



# City of Marco Island Florida

51 Bald Eagle Drive  
Marco Island, Florida  
cityofmarcoisland.com

## Meeting Minutes - Draft

### Beautification Advisory Committee

*Chair: Andrew Kirlin*  
*Vice-Chair: Becky Irwin*

*Members: Maria Tobin, Peter Strungis, Shelli Connelly, and*  
*Maria Bachich*

*City Staff: Tonia Selmeski, Patty Mastronardi*

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Wednesday, December 4, 2019

3:00 PM

Community Room

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#### (1) CALL TO ORDER

*Chair Kirlin called meeting to order 3:00 p.m.*

#### (2) ROLL CALL

**Present:** 4 - Chair Kirlin, Member Tobin, Vice-Chair Irwin and Member Connelly

**Absent:** 2 - Member Strungis and Member Bachich

#### (3) PLEDGE OF ALLEGIANCE

*Led by Chair Kirlin.*

#### (4) APPROVAL OF THE AGENDA

**MOTION by Vice-Chair Irwin, seconded by Member Tobin, that the Agenda be Approved. MOTION CARRIED BY THE FOLLOWING VOTE:**

**Yes:** 4 - Chair Kirlin, Member Tobin, Vice-Chair Irwin and Member Connelly

**Not Present:** 2 - Member Strungis and Member Bachich

#### (5) APPROVAL OF THE MINUTES

*Note: Member Strungis arrived at 3:02 p.m. and participated for remainder of meeting.*

[ID 19-604](#)

BAC Draft Minutes for November 13, 2019

**MOTION by Vice-Chair Irwin, seconded by Member Connelly, that the Minutes of November 13, 2019 be amended at item 9a by deleting "raise to \$6,640" and inserting "at least \$500" to the first paragraph be Approved. MOTION CARRIED BY THE FOLLOWING VOTE:**

**Present:** 5 - Chair Kirlin, Member Tobin, Member Strungis, Vice-Chair Irwin and Member Connelly

**Absent:** 1 - Member Bachich

**(6) STAFF COMMUNICATIONS**

## a. BAC Remit Update

*Ms. Selmeski stated City Council officially approved BAC Goals and Objectives. There are no updates from Public Works. Affordable Landscaping not in attendance.*

**(7) PUBLIC COMMENT**

*None.*

**(8) PRESENTATIONS**

*None.*

**(9) OLD BUSINESS**

## a. Utility Wrapper Update - Shelli Connelly

*Members congratulated Member Connelly for City Council/City Manager McNees approval to move forward using creative artwork wrapping to ten (10) utility boxes at intersections on Marco Island. Member Connelly thanked Ms. Selmeski for her guidance and gathered information. Ms. Selmeski complimented Member Connelly on her excellent presentation for direction to re-appropriate FY19 budget funds for project.*

*Member Connelly addressed overview of project: Partnered with Hyla Crane, Executive Director, Marco Island Center for the Arts (next meeting December 15th) on color and design selections while interacting with Color Reflections vendor. Advertising on social media, newspapers to promote local artist submissions of appropriate artwork, then choose local judges, and reward artist \$1,000 each upon (two months) completion. Member Connelly emailed community for interest in project, to date collected \$7,700, expect to raise \$10,000+ to cover artwork costs.*

*Consensus 4-0 on designating Member Connelly and Vice Chair Irwin to work together on project. (PATTY: AREN'T THERE 5 MEMBERS AT THE MEETING AT THIS POINT, GIVEN THAT STRUNGIS ARRIVED AT 3:02 PM? ALSO ... I ADDED A MORE DETAILED DESCRIPTION (BELOW) OF WHAT WAS LIKELY OFFERED AS A MOTION AND VOTED ON AT THE MEETING. PLEASE MODIFY IT AS NECESSARY IF MY INTERPRETATION IS INACCURATE)*

*Ms. Semelski will speak to City Manager McNees on deposit to vendor to alleviate postponement.*

**MOTION by Vice-Chair Irwin, seconded by Member Strungis, to welcome City Council Vice-Chair Grifoni's involvement with the Utility Wrapper project, and to leave additional time for other City Councilors to show interest in project. MOTION CARRIED BY THE FOLLOWING VOTE:**

**Present:** 5 - Chair Kirlin, Member Tobin, Member Strungis, Vice-Chair Irwin and Member Connelly

**Absent:** 1 - Member Bachich

**MOTION by Vice-Chair Irwin, seconded by Member Strungis, to Accept Color Reflections as the vendor for the Utility Wrapper Project. MOTION CARRIED BY THE FOLLOWING VOTE:**

**Yes:** 5 - Chair Kirlin, Member Tobin, Member Strungis, Vice-Chair Irwin and Member Connelly

b. Tree City USA - Becky Irwin

*Vice Chair Irwin working on grant, need contact information for materials. No vote was taken on this agenda item.*

c. Committee Outreach Opportunities (i.e. Farmers Market Table)

*Chair Kirlin received two dates to attend Farmers Market: February 5, 2020 and March 11, 2020 to share BAC's past, present, future projects with community. Members Tobin and Strungis volunteered for February 5, 2020. Members Irwin and Strungis accepted March 11, 2020.*

**CONSENSUS VOICE VOTE to Adopt February 5, 2020 and March 11, 2020 to set up a table for community outreach at Marco Island Farmer's Market.**

**Yes:** 5 - Chair Kirlin, Member Tobin, Member Strungis, Vice-Chair Irwin and Member Connelly

d. Adopt-A-Cul-De-Sac Vouchers

*Chair Kirlin noted program on hold until after season, questionable on increasing voucher amount, need BAC member to lead and create stimulating program. Topic deferred to future BAC agenda.*

e. 2020 Arbor Day/Tree Planting - Becky Irwin

*Vice Chair Irwin recommended BAC research another edible fruit tree for Arbor Day for discussion at next meeting. Add event to City calendar/website, coordinate with Parks & Recreation for chairs/tables, invite photographer, create Press Release and Proclamation, provide snacks, podium. Affordable Landscaping donating tree and flag. Will invite City Council, school kids and school band to attend event.*

**CONSENSUS VOICE VOTE to Adopt Wednesday, April 22, 2020 for Arbor Day Celebration at Calusa Park (near the Tamarind Tree).**

**Yes:** 5 - Chair Kirlin, Member Tobin, Member Strungis, Vice-Chair Irwin and Member Connelly

*Members discussed voting requirements, nomination criteria, signs, advertising and cost and signage.*

**CONSENSUS VOICE VOTE to adopt Friday, March 13, 2020 as Marco In Bloom (MIB) Application Deadline date, Monday, March 16, 2020 as Voting date, and April 6, 2020 as City Council selection announcement date.**

**Yes:** 5 - Chair Kirlin, Member Tobin, Member Strungis, Vice-Chair Irwin and Member Connelly

*Committee and Ms Selmeski discussed having two (2) winners and two (2) runners-up. Ms. Selmeski forwarding Committee's recommendation to City Manager McNees for approval.*

**CONSENSUS VOICE VOTE to Adopt proposal by Member Strungis to award \$200 cul-de-sac (cds) vouchers to winners and runners-up.**

**Yes:** 5 - Chair Kirlin, Member Tobin, Member Strungis, Vice-Chair Irwin and Member Connelly

*Committee discussed modifications to current categories for judging.*

**CONSENSUS VOICE VOTE to Adopt the Proposal by Member Tobin to add three (3) categories for 2020: 1) Gated Communities; 2) Residential, and; 3) Collier Boulevard/Barfield Drive**

**Yes:** 5 - Chair Kirlin, Member Tobin, Member Strungis, Vice-Chair Irwin and Member Connelly

f. Marco in Bloom

*2020 Marco in Bloom Signs; \$64 each need 16 winners for winner /runner up: \$1,024. Need to approve signs, \$700 for advertisement for Gazette - main source of advertisement, Coastal breeze - \$150, local radio station included winners, totaling \$1,100 for newspapers, solicit to get free advertisement from newspapers, and cost for advertising.*

**CONSENSUS VOICE VOTE to Adopt proposal by Member Tobin to allocate \$1,100 of the advertising budget toward publicly communicating the 2020 Arbor Day/Tree Planting event.**

**Yes:** 4 - Member Tobin, Member Strungis, Vice-Chair Irwin and Member Connelly

**No:** 1 - Chair Kirlin

*Committee voted on 2020 Marco in Bloom nomination form changes.*

**MOTION by Member Strungis, seconded by Member Connelly, to approve to add three (3) categories: Gated Communities, and Residential Collier Boulevard/Barfield Drive for 2020 Marco in Bloom nomination form be Approved. MOTION CARRIED BY THE FOLLOWING VOTE:**

**Yes:** 5 - Chair Kirlin, Member Tobin, Member Strungis, Vice-Chair Irwin and Member Connelly

g. 2020 BAC Community Presentation - Shelli Connelly

*BAC agreed on date to hold Community Presentation.*

Member Connelly reached out to following speakers, exhibitors:  
 Brad Cornell, Audubon - burrowing owls, tortoises, table exhibit - Speakers  
 Rookery Bay - Fertilizer Ordinance - Coastal training program  
 Collier County Pollution Control - adult/children education on Fertilizer Ordinance with table exhibits, two guests speakers  
 Hyla Crane - Marco Island Center for the Arts  
 Calusa Garden Club - table exhibit, recommendation for master gardener - former BAC member  
 University of Florida  
 Fruit/Spice Botanical Garden (Homestead): spices, herbs/nuts in touch with horticulturist, presentation, table exhibit  
 Contact LCEC for information on tree heights/locations allowed.

Additional presentation requirements:  
 Tables, chairs - Parks & Recreation  
 Check with Director Pinter on electric sign and best location to advertise at intersection Heathwood Drive/San Marco or Jolley Bridge.  
 Schedule presentation with IT, bring to other committees to advertise.  
 98.1 radio station - free advertisement.  
 Coastal Breeze newspaper, Chamber of Commerce, City website, City calendar, Naples Daily news, Farmers Market, City Council meeting.  
 Member Tobin helping with advertising, when, time, location, with new presentation title Affordable Landscaping donating tree for raffle, speakers can donate to raffle.  
 BAC will discuss changing name of presentation at BAC next meeting.

**MOTION by Member Connelly, seconded by Vice-Chair Irwin, to hold Community Presentation in Community Room on February 19, 2020 from 5:30 p.m. to 7:30 pm. MOTION CARRIED BY THE FOLLOWING VOTE:**

**Yes:** 5 - Chair Kirlin, Member Tobin, Member Strungis, Vice-Chair Irwin and Member Connelly

h. City Mowing of Overgrown Lots

Chair Kirlin stated a motion was approved last BAC meeting requesting City to revert back to City mowing lots and City invoiced owners (when owners do not mow within certain time frame), this program ended. City Council requested to initiate program again, will eventually present to City Council in future. No vote was taken on this agenda item.

i. Budgeted Street Trees

Chair Kirlin discussed FY20 budget using 40k to replace dead street trees from recent hurricanes. 300 Shady Ladys (black olives) were dead, removed by City and never replaced. These trees do not sustain stormy weather.

Ms. Selmeski stated Public Works recommended list of trees to City Manager McNees and City Council to stay within two locations: Bald Eagle Drive and San Marco.

**MOTION by Chair Kirlin, seconded by Member Strungis, to recommend using \$40,000 from FY20 BAC budget to replace lost trees during past hurricane with 75-80 Gumbo Limbo, Japanese Fern Tree or Satin Leaf trees on Bald Eagle Drive and San Marco Road as part of five (5) year replacement plan. MOTION CARRIED BY THE FOLLOWING VOTE:**

**Yes:** 5 - Chair Kirlin, Member Tobin, Member Strungis, Vice-Chair Irwin and Member Connelly

## (10) NEW BUSINESS

*None.*

## (11) COMMITTEE COMMUNICATIONS

### a. Committee Concerns

*Member Strungis discussed on going litter still active on main roads.*

**MOTION by Member Strungis, seconded by Member Connelly, to recommend that the City allocate a certain number of hours to designate City worker(s) to pick up trash on main roads. MOTION CARRIED BY THE FOLLOWING VOTE:**

**Yes:** 5 - Chair Kirlin, Member Tobin, Member Strungis, Vice-Chair Irwin and Member Connelly

### b. Future Agenda Recommendations

*Suggested future agenda items: Improve/enhance location across street from City Hall and intersection of Barfield/Collier - Founders Park. Members will bring ideas to future meeting.*

## (12) ADJOURNMENT

*There being no further business, the meeting adjourned at 4:51 p.m.*

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*Andrew Kirlin, Chair*

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*Patty Mastronardi, Administrative Assistant*