



MINUTES–Beautification Advisory Board

July 25, 2023

1 | Page

The Beautification Advisory Board of the City of Fort Myers, Florida, met in regular session at Oscar M. Corbin, Jr. City Hall 2200 Second Street, on Tuesday, July 25, 2023 at 4:00 p.m. Present were Margie Willis, Chair, presiding, Board Members, Debbie Hughes, Piper Smith and Matthew Lincolnhol. Also present were Jose Parrilla, Parks & Beautification Interim Manager, and Michele Jones, Administrative Assistant. Absent: Zane Stoneman and Pattie Robinson

CALL TO ORDER

Chair Willis called the meeting to order at 4:07 p.m.

PLEDGE OF ALLEGIANCE TO FLAG AND ROLL CALL

Chair Willis led the Pledge of Allegiance to the Flag and roll call was taken by Ms. Jones.

PUBLIC COMMENT

REGULAR ITEMS

1. Minutes of the June 27, 2023 Beautification Advisory Board Meeting

MOTION: Chair Willis moved to approve the minutes of the June 27, 2023 Beautification Advisory Board meeting; seconded by Board Member Hughes; motion carried unanimously.

2. Parks & Recreation Master Plan

Elgin Hicks, Parks and Recreation Director discussed the Parks and Recreation Master Plan with board members. Mr. Hicks said that Perez Planning is the one conducting the master plan and is currently collecting data to come back with their discoveries. Mr. Hicks stated that in the next couple of weeks they will start to have their steering committee and focus group meetings. Mr. Hicks stated that he is looking for recommendations for one person for each, with the focus group consisting of boards like this and the steering committee to capture from different demographics that have the best interests of the city in mind. Board members asked the location and how many times they will meet, and Mr. Hicks said that the steering committee will meet at Riverside Community Center on August 15th or 16th and that he believes each group will meet twice. Ms. Smith volunteered to be on the steering committee and Ms. Hughes for the focus group.

3. Rotary Clock Landscape Project

Mr. Parrilla stated that he will need August for his crew to work on getting the site ready and for them to meet in September to finish the project with the Bougainvillea and mulch. Mr. Parrilla discussed with Mr. Lincolnhol about meeting at the clock



MINUTES–Beautification Advisory Board

July 25, 2023

2 | Page

because the shell pathway looks small and that he has the area flagged out. Board members agreed to complete the project on Wednesday, September 6th at 4:00 p.m.

4. Beautification Awards

Mr. Parrilla stated that on Friday, July 28th we will be presenting the award for Ward 1 at 1933 Knight Street at 2:00 p.m. Ms. Jones stated that if anyone sees a house in Ward 2 that they would like to submit for consideration of an award, to send the photo to her before the next meeting in September.

5. Other Business

Councilman Liston Bochette encouraged board members to send him a memo with an item they would need funding for, and he would submit it into the budget discussions.

Councilman Bochette gave an update on Viva's Park and stated that there is a hold up due to no agreement yet on where the transformers will go. Councilman Bochette mentioned about the Public Art Committee discussion of making an art sculpture and wrap the transformers.

Councilman Bochette mentioned prior discussion of trying to come up with a manual for citizens on preferred plants. Ms. Hughes stated that there is the Waterwise manual from South Florida Water Management that is good and wouldn't want to duplicate. Discussion about how to get the message out and what they could include to help homeowners and businesses plant the right tree, palm, or plant on McGregor, Palm Beach Boulevard, and Dr. Martin Luther King. Ms. Huges mentioned she could include something in an article with the news-press. Mr. Parrilla stated that they could also send something to Liz Bello-Matthews to include in her newsletter that she spoke about at a prior meeting.

Ms. Smith said it would be nice for the committee to have a small budget to be able to do some small landscaping projects. Councilman Bochette said that if they come up with something he could sponsor it. Councilman Bochette said he hasn't found a way to finance beautification, but he is still looking. Ms. Hughes stated that we could come up with a list of some projects and give them to Mr. Parrilla.

Discussion about board vacancies and trying to find someone for Wards 2, 3, and 6. Ms. Jones said she will send out an email with the application in case they know of anyone interested.

ADJOURNMENT

There being no further business, it was moved by Committee member Willis; seconded by Committee member Lincolnhol; to adjourn the meeting at 5:07 p.m.