

**VERO BEACH TREE AND BEAUTIFICATION  
COMMISSION MEETING  
Thursday, May 17, 2018– 9:00 a.m.  
Council Chambers, City Hall, Vero Beach, Florida**

**AGENDA**

- 1. CALL TO ORDER**
- 2. APPROVAL OF MINUTES**
  - A) April 27, 2018**
- 3. PUBLIC COMMENT**
- 4. NEW BUSINESS**
  - A) Recap of the April 27, 2018 Arbor Day Tree Planting Ceremony**
- 5. OLD BUSINESS**
  - A) Update on the Cultural Arts Village Tree Plantings – Mrs. Barbara Hoffman, Executive Director**
  - B) Update on the 100<sup>th</sup> Anniversary**
  - C) Timeline for the Proposed Tree Give Away Project**
  - D) Draft Letter to Vendors for the Proposed Tree Give Away Project**
- 6. TREASURY REPORT**
- 7. CHAIRMAN’S MATTERS**
- 8. MEMBER’S MATTERS**
- 9. NEXT MEETING DATE**
  - A) Next Meeting Date – June 21, 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  
Friday, April 27, 2018– 9:00 a.m.  
Council Chambers, City Hall, Vero Beach, Florida**

**PRESENT:** Chairman, Chris Runge; Vice Chairman, Marilyn Black Dussault; Members: Cynthia Schwarz, Barbara Leigh, and Alternate Member, Elly Manov (arrived at 9:01 a.m.), **Also Present:** Grounds Maintenance Manager, Nanette Haynes; Assistant City Attorney, Stefanie Beskovoyne and Senior Administrative Assistant, Rita Hawkins

**Excused Absence:** Daniel Downey

**1. CALL TO ORDER**

Chairman Runge called today's meeting to order at 9:00 a.m. and the Senior Administrative Assistant performed the roll call.

**2. APPROVAL OF MINUTES**

**A) March 15, 2018**

**Mrs. Dussault made a motion to approve the minutes of the March 15, 2018 Tree and Beautification Commission meeting. Mrs. Leigh seconded the motion and it passed unanimously.**

**3. PUBLIC COMMENT**

None

**4. NEW BUSINESS**

**A) Tree Dedication Application – Mrs. Pegge McLaughlin**

Chairman Runge announced that they received a dedicatory tree application form Mrs. Pegge McLaughlin for a Live Oak tree located near station #19 on the exercise trail at Riverside Park.

**Ms. Schwarz made a motion to approve the dedicatory tree application. Mrs. Dussault seconded the motion and it passed unanimously.**

**5. OLD BUSINESS**

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

Mrs. Dussault reported that the Centennial Committee held their meeting two (2) weeks ago at the Freshman Learning Center and the school provided them with lunch. She said everything is moving forward. The tree dedications for the public schools have been set, the poster contest is scheduled, and she will be sending out an email to the private schools in regards to their participation. The last week of May she will visit any of the private schools that request more information. Mrs. Dussault read the Centennial Committee's outline of events for the public schools tree dedications (on file in the city clerk's office). She announced that on October 26,

2018 there will be a home football game between Vero Beach High School and Fort Pierce High School and at half time the Centennial Committee members and past Vero Beach High School graduates will be brought out onto the field and recognized. She continued by reading the information about the school art competition.

Mrs. Dussault asked Ms. Haynes what is the size of the typical dedicatory tree plaque. She needs to create the centennial tree plaque and needs to know how much room she has. Ms. Haynes replied that the plaques are seven (7) inches tall and five (5) inches wide.

Ms. Schwarz commented that it is an excellent idea that they are letting each of the principals at the schools decide on the type of tree dedication they want and to select the poster contest winners. Mrs. Dussault said they encouraged the schools to have a poster viewing at the schools, so that people can see all of the posters.

Mrs. Dussault stated that the Centennial Committee was very happy that the Vero Beach Museum of Art offered the space for the poster contest art show.

Mr. Runge asked if the date has been set for planting the centennial tree. Mrs. Dussault explained that the Tree and Beautification Commission's centennial tree and monument dedication will be part of the Founders Day Celebration, which will be on Sunday, May 26, 2019. There will also be a family day at Riverside Park and the Interfaith Group will be pairing up with the Riverside Theater in planning the event. She said the calendar of events is on the City of Vero Beach website and it is constantly being updated.

## **6. TREASURY REPORT**

Mr. Runge reported that the Tree Replacement/Mitigation fund has a balance of \$49,236.03 and the Tree Dedication/Planting Fund has a balance of \$664.06.

## **7. CHAIRMAN'S MATTERS**

None

## **8. MEMBER'S MATTERS**

### **A) Tree Board University - Ms. Cynthia Schwarz**

Ms. Schwarz announced that she contacted a lot of cities in Nevada and oddly enough she found out that Los Vegas is a Tree City USA participant and she will try to contact them. She said that she found the Tree Board University information from doing some research (on file in the City Clerk's office). She found it to be a phenomenal idea for anyone who wants more education on being a Tree City USA community. It gives them access to nationwide information and the Tree City Growth Awards. She reported that she is going to take the online courses.

### **B) Arbor Day Foundation – Tree City Growth Awards – Ms. Cynthia Schwarz**

Ms. Schwarz stated that she provided the Commission members with information from the Arbor Day Foundation on the Tree City Growth Awards, which she thought was interesting (on file in the City Clerk's office). The two (2) ideas she circled were A10 and A11 and she asked the Commission members to read through the information so they can discuss it at their next

meeting. She reported she attended a workshop that the University of Florida Extension Service conducted and she was surprised at the number of people who attended. She thought that maybe the Tree and Beautification Commission could take turns doing workshops on a quarterly basis at the Library.

Mrs. Leigh asked if the City has an Arborist on staff. Ms. Haynes replied no, but they might have had one (1) before she started with the City. She explained that there is an Arborist that they use on a contractual basis if they need something looked at or evaluated.

Ms. Haynes explained that there might be several resources already available on the web that might include videos or Power Point Presentations that they could use for a workshop. She said the International Society of Arborists (ISA) has a really good website with a lot of literature geared towards homeowners.

Mrs. Leigh commented that Tree City USA also has a Power Point Presentation on tree trimming on their website.

Ms. Manov said all their ideas are wonderful, but how will they notify the public on what they are doing.

Mrs. Leigh said when she was trying to come up with a project idea she discovered that the Tree City USA website has an entire “how to” guide on publicity. She said that she is an advertising type of person, so she will work on that for their press releases.

Ms. Schwarz explained that the Library publishes a flyer of scheduled events at the Library. Ms. Haynes said they could also post their events on the City website.

Mrs. Dussault said she has been to many Centennial Committee meetings and when they are talking about the trees for the schools she noticed that nobody knows Vero Beach is a Tree City USA town. Vero Beach has earned that distinction for 37 years, so she promotes it every chance she gets.

Ms. Haynes reported that she needs three (3) new Tree City USA signs, because one (1) went missing and she would like to have extras on hand. She asked if they could submit a request to the City Council to spend \$200 for three (3) new signs.

**Mrs. Dussault made a motion to ask permission from the City Council to spend up to \$200 to purchase three (3) new Tree City USA signs. Ms. Schwarz seconded the motion and it passed unanimously.**

Mrs. Leigh stated that the Tree City USA website is very nice. It has a lot of information and testimonials. She said they have a byline on their website that reads “*We Inspire people to plant, nurture, and celebrate trees*”. She was wondering if they could use that on their centennial dedicatory tree plaque, or would it be trademarked. Ms. Schwarz said she thinks that once they put it on their website it falls under copy write laws. Ms. Beskovoyne replied that she would have to research it.

Mrs. Leigh stated that the website also listed all the Tree City USA cities in Florida and how long they have been part of the program. It listed Vero Beach as being a Tree City USA community for 36 years. Vero Beach is only outranked by Orlando, Ft. Lauderdale, Boca,

Plantation, and Winter Park. Ms. Haynes stated that Vero Beach has been a Tree City for 37 years, so their website might not be updated.

Ms. Schwarz said she noticed there are no benches on the South end of 14<sup>th</sup> Avenue near the Taco Dive restaurant and heading North. She asked why is that and could some be installed. Ms. Haynes replied that it is possible there is not enough room for benches. She knows that Main Street Vero Beach talked about adding a bench near Blue Agave because there is a cement slab there. She explained that the metal benches the Brackets installed along 14<sup>th</sup> Avenue are all on the East side of the street.

Ms. Schwarz suggested that maybe they should look at some type of planter that would have seating around it when they do a project in that area.

Ms. Dussault announced that Mrs. Barbara Hoffman, Cultural Council, will be at their next meeting to discuss the trees that the Tree and Beautification Commission donated to the Cultural Arts Village. The dedication of the trees will take place in November 2018 and they will be planted along 19<sup>th</sup> Street. Their objective is to coincide the planting of those trees with the trees the Rotary Club purchased, which will be planted at the Freshman Leaning Center. She explained that there is a circular island at the front of the Freshman Learning Center and the principal chose that area to plant their dedicatory tree.

Ms. Manov asked if the City has a master plan for benches. Ms. Haynes said she does not know, but she is working with Main Street Vero Beach's Landscape Architect to do something different with the bulb out planters. She will see if they can incorporate any benches in those areas. She explained that the park benches the City makes are wooden and the benches installed by the Brackets are metal. She is not sure how the mixed styles will look. She reported that the metal benches from the Brackets cost \$1,500 each.

Ms. Schwarz asked if the sidewalk along 14<sup>th</sup> Avenue is a different width where the Brackets installed the metal benches. Ms. Haynes explained that those benches are on cement slabs behind the sidewalks and the sidewalks on the East side of 14<sup>th</sup> Avenue are wider.

Mrs. Dussault suggested that they wait and look at this again after all the trees are planted for the Cultural Arts Village and the rest of their plan is complete, which might include benches. She said she personally does not have an issue with using different styles of benches.

Ms. Manov commented that the price of the metal benches makes them a financially impossible option for the Tree and Beautification Commission. However, she would like to know if they could join efforts with the numerous senior citizen organizations to find where they would recommend having benches installed in the City.

Ms. Stefanie Beskovoyne, Assistant City Attorney, replied that there is no problem accepting money from anyone and with proper approvals there should not be a problem with a joint venture.

Mrs. Leigh said she assumes that Main Street Vero Beach would have a say on where benches are placed in downtown.

Ms. Haynes stated that it might be worth contacting the Bracket Foundation as well. The dedicatory benches in Downtown started before she was hired with the City, so she does not know the genesis or the history behind the benches, why it started, the parameters, etc.

Ms. Manov asked if there will be any objections with her contacting the Governor's office, because they have control of a lot of the senior organizations. Ms. Beskovoyne replied that she can do as much research as she wants and gather all the information she possibly can. That way when they present something to the City Council they will be well informed and have answers to the questions they might ask.

Ms. Manov asked if anyone knows where she can get a list of private organizations in town that deal with senior citizens. Mrs. Dussault recommended that she go to the United Way website, which lists all of the nonprofit organizations and she will find the ones associated with senior citizens.

Mrs. Leigh said at their last meeting Mr. Runge asked for maps showing the City Parks and City buildings. Ms. Haynes replied that she has maps for them. However, they only show the City Parks (on file in the City Clerk's office), but it will get them started. She will request other maps that include the City buildings.

Mrs. Leigh announced that she is getting ready to leave for the summer, so this will be her last meeting for a while. She asked that she still be kept up to date with the agenda and minutes.

Mrs. Dussault asked if there is any way they could Skype with Mrs. Leigh during the meetings.

Ms. Beskovoyne said she would need to defer the question to Mrs. Tammy Bursick, City Clerk, because she believes there was a City policy decision made in the past pertaining to skyping.

## **9. NEXT MEETING DATE**

### **A) Next Meeting Date – May 17, 2018**

The next meeting of the Tree and Beautification Commission is scheduled for May 17, 2018.

## **10. ADJOURNMENT**

Mrs. Dussault made a motion to adjourn today's meeting at 9:51 a.m. The motion was seconded by Mrs. Leigh and it passed unanimously.

/rh

5. C)

## TIMELINE FOR TREE GIVEAWAY AND BEAUTIFICATION WEEKEND

April 2018	Complete the permit for the Beautification Weekend banner
May 2018	Prospective vendor list for the tree give away approved
July 2018	Letters sent to the prospective vendors
August 2018	Vendors selected/contacted and are on board
October 2018	Apply for the permit stickers for the Beautification Weekend yard signs
November 2018	Press releases issued and requests made for interviews
December 2018	Announcement of the tree giveaway lottery and the distribution of the vouchers begins
January 2019	Lottery for the tree vouchers closes
Mid January	Interviews scheduled with the press/media
January 18, 2019	Trees available at the vendors for the voucher recipients to pick up
February 7, 2019	Beautification Weekend yard signs place out in the City
February 9-10, 2019	Beautification Weekend

CR/rh

March 15, 2018



# City of Vero Beach

5. D)

1053 20<sup>th</sup> Place – P.O. Box 1389

Vero Beach, Florida 32961-1389

Telephone: (772) 978-4700 / Fax: (772) 978-4790

????????, 2018

Business name

Address

Vero Beach, FL 3296?

Dear ??????,

We would like to introduce to you a project being initiated by the City of Vero Beach Tree and Beautification Commission to increase public awareness and at the same time expand the tree canopy in the City of Vero Beach.

The project is titled \_\_\_\_\_ and will be done in coordination with the City of Vero Beach's Beautification Weekend in February 2019.

We are proposing a joint project to give 100 City of Vero Beach residents seedling trees utilizing 4-5 vendors. The residents will plant them on their property for the Beautification Weekend event.

These trees will be given away through a lottery program initiated by the City of Vero Beach.

You may ask, "What is my participation in and benefit from this project?"

We answer simply, for the cost of one (1) three-gallon tree you will have a new customer contact you twice; once to record the voucher and their tree choice, and again when they return to pick up the tree from you.

This is a win-win project for all involved. The tree canopy in the City of Vero Beach increases, residents become aware of the value of trees plus what the City offers to them, and you as the business owner are introduced to a new potential and ongoing client.

We hope that you will see the value of the multi-goal approach of this project and partner with us to achieve it.

Sincerely,

Mr. Chris Runge, Chairman  
Tree and Beautification Commission

CR/rh