

City of Marco Island Florida

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



Meeting Minutes - Draft

Wednesday, March 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

Chair Needles called the meeting 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

(Note: Member Ryan Sullivan participated remotely via Zoom teleconference connection)

Also Present

*City Councilor Deb Henry
City Councilor Bonita Schwan*

CITY STAFF:

*Assistant City Manager Casey Lucius (through 3:26 P.M.)
Police Chief Tracy Frazzano (through 3:33 P.M.)
Community Service Officer Supervisor Keith Richter (through 3:33 P.M.)
Community Affairs Director Daniel Smith (through 3:33 P.M.)
Public Works Director Justin Martin
Audio/Visual Technician Martin Luna
Recording Specialist Jim Kornas*

(3) PLEDGE OF ALLEGIANCE

Led by Chair Needles.

(4) APPROVAL OF THE AGENDA

Member Victoria Myers requested that Agenda Item 8A (City Code Compliance Process to Address Out-of-Compliance Landscaping & Other Conditions) be advanced to be the first Committee item for discussion prior to Old Business (Agenda Item 6).

Vice-Chair Scherzinger requested that the order of Agenda Items under New Business be revised to have Item 7B (Tree Planting Master Plan Development) discussed first, followed by Item 7C (Identification of Committee Leads) and Item 7A (Calusa Garden Club Request).

MOTION by Member Myers, seconded by Vice-Chair Scherzinger, that the Agenda be Approved as Amended. MOTION CARRIED BY THE FOLLOWING VOICE VOTE:

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

(5) APPROVAL OF THE MINUTES

[ID 25-4240](#) Beautification Advisory Committee Meeting Minutes of February 5, 2025

Vice-Chair Scherzinger requested a correction to the date of the April City Marco Island Council Meeting under Agenda Item 8B (2025 Marco In Bloom Contest Update).

[Editorial Note: the referenced date of the April Marco Island City Council Meeting was corrected to April 7th prior to publishing the Committee's approved Minutes for the February 5, 2025 Beautification Advisory Committee Meeting]

THE AMENDED MINUTES OF FEBRUARY 5, 2025 WERE APPROVED BY UNANIMOUS COMMITTEE CONSENT.

(6) OLD BUSINESS

A. [ID 25-4241](#) 2/18/25 City Council Presentation Debrief (M. Needles)

Chair Needles briefly summarized the highlights of his presentation to the Marco Island City Council on March 3, 2025 regarding the Committee's current activities and, later in the meeting, he noted his effort to meet with each Marco Island City Council member to solicit her/his input on the Committee's future direction.

A follow-up Committee update and presentation to the City Council is expected be scheduled later in the calendar year.

[Editorial Note: during Agenda Item 9 (City Council Communication), Chair Needles suggested targeting the May 5, 2025 City Council Meeting for the Committee's next report to the City Council]

B. [ID 25-4243](#) Cul-de-Sac Irrigation & Autoflusher Info for Neighborhoods (M. Needles)

Committee Chair Marv Needles briefly reviewed his estimated development and annual maintenance costs for upgrading a typical residential Marco Island cul-de-sac, and Public Works Director Justin Martin provided insight on the opportunities and important considerations for residential property owners to address before attempting to use the existing City-installed autoflushers. He (Director Martin) also outlined the City's existing landscape maintenance agreement with the City's landscape contractor regarding cul-de-sac tree trimming (once, annually) and weed control (four applications per year).

The Committee discussed potential ways to promote greater community engagement in beautifying residential cul-de-sacs, and noted the opportunity to highlight and promote past winning Marco In Bloom Cul-de-Sac Category winners to inspire community action.

Public Works Director Martin's office also forwarded a copy of the City's "Cul-de-Sac Landscaping and Permitting Guide" that is currently on the City's website to all Committee members.

At Chair Needles request, this topic has been placed on the Committee's Future Agenda.

C. [ID 25-4244](#) 2025 Marco Nature Night Plan Update (All)

Committee Chair Marv Needles reported on the status of the 2025 Marco Nature Night arrangements coordinated by former Beautification Advisory Committee Chair Shelli Connelly for the March 19, 2025 event, and the Committee discussed Committee member attendance and support expectations for the evening of the activity.

Chair Needles committed to contacting the planned presenters, exhibitors, and providers of refreshments, chairs, etc. approximately 7 - 10 days before the event to finalize and confirm their arrangements.

D. [ID 25-4245](#) 2025 Marco In Bloom Contest Status (L. Scherzinger)

Vice-Chair Linda Scherzinger reviewed the status of Marco In Bloom Contest applications received by contest category to date, noting the need to encourage additional application submissions prior to the March 18, 2025 deadline.

The Committee reviewed its promotional activities to date, and Member Ryan Sullivan briefly reviewed his QR code-enabled promotional flyer for potential distribution at supportive local business establishments, along with his plans to conduct a Good Morning Marco podcast with former Beautification Advisory

Committee Chair David Leaser.

Vice-Chair Scherzinger led the Committee through a discussion of the Committee's property judging plan and timetable, with the Committee agreeing to conduct the judging of properties on Saturday, March 22nd beginning at 8:00 A.M. A certified Master Gardener will accompany the Committee on its "tour" of properties.

All Committee members will drive individually to each designated property in a sequence that will be determined after the March 19th submission deadline and communicated to all Committee members through Committee Recording Specialist Jim Kornas. Each Committee member will also be provided with a property scoring sheet outlining the appearance and quality factors to consider for each contestant property.

Committee members were reminded to bring their personal cellphones to take photos of each property to assist in their individual property scoring effort after the tour of properties by the Committee.

Committee Member Victoria Myers volunteered to be the focal point for receiving each Committee Member's individual scoresheet after the property judging tour, and she will compile the scores from all Committee members into a summary total for each contestant property.

Vice-Chair Scherzinger will order the appropriate number of award yard signs.

At the Committee's April 2nd meeting (with Vice-Chair Scherzinger participating remotely via Zoom teleconference connection), Member Myers will review the scores with the Committee to determine the award-winning properties for 2025. All winners will receive their award yard signs at the April 7th Marco Island City Council Meeting.

[Note: Committee Members Ryan Sullivan and Victoria Myers, at the Committee's February 5th meeting, indicated their intention to assist Vice-Chair Scherzinger with the distribution of award signs at the April 7th City Council Meeting]

(7) NEW BUSINESS

A. [ID 25-4246](#) Calusa Garden Club Request (L. Scherzinger)

Committee Vice-Chair Linda Scherzinger reported on a request that she received from the Calusa Garden Club for the Beautification Advisory Committee to fund, at some undetermined future date, the planting of three (3) different species of trees in eleven (11) specific locations in Calusa Park, along Winterberry Drive.

Vice-Chair Scherzinger noted that each of the proposed tree species requested by the Calusa Garden Club meet the criteria for root depth, tree height, wind resistance, and salt tolerance as confirmed by the 2022 - 2023 Beautification Advisory Committee in consultation with the Naples Botanical Garden, Lee County Electric Cooperative (LCEC), and the Marco Island Public Works Department.

Recognizing: 1) that the Committee's Tree Fund Budget had already been fully allocated for Fiscal Year 2025, and; 2) that this proposal involves plantings in a City park, Public Works Director Justin Martin advised the Committee to plan on considering and prioritizing this initiative as a potential project for FY 2026 (or later), and to consult with the Parks & Recreation Department on its recommendation for engaging with the Parks & Recreation Advisory Committee (PRAC) at an appropriate time.

Vice-Chair Scherzinger volunteered to lead the Committee's engagement with Parks & Recreation and the PRAC on this proposal.

The Committee will reconsider and prioritize the Calusa Garden Club's request during its 2026 Fiscal Year budget development process.

B. [ID 25-4247](#) Tree Planting Master Plan Development (All)

Committee Vice-Chair Linda Scherzinger briefly noted the Committee's top two tree-planting priorities as already determined to be:

Priority #1: on both sides along South Heathwood Avenue between San Marco Road and Winterberry Drive (unanimously approved by the Committee at its December 4, 2025 meeting)

Priority #2: on both sides along Swallow Avenue between South Collier Boulevard and Seagrape Drive (unanimously approved by the Committee at its January 8, 2025 meeting)

Ms. Scherzinger then briefly recognized several of the eight (8) potential alternative locations that the Committee reviewed at its January 8, 2025 meeting.

[Editorial Note: for detail on the potential alternative locations noted, see document "Tree-Planting Master Plan Background 030125" attached to Agenda Item 7B of the March 5, 2025 meeting Agenda]

The Committee's discussion then diverted to addressing the Calusa Garden Club Request (see Agenda Item 7A) and other issues.

A continuing discussion of the Committee's Tree Planting Master Plan Development will be scheduled for a future meeting of the Committee.

Impromptu Committee Discussion : Castaways Park Memorial Tree Planting Project

Vice-Chair Scherzinger reminded the Committee of the 2024 Beautification Advisory Committee's decision to plant a tree with an accompanying memorial plaque in the new City park (recently named Castaways Park) that is adjacent to the under-construction Senior Living Facility at 1170 San Marco Road. [Editorial Note: see the Minutes from the Committee's October 2, 2024 meeting (Agenda Item 7 - New Business- ID 24-3898)]

Conceived as a commemorative memorial to former NASA Apollo 11 astronaut, and former Marco Island resident (deceased) Michael Collins, the Committee committed an allocation of up to \$1,000.00 from its 2025 Fiscal Year 2025 Tree Fund toward the procurement and planting of a tree in that park, if it can be accomplished before September 30, 2025.

Public Works Director Justin Martin advised the Committee to seek insight on the ability to gain access to the park to plant a tree prior to the September 30th deadline from Community Affairs Director Daniel Smith. He also advised the Committee to identify a Committee member to lead the effort to complete this project.

Committee Member Victoria Myers volunteered to lead the Committee's effort on the project.

Impromptu Committee Discussion : Ten Thousand Trees in Ten Years Pilot Program

Vice-Chair Linda Scherzinger briefly compared and contrasted the funding source for the Committee's Arbor Day and Tree City USA activities (City Council annual per capita budget allocation) versus the Committee's Ten Thousand Trees in Ten Years Pilot Program (private donations).

The Committee viewed the "Ten Thousand Trees in Ten Years : Establishing and Urban Forest Master Plan for Marco Island" video that Vice-Chair Scherzinger had asked to be sent to the Committee on February 20th, and she advised the Committee that at least two, new private donors are expressing an

interest in helping to fund the planting of trees on Marco Island.

After a brief discussion, Committee Member Julie Rogers volunteered to lead the Committee's effort in focusing and advancing the Committee's Ten Thousand Trees in Ten Years Pilot Program to its next level.

Public Works Director Justin Martin reminded the Committee that the Ten Thousand Trees in Ten Years Pilot Program had "sunsetted" without City Council approval during 2023/2024. As a result, the Committee will need to share its plans to renew this Program with the City Council to obtain approval to be adopted into the City's 2026 Fiscal Year budget.

C. [ID 25-4248](#) Identification of Committee Leads for the Committee's 2025 Arbor Day Celebration and Application for Tree City USA Designation (All)

Committee Member Michael Cory volunteered to lead the planning and execution of the Committee's 2025 Arbor Day Celebration. He also noted that he would reach out to former Beautification Advisory Committee Chair Shelli Connelly to obtain insight and contact information for individuals and organizations that participated in and supported past Committee-led Arbor Day celebrations.

(8) STAFF COMMUNICATIONS

A. [ID 25-4250](#) City Code Compliance Process to Address "Out-of-Compliance" Landscaping & Other Conditions (Marco Island Code Compliance Department)

Police Chief Tracy Frazzano, along with Community Service Officer Supervisor Keith Richter, outlined the process by which the City's Code Enforcement team proactively identifies and responds to City Code out-of-compliance conditions and receives and responds to citizen-generated Code Compliance requests.

Noting the provision under State of Florida Senate Bill 60 requiring that citizen-generated requests include the name and contact information of any individual reporting a potential code compliance issue, Police Frazzano outlined the established avenues by which individual citizens may alert the City's Code Compliance team of potential code compliance issues, and she recommended that the Committee adhere to these established avenues.

City Community Affairs Director Daniel Smith followed Police Chief Frazzano and Supervisor Richter's review with a brief overview of Section 30 of the Land Development Code (LDC), highlighting conditions under which "legal non-conformity" situations may exist on Marco Island.

Committee Chair Marv Needles noted the Committee's responsibility to advise and make recommendations directly to the Marco Island City Council relative to potential modifications to the City's existing Code of Ordinances, and he welcomed Chief Frazzano's offer to help educate him (and the Committee) on the provisions and definitions in the City's Code that may assist in the Committee's effort to bring greater visibility on these issues to the City Council.

B. [ID 25-4249](#) Update on Tree Planting "Map" & Contractor Selection (J. Martin)

Public Works Director Justin Martin reported that the City's Water & Sewer Department had completed its assessment of the swales along South Heathwood Drive between San Marco Road and Winterberry Drive, and that the Public Works Department is currently reviewing those locations for other non-water/sewer infrastructure limitations.

Once completed, the Committee will be presented with a "map" of specific locations along that roadway where trees may be planted.

An update will be provided to the Committee at its April 2nd meeting.

C. [ID 25-4251](#) Report on 2/18/25 City Council Design Contract Approval for Beach Access Pathway Project (J. Martin)

City Public Works Director Justin Martin reported that the award of the design phase contract for the City's beach access pathways projects at Winterberry Drive and Maple Avenue were approved by the City Council at its March 3, 2025 meeting.

Noting that the duration of the design phase of the project is approximately four (4) months, followed by a two (2) month bid solicitation and contractor selection process before actual work can begin, Director Martin advised the Committee to expect that a nearly one-year timeline will be required to complete the project.

Committee Chair Marv Needles augmented Director Martin's report with insights from his discussion with the Chair of the City's Beach & Coastal Advisory Committee on this project.

Committee Chair Needles committed to updating the Committee as this project progresses.

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

City Public Works Director Justin Martin advised the Committee that the an electronic copy of the current "Cul-de-Sac Landscaping & Permitting Guide" is located on the Committee's webpage under "Permitting and Ordinance Resources". His office is sending an electronic copy of the document to each Committee member.

(9) CITY COUNCIL COMMUNICATION

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

Marco Island City Councilor Bonita Schwan encouraged the Committee to bring forward its desires for its 2026 Tree City USA Tree Fund and its Ten Thousand Trees in Ten Years Pilot Program for City Council review prior to the start of the Council's 2025 - 2026 Fiscal Year Budget Workshop process.

Committee Chair Marv Needles suggested targeting the May 5, 2025 City Council Meeting for this presentation and review.

Councilor Schwan also reviewed the presentation of Marco Island's Historical Marker Driving Tour in the 2025 Chamber of Commerce Annual Publication and Destination Guide in acknowledgement of the Committee's effort during 2023 and 2024 to renew and beautify the Island's thirteen (13) Historical Markers.

Committee Member Ryan Sullivan volunteered to assume responsibility for the annual cleaning and assessment of the condition of the landscaping around the Marco Island Historical Markers.

(10) PUBLIC COMMENT

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

(11) NEXT MEETING: CONFIRMATION & ATTENDANCE

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

Committee Chair Needles confirmed that a quorum of members will likely be present to conduct business

at the Committee's next meeting on April 2, 2025.

(12) FUTURE AGENDA REVIEW & AGENDA TOPICS FOR NEXT MEETING

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

No new Agenda Topics were proposed by members of the Committee beyond those already discussed during the meeting, as well as those noted on the Committee's Future Agenda.

(13) OTHER COMMITTEE COMMUNICATIONS

Earlier during Director Martin's report under Staff Communications, Committee Chair Marv Needles advised the Committee that he had drafted and mailed tree donation solicitation letters to the commercial property owners that he identified along East Elkcam Circle between Bald Eagle Drive and Tallwood Street. He will update the Committee as he receives responses.

(14) ADJOURNMENT

There being no further business before the Committee, Chair Needles adjourned the meeting at 4:51 P.M.

Jim Kornas, Recording Specialist