



Keep Winter Park Beautiful & Sustainable Advisory Board Work Session Minutes

March 13, 2025 at 10:30 AM

City Hall Commission Chambers
401 S. Park Avenue

Present

John Page, Sam Stark

Staff Present

Director of Natural Resources & Sustainability Gloria Eby, Sustainability Manager Sara Miller, Sustainability Specialist Nicole Marshall, Administrative Coordinator Victoria Tabor

1. Meeting Called to Order

The meeting was called to order at 10:35 a.m.

2. Discussion Item

a. Earth Day 2025

Ms. Miller presented the Earth Day flyer with updated bullet points. The event is scheduled to occur from 8:00 a.m. to 11:00 a.m. on April 26, 2025. The flyer includes a list of activities hosted by both KWPBS and the Center for Health & Well-Being, along with a link to the website for more comprehensive event information.

The group discussed promoting the event on both the city's social media platforms and the Center for Health and Well-Being, as well as the need for sponsorship and volunteers. They explained that sustainability involves using their regular advertising channels and asked if there were any other ways to market Earth Day. One suggestion was to reach out to local schools and radio stations. Mr. Stark proposed that Ms. Marshall be a guest on the "Rollins Around Town" show and said he would follow up with her.

Discussions continued: Ms. Marshall reviewed the participating vendors, highlighting those new to Earth Day and the participating electric vehicle (EV) dealers; Board member attendance and assistance at the sustainability table; Staff are also working on presenting the Green School Awards on the stage outside, following the Track Shack's presentation of awards.

Staff and board members discussed comments made by citizen Gigi Papa regarding the presence of the League of Women Voters at the Earth Day event. Mr. Stark expressed that he has no issues with their participation, as he understands their mission as a nonpartisan grassroots organization dedicated to protecting and expanding voting rights and ensuring that everyone is represented in our democracy. He suggested that if any

materials are to be distributed by any participants, those materials should be reviewed by staff and the board as a form of check and balance.

Mr. Page printed two Google documents, 30 Fun Activities to Do on Earth Day, along with 33 Ideas for Celebrating Earth Day meaningfully. He asked if these suggestions could be incorporated into the Earth Day event. Ms. Miller mentioned the similar pledge page that is available on the website. Ms. Eby proposed creating a giant poster for the stage, featuring a QR code that links to an informational page with Earth Day suggestions or the pledge. Mr. Page encouraged the creation of a set of instructions that attendees can take home to continue supporting Earth Day. He left a copy of his printouts with Ms. Eby.

New T-shirts are being ordered. Any further suggestions will be emailed.

3. Adjournment

The meeting adjourned at 11:10 a.m.

/s/ Bahiyyah Layton, Board Coordinator