



# Keep Winter Park Beautiful & Sustainable Advisory Board Regular Meeting Minutes

**July 15, 2025 at 11:45 AM**

City Hall Commission Chambers  
401 S. Park Avenue

## **Present**

Becky Distad, Sam Stark, Zeina Matar-Ghantous, Susy Scarlatos

## **Absent**

John Page, Terry Hotard

## **Staff Present**

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

### **1. Call to Order**

The meeting was called to order at 11:47am.

### **2. Consent Agenda**

- a. Approve the minutes of June 17, 2025

**Motion made by Ms. Distad to approve the minutes, seconded by Ms. Scarlatos. Motion carried unanimously with a 4-0 vote.**

Non-action item 5 was presented.

### **3. Public Comments (for items not on the agenda)**

### **4. Action Items**

- a. Nature Photography Contest with Guest Judge - John Baker, the Studio Manager of Crealdé School of Art Photography

Ms. Marshall introduced Mr. John Baker, the photography studio manager at Crealdé School of Art, who served as a guest judge for the nature photography contest. The board members evaluated the photographs by submitting a scoring sheet, selecting their preferred images. A total of twelve photographs were to be designated as winners. Ten of those photographs received either four or three votes from the judges, while the remaining photographs garnered two or one vote each. The photographs with two votes were displayed for further consideration to select the remaining two winners. Mr. Baker assisted in choosing the final two winning photographs.

### **5. Non-Action Items**

- a. America 250 Celebration - Craig O'Neil, Assistant Director of Communications

Mr. Stark introduced Mr. Craig O'Neil, the Assistant Director of Communications and Chair of the Winter Park Celebrates America 250 Committee. Mr. O'Neil explained that the committee's goal is to plan and execute community-wide events and initiatives from January to July 2026, commemorating the semiquincentennial of the Declaration of Independence's signing. The logo was created, and a designated webpage launched; events will culminate on Friday, July 3rd, 2026, in the evening.

Mr. O'Neil inquired whether KWPBS would be willing to lead a "decorate your doorstep" project. The initiative encourages residents to adorn their homes with a patriotic red, white, and blue theme. The city will support the promotion, and the committee has agreed to offer two cash prizes of \$250 each. Suggested categories include the most colorful and most creative decorations. Mr. Stark proposed two categories more aligned with the board's focus: most beautiful and most sustainable. Some ideas were shared, and they discussed judging criteria, involving local businesses, using sustainable plants, and establishing rules for the contest. A communications team will draft the participation form. The board plans to finalize the details in upcoming meetings and aims to confirm everything by the beginning of the year.

## **6. Staff Updates**

### a. Natural Resources & Sustainability

Community Needs Assessment - Ms. Miller advised the door hanging process began last week and will conclude Wednesday, 7/16. Door-to-door canvassing will begin 7/16. She encouraged the board to participate.

Green Event Initiative – The Asana program is still pending

Nature Photography Note Card Marketing - Ms. Miller mentioned that the nature photography note cards will be available for purchase online soon. She requested the board's suggestions on how to market the cards.

- Ms. Matar-Ghantous recommended selling them to merchants to avoid selling them individually.
- Ms. Scarlatos recommended Maureen Hall stationery, Rifle Paper Company, the Park Ave District, GASP, and local merchants.
- Ms. Distad expressed concerns about selling the cards to merchants seeking to make a profit. She proposed that board members could each purchase 5-10 sets and suggested selling the cards to the WP Sidewalk Art Festival committee members. Merchants who resell the cards should be required to pay up front. Additionally, artists should be interested in buying the cards that feature their artwork.
- Mr. Stark proposed utilizing the city's resources, including the City Commission meeting, City Hall lobby, the Public Art Advisory Board, the Economic Development Board meetings, and the community center.

Ms. Matar-Ghantous asked about the long-term goal of the fundraiser. Ms. Eby explained that the fundraiser was carried out as a request from the board. Proceeds are deposited into the KWPBS fund, a donation and charitable fund used to organize events, classes, donate plants to community gardens, and similar activities.

Landscape Ordinance Subcommittee Meeting - Ms. Miller expressed gratitude to Ms. Matar-Ghantous and Mr. Page for their attendance at the landscape ordinance subcommittee meeting. She also mentioned that the subcommittee is now unnecessary. The next steps involve finalizing the ordinance with Park Services Manager, Josh Nye, before seeking approval from the Planning and Zoning board. The KWPBS board will be informed once the process is complete.

Past Event Successes - Ms. Marshall reviewed two litter cleanup events. The first, with Representative Anna Eskamani, who organized 40 volunteers collecting 154 pounds of litter. The second was a paddleboard cleanup at Dinky Dock, which collected 182 pounds of litter. A short video of the cleanup was shown. The next paddleboard cleanup is scheduled for September.

b. Upcoming Events

Ballroom Dance Lessons – Monday Nights @ Community Center

Community Needs Assessment Survey Canvassing – Starting 7/16, Wednesday 6 PM – 8 PM; Saturday 8 AM – 10 AM

Fix It! Don't Pitch it! - September 6th 8am @ Winter Park Community Center

Paddleboard Cleanup - September 13th 9am @ Kraft Azalea/Lake Maitland

Ms. Eby announced the dedication of the mobility hub on Thursday, July 17, at 9am.

## **7. Board Comments**

a. Green Minutes

Ms. Matar-Ghantous expressed her commendation for the staff.

b. New Business/Announcements

## **8. Upcoming Agenda Items**

a. Discussion of Upcoming Agenda Items

## **9. Adjournment**

The meeting adjourned at 12:39 p.m.

Approved by the board on August 19, 2025  
/s/ Bahiyyah Layton, Board Coordinator