the
111 Amphitheatre. It would be difficult to keep clean if we use the inside. He will make sure to have
112 all the plans in place by next meeting. He will contact Lowe's to get a list of what they will
113 bring, have a schedule of events for the day, and an idea of the date for the actual event. Board
114 member Richards said he would be willing to contact someone on St John's Water District to
115 speak at the event. A discussion was held on what day this event should be and what the event
116 should be called.

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118 Board member Richards said that he would handle the press release for Mr. Lopez.

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120 Vice Chairman Venn asked Chairman Willey how the Quarterly Report to the Commission went.

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122 Mr. Whitcomb said she did a good job.

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124 Chairman Willey said she told the Commission they wanted to have a meeting. Also, she gave
125 out the Yard of the Quarter award. Everyone should bring a Yard of the Quarter nominee for the
126 March meeting.

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128 **ADJURNMENT:**

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130 **Board member Richards motioned to adjourn. Vice Chairman Venn seconded the motion. As**
131 **there was no further business the Board adjourned at 7:30 pm.**

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133 Approved this _____ day of _____, 2010.

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136 ATTEST:

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139 Barbara Willey, Chairman

Sondra Fernandez, Administrative Assistant