

City of Marco Island Florida

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



Meeting Minutes - Draft

Wednesday, March 6, 2024

3:00 PM

Community Room

Beautification Advisory Committee

*Chair: David Leaser
Vice-Chair: Shelli Connelly*

*Members: Julie McDonald, Dustin Nesmith,
Sharon Watts, Fiona Winter*

City Staff: Justin Martin, Jim Kornas, Tara Kosieracki

(1) CALL TO ORDER

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

(2) ROLL CALL

Present: 4 - Vice-Chair Connelly, Member McDonald, Member Nesmith and Member Watts

Absent: 1 - Chair Leaser

Also Present

*Mr. Justin Martin, Public Works Director
 Ms. Zurima Luff, Storm Water Engineer
 Mr. Martin Luna, Audio/Visual Technician
 Ms. Jim Kornas, Recording Specialist*

(3) PLEDGE OF ALLEGIANCE

Led by Vice-Chair Connelly.

(4) APPROVAL OF THE AGENDA

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

Yes: 4 - Vice-Chair Connelly, Member McDonald, Member Nesmith and Member Watts

(5) ELECTION OF CHAIR & VICE-CHAIR

[ID 24-3460](#) Election of Chair & Vice-Chair

Vice-Chair Connelly, in noting two Committee vacancies, and the absence of current Chair David Leaser, received Committee consent to Continue the annual election of Chair and Vice-Chair to the Committee's April meeting.

(6) APPROVAL OF THE MINUTES

[ID 24-3388](#) Beautification Advisory Committee Meeting Minutes of January 10, 2024

MOTION by Member Watts, seconded by Member Nesmith, that the Beautification Advisory Committee Meeting Minutes of January 10, 2024 be Approved. MOTION CARRIED BY THE FOLLOWING VOICE VOTE:

Yes: 4 - Vice-Chair Connelly, Member McDonald, Member Nesmith and Member Watts

(7) OLD BUSINESS

7a. [ID 24-3461](#) 2024 Marco Nature Night Event Debrief (S. Watts)

Committee Member Sharon Watts reported on the success of the Committee's 2024 Marco Nature Night event that was held on February 21, 2024. Expressing appreciation to all of the contributing parties who helped to make the event educational and entertaining, she addressed several post-event items with members of the Committee.

7b. [ID 24-3404](#) “First Responders Park” and Historical Markers Donation Status Update (S. Connelly)

Vice-Chair Shelli Connelly reported that no donations had been received to date toward the \$35,000.00 goal for funding hardscape, landscape, and amenity improvements at "First Responders Park". She recommended, and the Committee discussed, identifying promotional ideas that could help generate greater public awareness and interest from individuals and the business community, including potential park naming rights and donation recognitions for funding certain park elements and amenities.

Member Dustin Nesmith volunteered to investigate the opportunities and costs of implementing a paver brick donation/naming program in support of the Committee's fundraising efforts for "First Responders Park".

Vice-Chair Connelly further reported that the Committee had received \$3,450.00 to date in donations toward the Committee's beautification/landscaping enhancement plan for the thirteen Island historical markers that were upgraded and renovated last year. Noting that the estimated cost for plant material, soil preparation, and the installation of plantings at all thirteen historical marker locations is estimated to be \$5,650.00, she requested that the Committee consider advancing \$2,200.00 of its remaining 2024 Fiscal Year budget toward meeting the shortfall and commissioning work to begin at all thirteen locations, with any future donations received to be applied toward replenishing the Committee's \$2,200.00 advance.

A Motion was advanced in support of Vice-Chair Connelly's proposal.

**MOTION by Member Nesmith, seconded by Member Watts, that an allocation of \$2,200.00 of the Committee's 2024 FY budget, combined with the \$3,450.00 in public donations received, to initiate and complete the execution of landscape improvements at all thirteen Marco Island Historical Marker sites, be Approved.
MOTION CARRIED BY THE FOLLOWING MEMBER VOTE:**

Yes: 4 - Vice-Chair Connelly, Member McDonald, Member Nesmith and Member Watts

7c. [ID 24-3405](#) Funding Update: Beautification of “First Responders Park” and the City’s Beach Access Pathways (S. Connelly)

Vice-Chair Connelly advised the Committee that, though potential grant funding for at least a portion of the Committee's desired improvements for "First Responders Park" was hoped to be included with the City's grant submission for the upgrading of the beach access pathways at Winterberry Drive and Swallow Ave/South Beach, City of Marco Island Fleet & Facilities Manager Miguel Carballo indicated that "First Responders Park" could not be included in the City's request for Collier County Tourist Development Council (TDC) funds.

City Staff Liaison Justin Martin outlined the County's procedure and timetable for reviewing and approving allocations of funds from the TDC.

7d. [ID 23-3353](#) 2024 Marco-In-Bloom Yard Sign Design Concepts, Online Applications, and Promotional Plans Update (J. McDonald)

Committee Member Julie McDonald shared an update on the number of Marco In Bloom property nominations received to date (4), and she engaged the Committee in a discussion of how to best notify and encourage property owners with visually-appealing landscape designs to nominate themselves (or others) for consideration in this year's Contest. She also updated the Committee on the status of recent awareness-building articles in the Island's local newspapers, and she shared the final design of the Award Winner yard signs for this year's Contest.

The Committee concurred with Member McDonald's suggestion that each Committee member be

assigned a section of Marco Island to canvas for potential nominations, and she volunteered to create a sectioned map of the Island with proposed assigned areas for distribution to the Committee's members.

Ms. McDonald reviewed and confirmed the timetable for ensuring that the identification of winning properties and the presentation of awards can be completed in time for the April 8, 2024 Marco Island City Council Meeting, and City Staff Liaison Justin Martin confirmed that the this item is on the Council's Future Agenda for that date.

The Committee is targeting March 26, 2024 as its date for visiting and scoring the nominated 2024 Marco In Bloom Contest properties.

(8) NEW BUSINESS

8a. [ID 24-3408](#) Relocating the Water Line and Spigot in Support of the Butterfly Garden at Calusa Park (S. Connelly)

Vice-Chair Shelli Connelly reported that the Committee's effort to assist in relocating the water line and spigot in support of the butterfly garden at Calusa Park overlapped with a similar initiative by the Calusa Garden Club with members of the City's Fleet & Facilities Department.

Identifying that the total cost to implement the desired changes at Calusa Park is estimated at \$533.00, Vice-Chair Connelly requested the Committee's consideration in, perhaps, offering to fund up to one-half of the estimated cost, with the Calusa Garden Club funding the remaining half.

MOTION by Member McDonald, seconded by Vice-Chair Connelly, that an allocation of the Committee's 2024 FY budget in an amount not to exceed \$266.50 for the completion of irrigation improvements for the butterfly garden at Calusa Park, be Approved. MOTION CARRIED BY THE FOLLOWING MEMBER VOTE:

Yes: 4 - Vice-Chair Connelly, Member McDonald, Member Nesmith and Member Watts

8b. [ID 24-3467](#) 2024 Arbor Day

Committee Member Sharon Watts shared her insights and learning from leading the planning for the Committee's 2023 Arbor Day Event, and the Committee identified a target date of April 24, 2024 for this year's activity.

In the absence of an assigned leader given the recent resignation of the identified lead Committee member for this event, the four attending Committee members volunteered to research/investigate certain elements of the Committee's typical Arbor Day Event/Activity Plan and report back to the Committee at the Committee's April meeting.

Vice-Chair Connelly volunteered to contact Affordable Landscape & Design for its availability to participate and for its tree planting recommendation, along with identifying one or more creative resources for flyers and/or posters to advertise the event. She also volunteered to reach out to the City's Fleet & Facilities Department to confirm Calusa Park's availability and specific location for this tree-planting Event.

Member Watts volunteered to reach out to the leader of the school band that provided entertainment in 2023 to see if the band would be willing and able to provide entertainment for the 2024 Event. She also volunteered to investigate the potential of obtaining temporary use of tables and chairs from the City's Parks & Recreation Department.

Member Julie McDonald volunteered to identify a source for donuts and water for the Event.

Member Nesmith volunteered to be onsite on the day of the Event to represent the Committee and handle

the coordination of activities.

City Staff Liaison Martin volunteered to confirm the City Manager's availability and willingness to speak at the Event.

(9) STAFF COMMUNICATIONS

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

City Staff Liaison Justin Martin alerted the Committee to concerns that are being expressed on one or more local social media sites regarding the "food forest" concept of plants bearing edible fruit in Calusa Park. Citing the troublesome iguana population on the Island, some members of the community are concerned that "food forests" will further exacerbate the iguana problem on the Island.

[ID 24-3409](#) Traffic Signal Mast Arms & Poles (J. Martin)

City Staff Liaison Justin Martin advised the Committee of the City's intention to undertake a significant re-design of the North Collier Boulevard/North Barfield Drive intersection to alleviate daily traffic congestion concerns experienced near the Judge SS Jolley Bridge.

Noting that this project will require the removal and replacement of the traffic signal mast arms and poles at that intersection, Staff Liaison Martin showed the Committee several photos comparing the paint color of the City's current mast arms and poles with similar mast arms and poles in Downtown Naples. He sought Committee input on the preferred color(s) for this and other traffic signal mast arms and poles on the Island.

The Committee offered perspectives for Staff Liaison Martin's consideration.

MOTION by Vice-Chair Connelly, seconded by Member Nesmith, that the Committee's endorsement of the color black (rather than green) for the City of Marco Island's traffic signal mast arms and poles, be Approved. MOTION CARRIED BY THE FOLLOWING VOICE VOTE:

Yes: 4 - Vice-Chair Connelly, Member McDonald, Member Nesmith and Member Watts

(10) CITY COUNCIL COMMUNICATION

[ID 23-3296](#) New "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.

(12) NEXT MEETING: CONFIRMATION & ATTENDANCE

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

The four Committee members in attendance indicated their intention to be present for the Committee's next scheduled meeting on Wednesday, April 3, 2024 beginning at 3:00 P.M. As a result, a quorum is expected to be seated for the next meeting.

(13) PROPOSED AGENDA TOPICS FOR NEXT MEETING

The Committee identified the following topics for the Committee's April meeting:

- 1. Election of Committee Chair & Vice-Chair*
- 2. New Member Welcome (if applicable)*
- 3. Report on Preparations for 4/24/24 Arbor Day Event (Members Watts, Connelly, McDonald, Nesmith)*
- 4. "First Responders Park" & Historical Markers Donation Update (V-Chair Connelly and Member Nesmith)*
- 5. Announcement of 2024 Marco In Bloom Contest Award Winners (Member McDonald)*
- 6. Butterfly Garden Irrigation Status Update (Vice-Chair Connelly)*

(14) OTHER COMMITTEE COMMUNICATIONS

Vice-Chair Connelly noted that, in response to concerns raised regarding the Committee's "food forest" initiative in Calusa Park, many private properties on the Island already carry significantly more edible fruit trees that could act as a source of nourishment for the iguanas on the Island.

(15) ADJOURNMENT

There being no further business before the Committee, Vice-Chair Connelly adjourned the meeting at 4:05 P.M.

Jim Kornas, Recording Specialist