

City of Marco Island Florida

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



Meeting Minutes - Draft

Wednesday, November 13, 2024

3:00 PM

Community Room

Beautification Advisory Committee

Chair: Shelli Connelly

Vice-Chair: TBD

*Members: Michael Cory, Marv Needles,
Dustin Nesmith, Linda Scherzinger,
Sharon Watts*

City Staff: Justin Martin, Jim Kornas, Tara Kosieracki

(1) CALL TO ORDER

Chair Connelly called the meeting to order at 3:00 P.M.

(2) ROLL CALL

Present: 5 - Member Cory, Member Needles, Member Nesmith, Member Scherzinger and Chair Connelly

Absent: 1 - Member Watts

(Note: Member Needles left the meeting at 3:33 P.M.)

Also Present

*Ms. Zurima Luff, City of Marco Island Stormwater Engineer
Mr. Martin Luna, City of Marco Island Audio/Visual Technician
Mr. Jim Kornas, Recording Specialist*

(3) PLEDGE OF ALLEGIANCE

Led by Chair Connelly.

(4) APPROVAL OF THE AGENDA

MOTION by Member Nesmith, seconded by Member Cory, that the Agenda be Approved. MOTION CARRIED BY THE FOLLOWING VOICE VOTE:

Yes: 5 - Member Cory, Member Needles, Member Nesmith, Member Scherzinger and Chair Connelly

(5) NOMINATION & ELECTION OF VICE-CHAIR

[ID 24-3904](#) Election of Committee Vice-Chair

The Committee, in noting that four of the current six Committee member positions are subject to potential replacement by the newly-elected City Council members within the next two months, decided to delay the election of the Committee Vice-Chair to coincide with the election of a new Committee Chair early in the upcoming calendar year.

(6) APPROVAL OF THE MINUTES

[ID 24-3907](#) Beautification Advisory Committee Meeting Minutes of October 2, 2024

MOTION by Member Nesmith, seconded by Chair Connelly, that the Beautification Advisory Committee Meeting Minutes of October 2, 2024, be Approved. MOTION CARRIED BY THE FOLLOWING VOICE VOTE:

Yes: 5 - Member Cory, Member Needles, Member Nesmith, Member Scherzinger and Chair Connelly

(7) OLD BUSINESS

A. [ID 24-3864](#) Historical Marker Visual Review (S. Connelly)

Chair Connelly reported that the recent brackish water storm surges associated with Hurricanes Helene and Milton damaged the Committee's landscaping around a significant number of the thirteen Marco Island Historical Markers on the Island. Assessing the cost to replace the damaged plants with larger, more salt-tolerant varieties to be in the neighborhood of \$2,700.00, the Committee entertained a Motion to allocate a portion of its 2025 Fiscal Year budget toward repairing the landscape around the affected Historical Markers.

MOTION by Member Needles, seconded by Chair Connelly, that an allocation from the Beautification Advisory Committee's 2025 FY budget in an amount not to exceed \$2,700.00, be Approved. MOTION CARRIED BY THE FOLLOWING COMMITTEE VOTE:

Yes: 5 - Member Cory, Member Needles, Member Nesmith, Member Scherzinger and Chair Connelly

B. [ID 24-3908](#) Historical Markers Forward Maintenance Plan (S. Connelly)

The Committee briefly discussed the future ongoing maintenance needs of the landscaping around the thirteen Historical Marker sites, and appreciated the offer of assistance from the Rotary Club of Marco Island Sunrise as communicated to the Committee at its October 2, 2024 meeting. At that meeting, it was also noted that one or more unnamed residents near the Kirk Archeological Site marker on Olds Court, similarly offered to assist in maintaining that historical marker in the future.

To advance and formalize the Rotary's (and any neighborhood residents') understanding and commitment to maintaining each historical marker site, Chair Connelly volunteered to develop a proposed maintenance checklist for Committee review at its December meeting.

C. [ID 24-3911](#) Confirmation of Committee Leads for Early 2025 Committee Events & Activities (All)

The Committee confirmed the following Committee members to lead the following Committee activities/events:

- 1) Marco In Bloom Annual Awards Contest - Member Scherzinger, assisted by Member Cory, and;
- 2) Ten Thousand Trees Program - Member Cory

Chair Connelly also confirmed that the Committee's Tree City USA application had been submitted prior to the deadline with the assistance of Assistant City Manager Casey Lucius who helped to provide the necessary City information required by the National Arbor Day Foundation.

At this meeting, no Committee leader for the February, 2025 Marco Nature Night Event was identified.

Chair Connelly volunteered to "brainstorm" a potential list of featured speakers for the 2025 Marco Nature Night Event for review with the Committee at its December 4, 2024 meeting.

Additionally, Committee members Scherzinger and Nesmith will independently begin to identify areas and locations on the Island where the planting of new trees utilizing the Committee's remaining unallocated "Tree Fund" budget of \$29,000.00 might be best applied and trees planted before the conclusion of the 2025 Fiscal Year on September 30, 2025.

Identification of the Committee's designated leader to plan the Committee's 2025 Arbor Day event and to assume responsibility to submit next year's Tree City USA application will be re-addressed by the Committee at its January, 2025 meeting.

- D. [ID 24-3915](#) Recommendations on the Ten Thousand Trees Pilot Program to City Council (M. Cory/S. Connelly)

Member Cory recommended that the Committee's support of the Ten Thousand Trees Pilot Program be continued into 2025 with the expectation that the completion of the tree plantings around the lake at Mackle Park be used as a showcase to encourage other private donations to the Ten Thousand Trees in Ten Years Program during 2025.

The Committee's report and recommendations to the Marco Island City Council regarding the Ten Thousand Trees Pilot Program will be re-addressed by the Committee early in 2025.

Chair Connelly requested that an update on the status of the Mackle Park tree planting effort be placed on the Committee's December meeting agenda.

(8) NEW BUSINESS

- A. [ID 24-3910](#) Commemorative Plaque Approval, Message, and Procurement (All Committee Members)

The Committee requested that this item be placed on the Committee's Future Agenda for future review.

- B. [ID 24-3913](#) Identification of Potential Tree Planting Initiatives from the Committee's 2025 Tree Fund (All)

Member Cory proposed that the Committee approach its newly-approved 2025 Fiscal Year Tree Fund as the first installment toward a multi-year, budgeted plan to beautify Marco by strategically increasing the tree canopy of the Island.

As noted during the Committee's discussion of Agenda Item 7C (Confirmation of Committee Leads for Early 2025 Committee Events & Activities), Committee Members Scherzinger and Nesmith will independently begin to identify areas and locations on the Island where the planting of new trees utilizing the Committee's remaining unallocated 2025 FY Tree Fund budget for review with the Committee at its December meeting.

It is anticipated that, from the recommendations initiated by Members Scherzinger and Nesmith, the Committee will begin to form a multi-year "Master Plan" for tree planting on Marco Island utilizing an anticipated annual budget allocation to the City's Tree Fund by the Marco Island City Council.

(9) STAFF COMMUNICATIONS

- A. [ID 24-3909](#) Mackle Park Tree Donation Implementation Update (S. Malloy, Parks & Recreation Department)

On behalf of City Public Works Director Justin Martin, City of Marco Island Storm Water Engineer Zurima Luff read the contents of an October 24, 2024 email from City Manager of Parks, Culture & Recreation Samantha Malloy regarding the status of completing the planting of donated trees around the lake at Mackle Park.

In the email, Ms. Malloy shared the City's concern with the salinity of the soil resulting from the storm surge experienced from Hurricane Milton, and that, to enhance the success of the new plantings, she recommended that the planting be delayed until January - February, 2025.

Ms. Malloy indicated that an updated email will be sent to the Committee when a date for the plantings has been scheduled.

Chair Connelly expressed her concern with the length of time that it has taken to act on the donation offered by the McGlade family in planting the trees which they are sponsoring, and she advised the Committee of her scheduled November 14, 2024 call with Ms. Jessica Ryals, Extension Agent with the University of Florida UF/IFAS Collier County Office, and her colleagues, to obtain her Office's recommendations regarding new tree planting during January and February.

Chair Connelly requested that this item be placed on the Committee's December meeting agenda.

B. [ID 24-3914](#) City Code Compliance Department Review of Out-of-Compliance Landscaping at Commercial Properties (K. Richter, City of Marco Island Code Compliance Office)

City of Marco Island Storm Water Engineer Zurima Luff shared the contents of a November 6, 2024 email from Community Service Supervisor Keith Richter on the role of his team and the Growth Management Department in addressing out-of-compliance landscaping conditions at commercial property locations.

Prior to this item coming before the Committee, Committee Member Marv Needles shared photographs of several apparent out-of-compliance landscaping conditions at several properties on the Island but he was not present to participate when this item came before the Committee on the agenda.

Chair Connelly requested that this item return for the Committee's consideration and discussion at the Committee's December 4, 2024 meeting.

C. [ID 24-3983](#) 2024 Christmas Lighting Along Collier Boulevard

City of Marco Island Storm Water Engineer Zurima Luff advised the Committee of the City's selection of Naples Christmas Lighting as the selected vendor to install and, after the Holidays, remove the lamp post Christmas lighting decorations along Collier Boulevard.

(10) CITY COUNCIL COMMUNICATION

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

No communication or direction to the Committee from the Marco Island City Council was presented or discussed at this meeting.

(11) PUBLIC COMMENT

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

(12) NEXT MEETING: CONFIRMATION & ATTENDANCE

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

The Committee confirmed that a quorum can likely be seated to conduct business at its next scheduled meeting on December 4, 2024. Member Scherzinger indicated that she will be joining remotely via Zoom teleconference connection.

Chair Connelly also reviewed the Committee's 2025 proposed meeting dates, noting three exceptions to the Committee's typical "first Wednesday of the month" schedule. Those exceptions are: January 8th, April 9th, and July 9th during 2025. The Committee's 2025 meetings will continue to commence at 3:00 P.M.

(13) PROPOSED AGENDA TOPICS FOR NEXT MEETING

[ID 24-3916](#) 2025 Committee “Open Items” for Future Follow-Up (All)

Committee Recording Specialist Jim Kornas reviewed a proposed, quarterly Future Agenda listing based upon items which the Committee had deferred or requested future review of during the past calendar year, and he received Committee support to update and maintain such a listing for the Committee's future consideration and review.

(14) OTHER COMMITTEE COMMUNICATIONS

No other communications or items of interest were offered by the members of the Committee at this meeting.

(15) ADJOURNMENT

There being no further business before the Committee, Chair Connelly adjourned the meeting at 4:01 P.M.

Jim Kornas, Recording Specialist