

**VERO BEACH TREE AND BEAUTIFICATION  
COMMISSION MEETING  
Thursday, January 18, 2018– 9:00 a.m.  
Council Chambers, City Hall, Vero Beach, Florida**

**AGENDA**

- 1. CALL TO ORDER**
- 2. APPROVAL OF MINUTES**
  - A) December 21, 2017**
- 3. PUBLIC COMMENT**
- 4. NEW BUSINESS**
  - A) Oceanside Business Association Update on Dish Planters – Mrs. Georgia Irish**
- 5. OLD BUSINESS**
  - A) Annual Report**
  - B) Update on the 100<sup>th</sup> Anniversary**
  - C) Beautification Weekend Banner Final Proof**
- 6. TREASURY REPORT**
- 7. CHAIRMAN’S MATTERS**
- 8. MEMBER’S MATTERS**
- 9. NEXT MEETING DATE**
  - A) Next Meeting Date – February 15, 2018**
- 10. ADJOURNMENT**

This is a Public Meeting. Should any interested party seek to appeal any decision made by the Commission with respect to any matter considered at such meeting or hearing, they will need a record of the proceedings and that, for such purpose, they may need to ensure that a verbatim record of the proceedings is made, which record includes the testimony and evidence upon which the appeal is to be based. Anyone who needs a special accommodation for this meeting may contact the Americans with Disabilities Act (ADA) Coordinator at 978-4920 at least 48 hours in advance of the meeting.

**VERO BEACH TREE AND BEAUTIFICATION  
COMMISSION MINUTES  
Thursday, December 21, 2017– 9:00 a.m.  
Council Chambers, City Hall, Vero Beach, Florida**

**PRESENT:** Chairman, Chris Runge; Vice Chairman, Marilyn Black Dussault; Members: Daniel Downey, Cynthia Schwarz, Barbara Leigh, and Alternate Member #1, Elly Manov, and Alternate Member #2, Mark Rodolico **Also Present:** Grounds Maintenance Manager, Nanette Haynes, Planner, Gayle Lafferty, Assistant City Attorney, Stefanie Beskovoyne, and City Clerk, Tammy Bursick

**1. CALL TO ORDER**

Chairman Runge called the meeting to order at 9:00 a.m. and the City Clerk performed the roll call.

**2. APPROVAL OF MINUTES**

**A) November 16, 2017**

Ms. Swartz asked that on page 3 the word “form” should be “from” in the first sentence of the fourth paragraph. The sentence will now read “Ms. Schwarz explained that the original price quote of \$290.00 from Image 360 was for a single sided banner, so the new price for a two-sided banner is \$720.00.”

**Ms. Schwarz made a motion to approve the minutes with this correction made. Mr. Downey seconded the motion and it passed unanimously.**

**3. ELECTION OF OFFICERS**

**A) Chairman**

**Ms. Schwarz nominated Mr. Chris Runge for Chairman of the Tree and Beautification Commission. Mr. Downey seconded the nomination and it passed unanimously.**

**B) Vice-Chairman**

**Ms. Schwarz nominated Mrs. Marilyn Dussault for Vice Chairman of the Tree and Beautification Commission. Mr. Downey seconded the nomination and it passed unanimously.**

**4. PUBLIC COMMENT**

There were no public comments made.

**5. NEW BUSINESS**

**A) Review of Draft Annual Report**

Chairman Runge asked the Commission members to go through the report and make any changes that they would like to see made and bring the report back to the Commission to be discussed at their January 18<sup>th</sup> Tree and Beautification meeting.

## **6. OLD BUSINESS**

### **A) Update from Main Street Vero Beach - Ms. Katherina Paliwoda, Executive Director**

Ms. Katherina Paliwoda, Main Street Vero Beach Executive Director, gave an update on what Main Street Vero Beach has been working on. She said that they are in the process of redoing their logo and once they have that completed they will work on getting new banners for downtown with the new logo on it. She reported that the Design Committee is redoing all of the potted plants in the downtown area. There are some concerns with the two (2) pots that are in front of Osceola Bistro. She did not think that these pots were on the City's irrigation system.

Ms. Nannette Haynes, Grounds Maintenance Manager, informed the Committee that Osceola Bistro purchased these potted plants and have always been responsible for making sure that they are watered and taken care of. She said the potted plants in front of Pocahontas Park are also taken care of by the property owners. Ms. Haynes said that she looked at the potted plants located in front of Osceola Bistro yesterday and they look fine. She reiterated that the restaurant has full responsibility of these potted plants.

### **B) Update on the 100<sup>th</sup> Anniversary**

Mrs. Dussault gave an update on the planning for the 100<sup>th</sup> Year Anniversary for the City of Vero Beach. She said that the Centennial Committee has been working very hard and have been very busy. In August, she and Councilmember Young met with Mr. Mark Rendell, School Superintendent, regarding the Centennial Tree Planting project and the Art and Essay Centennial contests. They made their pitch and Mr. Rendell was very enthusiastic about it. In March 2019, they will make a presentation to the Principals of Vero Beach Public Schools about these things, which will kick off in October 2018. Mrs. Dussault reported that there is one (1) nursery who will be donating the trees. Each of the participating schools will receive a tree, which will be planted on the respective school's property in commemoration of the Centennial Celebration. This will be done the week of October 22-26, 2018. She will be working with who will be doing the plantings of the trees instead of having to rely on the City to handle that. They chose this week to have the trees planted because in September 2019 the Press Journal will be celebrating their 100<sup>th</sup> Anniversary. She noted that Mrs. Beverly Paris, of Paris Production, is handling the media work for the Centennial and she asked that each member send her a timeline of the events that they have planned (please see attached timeline). Mrs. Dussault read the timeline that she sent to Mrs. Paris to the Commission.

The Commission members thanked Mrs. Dussault for her report on the 100<sup>th</sup> Year Anniversary.

Ms. Schwarz brought up the essays and suggested that the children could also write a song or a jingle. Mrs. Dussault was in agreement with that suggestion.

Chairman Runge suggested that the winners of the essay contest be available at the Under the Oaks Art Show. He was told that is a great suggestion and that the essays would be displayed at the old Courthouse in December 2018.

Mrs. Dussault added that when she talks about the essays, one thing she is talking about is having the children do a script and act it out. She said there is so much history in the City of Vero Beach so that could be easily done. She knew that Ms. Manov also had some experience with essays and she hoped that she would be involved with this process of the Centennial event.

Ms. Haynes commented that she did not know that the trees were going to be planted on school property.

Mrs. Dussault explained that as they get closer, they will know how many schools will be involved in the tree planting. She said that the City would not be involved in the planting of the trees and that the whole plan will be refined as they move along.

### **C) Update and Select the Vendor for the Beautification Weekend Banner**

Ms. Schwarz went through each of the quotes that she received for the Beautification Weekend Banner. She said the quote from Image 360 was \$760.00. She said that the banner that they have now came from Image 360. The quote she received from Minuteman Press is \$855.00 and then the last quote that she received was from Staples, which is for \$489.19, but the outdoor material scrim vinyl is only 15 oz and Image 360 and Minuteman Press would be 18 oz., which is what is recommended. She said her recommendation would be to go with 360 Image because they were the company that the Commission used before and they should stay with them. She was very concerned with the quote that she received from Staples and the weight only being 15 oz, which is all Staples said that they could provide.

Mrs. Dussault agreed that Ms. Schwarz's recommendation is very logical. She said they used Image 360 before and they were very happy with them. She realized the need to get estimates to make sure that what they were charging is in the ballpark, which it clearly is.

Ms. Schwarz said that if she was buying this banner for her personal use, she would go with Image 360.

Mrs. Leigh did not feel that they should even include Staples in the selection process because they are not able to provide the weight that is needed.

Ms. Schwarz said that she was told by the other companies that they would match certain other quotes that were given. Chairman Runge expressed that they were not in a pricing war.

The Commission reviewed what the banner says now and made some minor changes to it. Ms. Schwarz said that she would make these changes and then send it to the City Clerk's office. The Commission wanted the font to remain the same and more areas to be filled in with the color green.

**Mrs. Dussault made a motion that the Tree and Beautification Commission accepts the quote that they received from Image 360 for them to do the banner at the weight of 18 oz. and for the modifications to the banner that have been indicated be incorporated. Ms. Schwarz would handle making these modifications. Mr. Downey seconded the motion and it passed unanimously.**

Ms. Stephanie Beskovoyne, Assistant City Attorney, stated that there is sufficient funding in the Tree and Beautification account to cover the costs of the banner.

## **7. TREASURY REPORT**

Chairman Runge reported that the Tree Replacement/Mitigation fund has a balance of \$47,793.35 and the Tree Dedication/Planting Fund has a balance of \$1,324.06.

## **8. CHAIRMAN'S MATTERS**

Chairman Runge wished everyone a Merry Christmas and a Happy New Year.

## **9. MEMBER'S MATTERS**

Mrs. Dussault wished everyone a happy holiday and that they bring in the New Year with gusto.

Mr. Rodolico reported that he has been working on the publicity for the Beautification Weekend and asked who on the Commission would be doing the radio interviews. He was told that it will be the Chairman and that it should be coordinated through the City Clerk's office.

Ms. Manov had some questions about being able to work on the essay contest along with Mrs. Dussault. She was reminded of the Sunshine Law so any discussions on the essays will need to be discussed at an advertised Tree and Beautification Commission meeting.

Mrs. Dussault added that as they progress and refine the essay program the information will be sent out to the members for them to discuss at one (1) of their future meetings.

## **10. NEXT MEETING DATE**

### **A) Next Meeting Date – January 18, 2018**

The next meeting of the Tree and Beautification Commission is scheduled for January 18, 2018.

## **11. ADJOURNMENT**

**Mrs. Dussault made a motion to adjourn today's meeting at 9:38 a.m. The motion was seconded by Mr. Downey and it passed unanimously.**

/tb

**To:** Beverly Paris, Paris Productions [parisproductionsvero@gmail.com](mailto:parisproductionsvero@gmail.com)

**From:** Marilyn Black Dussault, Vice-Chair, Tree & Beautification Commission, City of Vero Beach and Member of the Centennial Committee [mbdfi@comcast.net](mailto:mbdfi@comcast.net)

**Re:** Information Pertinent to City Centennial requested by you on December 6, 2017

**Date:** December 15, 2017

**CC:** Tammy Bursick, Clerk, City of Vero Beach [tbursick@covb.org](mailto:tbursick@covb.org)  
Anthony Young, Councilman, City of Vero Beach [Awyoung@cov.org](mailto:Awyoung@cov.org)  
Sue Dinunno, Vero Beach Art Club [suedinennovbac@gmail.com](mailto:suedinennovbac@gmail.com)  
Dr. Mark J. Rendell, Superintendent, School District of Indian River County  
[Mark.Rendell@indianriverschools.org](mailto:Mark.Rendell@indianriverschools.org)

Pursuant to your above referenced request of December 6, 2017:

**March 2018:** Per the request of Dr. Rendell, Sue and I shall make a Presentation to the Principals of Vero Beach Public Schools regarding the Centennial Tree Planting Project (described below) and the Art and Essay Centennial Contests which will kick off in October 2018. REP. Marilyn

The objective to the Art Contest is to encourage all students to submit her/his artistic contribution to the Centennial Celebration between October 2018 and December 2018. The Vero Beach Art Club will exhibit the art and select the winners in December 2018. REP. Sue

The objective of the Essay Contest is to encourage all students to submit written essays describing the formation and growth of the City over the last 100 years. Plans for publication of the winning essays are still being made. REP. Marilyn

**October 22 – 26, 2018:** The Vero Beach Schools Tree Dedication Program will be completed during this week. Each participating school will receive a tree which will be planted on the respective school's property in commemoration of the Centennial Celebration. The Art Contest and Essay Contest will also be announced that week. REP. Marilyn

**December 2018:** The Vero Beach Art Club will exhibit the Centennial Art submitted by the students and will judge the winners. REP. Sue

**May 25, 2019:** As part of the "Founder's Day" celebration, the Centennial Tree and Monument Dedication will take place at MacWilliam Park. REP. Marilyn, Councilman Young

**June 2019:** Recognition of the date of the legislation signed into law by Florida Governor Martin on June 13, 1919 creating the City of Vero. REP. Councilman Young

Should you have any questions please contact me.

5. C)

**BEAUTIFICATION WEEKEND**  

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**THIS WEEKEND**



*New Banner  
Final Proof 4/10/18  
Image 360*

## Hawkins, Rita

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Subject: FW: Proof for Beautification Banner

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**From:** Hawkins, Rita  
**Sent:** Wednesday, January 10, 2018 3:15 PM  
**To:** Cynthia  
**Subject:** RE: Proof for Beautification Banner

Cynthia,

I will put the proof on the agenda for the next meeting on 1/18/18, so a motion can be made accepting the design. Since there is not a long lead-time you will still have it in time for the Beautification Weekend.

Thank you,

*Rita Hawkins*

Senior Administrative Assistant  
City of Vero Beach  
City Clerk's Office  
1053 20th Place  
Vero Beach, FL 32960  
Office: (772) 978-4700  
Fax: (772) 978-4790  
[rhawkins@covb.org](mailto:rhawkins@covb.org)

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**From:** Cynthia  
**Sent:** Wednesday, January 10, 2018 2:55 PM  
**To:** Hawkins, Rita  
**Subject:** Re: Proof for Beautification Banner

Hi Rita,

Do I (we) need to wait for the Commission members to look at it and decide? The lead time is 3-4 days for finished product as per 360 Design people.

The only "different" thing is the center line is not across the entire banner, just as a separating line. I like the look, actually.

Cynthia Schwarz

-----Original Message-----

From: Hawkins, Rita <[RHawkins@covb.org](mailto:RHawkins@covb.org)>  
To: Cynthia

Sent: Wed, Jan 10, 2018 12:04 pm  
Subject: RE: Proof for Beautification Banner

Cynthia,

Thank you for all your work on the banner. The funding request for the banner was approved by the City Council at their 1/2/18 meeting. At this point the banner can be ordered and Image 360 will send the invoice to the City.

Thank you,

*Rita Hawkins*

Senior Administrative Assistant

City of Vero Beach

City Clerk's Office

1053 20th Place

Vero Beach, FL 32960

Office: (772) 978-4700

Fax: (772) 978-4790

[rhawkins@covb.org](mailto:rhawkins@covb.org)

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**From:** Cynthia

**Sent:** Wednesday, January 10, 2018 10:53 AM

**To:** Hawkins, Rita

**Subject:** Proof for Beautification Banner

Hello Rita,

Attached is the proof for the new banner. Please let me know what else I need to do to complete the project.

Thank you for helping.

Cynthia Schwarz

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City of Vero Beach Tree and Beautification Commission, member

-----Original Message-----

From: Image360 Vero Beach Design <[design@image360vero.com](mailto:design@image360vero.com)>

To: Cynthia

Sent: Wed, Jan 10, 2018 10:23 am

Subject: Proof

Hello,

Please look over the attached proof and let us know of any changes that you would like us to make.

*Thanks,*

Graphic Design Team

**image360** Vero Beach

(p) 772-567-3000 | (f) 772-770-4244

3300 43<sup>rd</sup> Ave., Suite 6, Vero Beach, FL 32960

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