

# Objectives of the Marco Island Beautification Advisory Committee (4/27/2017 vs. Resolution 19-49)

## A comparative view

Submitted by David Leaser

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All text in **green** is derived from the 2019 Resolution; text in **black**  
is derived from the 2017 BAC Mission Statement

# Combined objectives for the Marco Island Beautification Advisory Committee (4/27/2017 vs. Resolution 19-49)

I. Increase the beauty and appeal of planted street medians and streetscapes within the City of Marco Island- <b>by defining a five-year replanting program.</b>	<del>VII.</del> <b>V.</b> Increase funding for Beautification and Landscaping projects from sources <del>other than City capital improvement budget funds.</del> <b>such as grants and fundraisers.</b>
<del>II. Maintain criteria necessary to continue Tree City U.S.A. membership.</del>	<del>VII. Increase the beauty of signage at City properties.</del>
<del>III.</del> <b>II.</b> Maintain the effectiveness of the Land Development Code, Article IV Landscaping and Article XIV Vegetation Removal and Protection sections, by reviewing the existing code and recommending revisions. <b>[Identical in both documents]</b>	<del>IX.</del> <b>VI.</b> Encourage compliance <b>with the Land Development Code and Florida Friendly Landscape, including the</b> and conversion of rock right-of-way swales to landscaped swales- <b>in order to improve the quality of stormwater run-off that drains into City waterways.</b>
<del>IV.</del> <b>III.</b> Increase the beauty of publicly owned street cul-de-sacs medians- <b>by 1) defining a five-year replanting program, 2) developing planting and maintenance standards, and 3) by encouraging residents to adopt, plant and care for cul-de- sacs.</b>	<del>X. Encourage residents' compliance with the current City's fertilizer ordinance as well as conservation of water.</del>
<del>V.</del> <b>IV.</b> Increase the public's awareness of City efforts to beautify the community- <b>by: 1) publicizing BAC activities and meetings, 2) by providing hands-on workshops, presentations, and classes that would be of interest to Marco Island residents, and 3) maintain the 'Tree City USA' designation, hold the annual Arbor Day tree planting event, and hold the Marco In Bloom Landscape Competition that encourages Florida Friendly Landscape.</b>	<b>VII. Develop creative ways to enhance the beauty of Marco Island.</b>
<del>VI. Increase the usability of public green space on Marco Island for the future.</del>	<b>VIII. Maintain and update the BAC webpage on the City website with useful information for Marco Island Residents.</b>

# 2019 City Council Resolution 19-49

I. Increase the beauty and appeal of planted street medians and streetscapes within the City of Marco Island- by defining a five-year replanting program.	V. Increase funding for Beautification and Landscaping projects from sources such as grants and fundraisers.
II. Maintain the effectiveness of the Land Development Code, Article IV Landscaping and Article XIV Vegetation Removal and Protection sections, by reviewing the existing code and recommending revisions.	VI. Encourage compliance with the Land Development Code and Florida Friendly Landscape, including the conversion of rock right-of-way swales to landscaped swales- in order to improve the quality of stormwater run-off that drains into City waterways.
III. Increase the beauty of publicly owned street cul-de-sacs by 1) defining a five-year replanting program, 2) developing planting and maintenance standards, and 3) by encouraging residents to adopt, plant and care for cul-de- sacs.	VII. Develop creative ways to enhance the beauty of Marco Island.
IV. Increase the public's awareness of City efforts to beautify the community by: 1) publicizing BAC activities and meetings, 2) by providing hands-on workshops, presentations, and classes that would be of interest to Marco Island residents, and 3) maintain the 'Tree City USA' designation, hold the annual Arbor Day tree planting event, and hold the Marco In Bloom Landscape Competition that encourages Florida Friendly Landscape.	VIII. Maintain and update the BAC webpage on the City website with useful information for Marco Island Residents.

# I. Increase the beauty and appeal of planted street medians and streetscapes within the City of Marco Island

Strategy	Tactics	Measures of Success
Define a five-year replanting program	<ul style="list-style-type: none"> <li>Identify the cost for implementing the five-year plan</li> </ul>	
Maintain a comprehensive inventory of existing median and roadside plantings		
Identify trees and shrubs suitable for median and roadside plantings		
Recommend priorities for implementing median, roadside border and street intersection planting projects		
Identify budget for implementing recommended projects		
Review and amend landscape maintenance contracts as needed to ensure proper care is given to existing plant material		
Recommend removal and replacement of damaged and/or dead plant material on a timely basis and as funding allows. Wherever possible give first consideration to native and/or Florida Friendly vegetation		

## II. Maintain the effectiveness of the Land Development Code, Article IV Landscaping and Article XIV Vegetation Removal and Protection sections

Strategy	Tactics	Measures of Success
Review the existing code and recommend revisions	<ul style="list-style-type: none"><li>• Draft recommended language changes, if applicable</li><li>• Submit draft for review by city staff and Planning Board. Re-draft as needed.</li><li>• Submit final draft for review by city staff and Planning Board. Submit for City Council review, discussion and adoption</li></ul>	
Review the existing language of LDC articles as listed in objective and advance particular attention to residential zoning district standards		

### III. Increase the beauty of publicly owned street cul-de-sacs

Strategy	Tactics	Measures of Success
Define a five-year replanting program		
Develop planting and maintenance standards	<ul style="list-style-type: none"> <li>Maintain a list of drought tolerant plants recommended for use in cul-de-sac median plantings</li> </ul>	
Encouraging residents to adopt, plant and care for cul-de- sacs.	<ul style="list-style-type: none"> <li>Promote the adoption of cul-de-sac medians to residents</li> <li>Brochures were produced and are available of suitable plant materials for cul-de- sac medians relative to native drought tolerant and low maintenance plantings.</li> <li>Maintain the process and agreements for residents to adopt cul-de-sac medians</li> </ul>	
Review as needed an inventory of cul-de-sac median plantings and compliance to standards developed by the City		
Developed annual budget for cul-de-sac medians to be maintained by the City and or residents in accordance with developed standards	<ul style="list-style-type: none"> <li>Submit recommended budget to City Council</li> </ul>	
Recognize those who adopt cul-de-sac medians for their efforts		

## IV. Increase the public's awareness of City efforts to beautify the community

Strategy	Tactics	Measures of Success
Publicize BAC activities and meetings	<ul style="list-style-type: none"><li>• Publicize awards received</li><li>• Identify media sources that will be helpful in distributing information about beautification efforts</li><li>• Identify City sources that will be helpful in distributing information about beautification efforts</li><li>• Encourage residents to attend meetings of the BAC to gain a better understanding of Committee functions</li><li>• Continue production of an annual report of BAC activities</li></ul>	
Provide community education	<ul style="list-style-type: none"><li>• Host hands-on education workshops, presentations and classes that would be of interest to Marco Island residents</li><li>• Make workshops of lecture topics available for public use as videos or on City's website</li></ul>	
Seek national recognition	<ul style="list-style-type: none"><li>• Maintain the 'Tree City USA' designation</li><li>• Identify awards related to municipal beautification efforts such as Tree City USA and National Federation of Wildlife certification that may be available.</li><li>• Identify City eligibility for selected awards</li></ul>	

## V. Increase funding for Beautification and Landscaping projects

Strategy	Tactics	Measures of Success
Seek grants	<ul style="list-style-type: none"><li>• Research all grant sources which have a Beautification and Landscaping component</li><li>• Review potential grant sources with staff liaison</li><li>• Ranks grant sources according to their cost/benefit relationship</li><li>• Assist staff in locating and preparing grant applications</li></ul>	
Host fundraisers		



## VI. Encourage compliance with the Land Development Code and Florida Friendly Landscape, including the and conversion of rock right-of-way swales to landscaped swales.

Strategy	Tactics	Measures of Success
Create awareness programs		
Create strategies to make it easy for residents to landscape swales	Discuss existing landscape regulations: ie: the City's fertilizer ordinance Discuss existing right-of-way regulations Discuss plans with appropriate City departments	
Identify strategic plan of action		
Provide presentation to Council		
improve water quality by offering information to residents	<ul style="list-style-type: none"><li>• Education on awareness of the objectives to the fertilizer ordinance</li><li>• Provide information either written and/or as a presentation</li></ul>	

## VII. Develop creative ways to enhance the beauty of Marco Island

Strategy	Tactics	Measures of Success
Identify landscape, hardscape and infrastructure projects	Increase the beauty of signage at City properties	

VIII. Maintain and update the BAC webpage on the City website with useful information for Marco Island Residents (in purple proposed by David Leaser)

Strategy	Tactics	Measures of Success
Improve the user experience	<ul style="list-style-type: none"><li>• Inventory existing content</li><li>• Reorganize existing content</li></ul>	Client satisfaction
Increase the value of the website	<ul style="list-style-type: none"><li>• Establish a library of relevant and valued resources</li></ul>	Increased clicks and downloads by XX%