

City of Marco Island Florida

*51 Bald Eagle Drive
Marco Island, Florida
cityofmarcoisland.com*



Meeting Minutes - Final

Wednesday, February 5, 2025

3:00 PM

Community Room

Beautification Advisory Committee

Chair: Marv Needles

Vice-Chair: Linda Scherzinger

*Members: Michael Cory, Victoria Myers,
Julie Rogers, Ryan Sullivan*

City Staff: Justin Martin, Jim Kornas, Tara Kosieracki

(1) CALL TO ORDER

The meeting came to order at 3:00 P.M.

(2) ROLL CALL

Present: 6 - Member Cory, Member Myers, Member Rogers, Member Scherzinger, Member Sullivan and Member Needles

Also Present

*Marco Island City Councilor Deb Henry
Marco Island City Councilor Bonita Schwan*

*CITY STAFF:
Assistant City Manager Casey Lucius
Public Works Director Justin Martin
Audio/Visual Technician Martin Luna
Recording Specialist Jim Kornas*

(3) PLEDGE OF ALLEGIANCE

Led by Committee Staff Liaison Justin Martin.

(4) INTRODUCTION OF NEW MEMBERS

[ID 25-4133](#) New Committee Member Introductions

New Committee Members Sullivan, Myers, and Rogers introduced themselves, shared a brief introduction into their backgrounds, and were warmly welcomed to the Committee.

(5) APPROVAL OF THE AGENDA

MOTION by Member Scherzinger, seconded by Member Myers, that the Agenda be Approved. MOTION CARRIED BY UNANIMOUS CONSENT.

(6) ELECTION OF CHAIR & VICE-CHAIR

[ID 25-4146](#) Election of Chair & Vice-Chair

Public Works Director & Committee Staff Liaison Justin Martin, in the absence of a sitting Chair or Vice-Chair, opened the floor for nominations to the position of Chair of the Beautification Advisory Committee.

MOTION by Member Cory nominating Member Needles to the role of Chair of the Beautification Advisory Committee. MOTION CARRIED BY THE FOLLOWING VOTE:

Yes: 3 - Member Cory, Member Myers and Member Rogers

No: 2 - Member Scherzinger and Member Sullivan

Abstain: 1 - Member Needles

In assuming the role of Chair of the Beautification Advisory Committee, Member Needles encouraged the

Committee to join with him in embracing an expanded perspective on potential beautification efforts for the Island, looking beyond Florida-friendly plantings and annual Committee events to consider other visually-apparent opportunities to beautify the Island.

MOTION by Member Ryan nominating Member Scherzinger to the role of Chair of the Beautification Advisory Committee. NO VOTE TAKEN GIVEN THE MAJORITY CAST ON THE PREVIOUS MOTION.

Newly-elected Chair Marv Needles solicited nominees for the role of Vice-Chair of the Beautification Advisory Committee.

MOTION by Member Myers nominating Member Scherzinger to the role of Vice-Chair of the Beautification Advisory Committee. MOTION PASSED BY THE FOLLOWING COMMITTEE VOTE:

Yes: 6 - Member Cory, Member Myers, Member Rogers, Member Scherzinger, Member Sullivan and Member Needles

(7) APPROVAL OF THE MINUTES

[ID 25-4134](#) Beautification Advisory Committee Meeting Minutes of January 8, 2025

MOTION by Vice-Chair Scherzinger, seconded by Member Myers, that the Beautification Advisory Committee Minutes of January 8, 2025, be Approved. MOTION CARRIED BY UNANIMOUS CONSENT.

(8) OLD BUSINESS

A. [ID 25-4135](#) 2025 Marco Nature Night Date & Plan (M. Needles/M. Cory)

Chair Needles asked City of Marco Island Recording Specialist Jim Kornas to briefly update the Committee on the recent actions under former Committee Chair Shelli Connelly to schedule presenters and exhibitors for the March 19, 2025 annual Marco Nature Night Event. The Committee then addressed the Event's "open items". The following Committee members volunteered to assume responsibility for the following:

- 1) Member Mike Cory will update and distribute the Committee's Event Press Release to The Marco Eagle and The Coastal Breeze newspapers approximately one month before the Event;*
- 2) Member Ryan Sullivan volunteered to reach out to former Committee Chair Shelli Connelly to schedule and devote an episode of his "Good Morning Marco" podcast to promoting this Event and other upcoming Committee initiatives;*
- 3) Member Sullivan also volunteered to reach out to the administrations of Marco Island Academy, Marco Island Charter Middle School, and Tommie Barfield Elementary to obtain permission and support to promote Marco Nature Night to these schools' teachers, students, and parents;*
- 4) Vice-Chair Scherzinger volunteered to reach out to the Marco Island Chamber of Commerce, the Calusa Garden Club, and other interested bodies in promoting this Event;*
- 5) Chair Marv Needles will reach out to former Chair Shelli Connelly to obtain additional insight and will pass along information to the Committee through Committee Recording Specialist Jim Kornas, and;*
- 6) Recording Specialist Jim Kornas will pass along Ms. Shelli Connelly's contact information (as offered by Ms. Connelly prior to the meeting) to all members of the Committee.*

B. [ID 25-4136](#) 2025 Marco In Bloom Contest Update (L. Scherzinger)

Vice-Chair Linda Scherzinger updated the Committee on her announcement of the annual 2025 Marco In Bloom Contest at the February 3, 2025 City Council Meeting, and she detailed her recent supporting actions that have been completed to build community-wide awareness electronically and in print. She solicited additional Committee and City Staff suggestions which resulted in the following:

- 1) City Staff Committee Liaison Justin Martin will investigate the process to allow for 2025 Marco In Bloom Contest flyers to be placed in the glass-protected bulletin boards at Mackle Park, Veterans Community Park, Winterberry Park, City Hall, and other publicly-accessible City facilities;*
- 2) Committee Member Ryan Sullivan volunteered to re-create the current Contest informational flyer into a more promotional, visually-impactful version for distribution to the Island's customer-facing businesses;*
- 3) Vice-Chair Scherzinger indicated her intention to share the Contest details with her colleague Calusa Garden Club members at the Garden Club's next meeting.*

Additionally, Vice-Chair Scherzinger raised for discussion the concept of dividing the Island into target marketing zones for individual Committee members to canvas and distribute Contest materials to stimulate property nominations. The following Committee members indicated their willingness to assume responsibilities for certain areas:

- 1) Committee Member Victoria Myers offered to focus on the Marco Beach Unit Six area;*
- 2) Vice-Chair Scherzinger volunteered to focus on the Tigertail area;*
- 3) Committee Member Ryan Sullivan offered to focus on the interior area of the Island between Mackle & Winterberry Parks and the Marco Island YMCA (aka Unit Twenty-Five);*
- 4) Committee Member Julie Rogers volunteered to focus on the area east of Mackle Park toward Barfield Drive and into the Estates Section of the Island;*
- 5) Member Mike Cory volunteered to focus on the Old Marco section of the Island, and;*
- 6) Chair Marv Needles volunteered to generate and make available sufficient quantities of promotional flyers that Committee members can pick up from his office to distribute in their identified sections of the Island, and, he volunteered to distribute promotional material to his 600+ person distribution list.*

Vice-Chair Scherzinger concluded her update by reviewing the timeline for receiving, scoring, and announcing the winners of the Contest, as well as the property judging procedures that will need to be followed to ensure compliance with the Florida Sunshine Law's requirements.

Members Victoria Myers and Ryan Sullivan indicated their intention to assist Vice-Chair Scherzinger in the distribution of award signs at the April 7th Marco Island City Council Meeting.

C. [ID 25-4145](#) Status of S. Heathwood Planting Initiative (All)

Public Works Director Justin Martin advised the Committee that the City's landscaping contractor is preparing a quote for the Committee's review, and that the City Staff (Water & Sewer Department and Public Works Department) are working together to develop a proactive "map" of potential tree-planting locations where underground utilities and infrastructure are less likely to be problematic alongside the roadways on: 1) South Heathwood Drive, between San Marco Road and Winterberry Drive; 2) San Marco Road, east of Barfield Drive toward Goodland; 3) East Elkcam Circle, between Tallwood Street and 6th Avenue, and; 4) Swallow Avenue near the M.I.C.A. and Public Beach Parking areas.

Once completed, Director Martin will bring the contractor's submission and the proactively-marked "map" for the Committee's review and direction.

Chair Needles advised the Committee of his effort to identify and contact the commercial property owners/investors along the potential East Elkcam Circle tree-planting area in hopes of soliciting tree donations on behalf of the Committee.

A return to this topic and a progress update is being added to the Committee's Future Agenda.

D. [ID 25-4140](#) Cul-de-Sac Irrigation & Autoflusher Info for Neighborhoods (M. Needles)

Committee Chair Marv Needles indicated progress on his information gathering effort and proposed recommendations, and he confirmed his intention to provide a complete report to the Committee at its March 5, 2025 meeting.

(9) NEW BUSINESS

[ID 25-4141](#) Review of Committee's Charter & 2025 Goals/Workplan (All)

To help orient the members of the Committee who were appointed after the Committee's September 13, 2023 Goals Workshop led by former Marco Island Councilor Rich Blonna, City of Marco Island Recording Specialist Jim Kornas briefly presented:

- 1) the Committee's "Charter" from the City Council (Resolution 23-31);*
- 2) the presentation materials from the September 13, 2023 Committee Workshop, and;*
- 3) the Mission Statement approved by the Committee at its October 4, 2023 meeting*

At an appropriate time in the near future, the Committee will review and confirm its goals and objectives for 2025 in line with the direction that it receives from the Marco Island City Council.

(10) STAFF COMMUNICATIONS

A. [ID 25-4142](#) Update on City's Beach Access Enhancement Project (Fleet & Facilities Department)

Committee Staff Liaison Justin Martin advised the Committee that the award of the design contract for this project is scheduled to go before the Marco Island City Council for approval at its February 18, 2025 meeting.

B. [ID 25-4143](#) City Code Compliance Process to Address "Out-of-Compliance" Landscaping & Other Conditions (Marco Island Code Compliance Department)

On behalf of the City's Code Compliance Department, Committee Staff Liaison Justin Martin advised the Committee of the complainant-initiated process by which Code Compliance addresses "out-of-compliance" conditions on the Island.

Given that an identified, individual, natural person must initiate a request for code enforcement action, the Committee discussed ways by which perceived "out-of-compliance" complaints could be initiated by members of the Beautification Advisory Committee.

Chair Needles proposed, that any Committee member who observes what he or she believes to be an "out-of-compliance" condition, forward a photograph with date/time/location/description details to Recording Specialist Jim Kornas who will forward it directly to Chair Needles to initiate the complaint. He also requested that Mr. Kornas forward the photos of example "out-of-compliance" conditions that he presented at the Committee's January 8, 2025 meeting to the new members of the Committee.

Staff Liaison Justin Martin will also forward excerpts from the Public Works Department Right of Way Manual regarding obstructed traffic views to members of the Committee.

C. [ID 25-4144](#) Mackle Park Tree Donation Implementation Update (City Community Affairs Department)

On behalf of City Community Affairs Director Daniel Smith, Committee Staff Liaison Justin Martin reported that the City of Marco Island and the Donor Family agreed to a revised plan to plant 25 trees under a \$20,000.00 donation around the lake/retention basin at Mackle Park. The project scope will include irrigation, maintenance, and a plant "guarantee". Planting will begin as soon as a revised map of planting locations is completed. Staff Liaison Justin Martin committed to forward the revised map to the Committee as soon as it becomes available.

D. [ID 23-3274](#) Director Justin Martin's Report

Director Martin had no additional items to share with the Committee at this meeting.

(11) CITY COUNCIL COMMUNICATION

[ID 23-3296](#) "City Council Communication" Agenda Topic

Marco Island City Councilor Bonita Schwan shared her intention to propose and schedule periodic City Committee reviews/updates to the Council, beginning with an update by the Beautification Advisory Committee at the Council's February 18, 2025 meeting.

Councilor Schwan also advised the Committee that the forthcoming issue of the Chamber of Commerce's 2025 Annual Publication and Destination Guide will include GPS location coordinates for all of the City of Marco Island's Historical Markers.

Newly-elected Chair Marv Needles volunteered to draft an overview presentation on behalf of the Committee, submit it by the Council Agenda cut-off date of February 7th, and present it to the City Council on February 18th.

(12) PUBLIC COMMENT

No members of the public came forward to offer comment at this meeting.

(13) NEXT MEETING: CONFIRMATION & ATTENDANCE

[ID 23-3293](#) Next Meeting: Confirmation & Attendance

Chair Needles confirmed that a quorum can likely be seated to conduct business at its next scheduled meeting on March 5, 2025.

(14) PROPOSED AGENDA TOPICS FOR NEXT MEETING

[ID 24-3992](#) 2025 Committee "Open Items" for Future Follow-Up (All)

Vice-Chair Linda Scherzinger advised the Committee that a request for a future allocation from the Committee's annual Tree Fund (if continued for fiscal year 2026 and beyond) for the planting of additional trees in Calusa Park along Winterberry Drive will be forthcoming to the Committee from the Calusa Garden Club at the Committee's next meeting.

Chair Needles followed up on Vice-Chair Scherzinger's communication by proposing that the Committee address, at its next meeting, the creation of a Wish List / Master Plan for identifying and prioritizing already-identified and new areas of the Island where future tree planting initiatives might be considered.

Committee Member Victoria Myers proposed that the Committee build upon the already-developed structure and documentation for the Committee's annual Marco Nature Night and Marco in Bloom events by similarly organizing the Committee's approach to Arbor Day, Tree City USA, Ten Thousand Trees in Ten Years, etc. at its next meeting.

(15) OTHER COMMITTEE COMMUNICATIONS

None.

(16) ADJOURNMENT

There being no further business before the Committee, Chair Needles adjourned the meeting at 4:08 P.M.

Jim Kornas, Recording Specialist