



Keep Winter Park Beautiful & Sustainable Advisory Board Regular Meeting Minutes

February 17, 2026 at 11:45 AM

City Hall Commission Chambers
401 S. Park Avenue

Present

Becky Distad, John Page, Zeina Matar-Ghantous, Susy Scarlatos, Tom Mould

Absent

Terry Hotard

Staff Present

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

1. Call to Order

The meeting was called to order at 11:44 am. Decorum statement was read.

2. Approval of Minutes

- a. Minutes of January 20, 2026

Motion made by Ms. Matar-Ghantous to approve the minutes, seconded by Mr. Mould. Motion carried unanimously.

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

4. Action Items

5. Non-Action Items

- a. Green Business Recognition Program

Ms. Marshall provided a brief overview of the Green Business Recognition Program, which recognizes local businesses that have integrated sustainability into their practices. The program features six categories aligned with the City's Sustainability Action Plan (SAP). Businesses earn varying points in each category, and after submitting their applications, the points are totaled to determine their recognition level. Currently, 28 businesses from diverse industries are participating.

When new businesses join, they are acknowledged during a board and commission meeting, and their names are displayed on the KWPBS website. Staff has been working on better ways to engage them more actively and bolster their sustainability initiatives.

Ms. Matar-Ghantous asked the board how to increase awareness of the program and how to incentivize or market it. Ms. Distad recommended using social media to highlight

green businesses. Ms. Marshall mentioned that they have approached some of these businesses to see if they want to be featured on social media, and a few have agreed. Ms. Eby added that green businesses are invited to showcase their businesses at various events, but they have not yet participated. Staff is now seeking new ideas from the board on how to better engage these businesses and reimagine the marketing strategy.

Ms. Matar-Ghantous proposed increasing education for businesses to boost their sustainability awareness. Mr. Mould acknowledged that businesses might be wondering about the benefits. The aim is to acknowledge sustainability efforts while motivating businesses to improve. He also inquired if the benefits could be outlined.

Ms. Eby proposed running a green business campaign ad in prominent magazines using KWPBS funds. She also suggested that a promotional segment on the Rollins College radio station would be an appropriate platform. In addition, the board members are provided with name tags and Green Business program information cards to distribute. Ms. Scarlatos recommended reaching out to the Park Avenue District.

Mr. Page mentioned that the strategy for different businesses might require more careful planning. Ms. Matar-Ghantous expressed her willingness to take on the responsibility of marketing and increasing awareness for the businesses. Ms. Eby recommended that the board actively promote the initiatives, while staff can offer more in-depth education if necessary.

6. Staff Updates

a. Natural Resources & Sustainability

America 250 Decorate Your Doorstep Contest - Ms. Marshall mentioned that the city is engaging in several activities leading up to the America 250 celebration on July 4th. The KWPBS board has been assigned the task of hosting the Decorate Your Doorstep contest. Prizes will be awarded for the most beautiful and most sustainable decorations. A rubric explaining the categories was displayed and will be available online for submissions. The contest will kick off in June, and the board agreed by nods to reschedule the June 16th meeting to June 30th for voting on the contest winners.

Martin Luther King, Jr. Learning Garden Update - The MLK learning garden project is nearly finished. It features a shed, planting beds, and fruit trees. Remaining work includes fencing, landscaping and adding gravel. The ribbon-cutting ceremony is scheduled for Tuesday, April 14, at 9 am, which also coincides with National Gardening Day.

Ms. Marshall reviewed the past events:

MLK, Jr. Park Litter Cleanup - Fourteen volunteers and 106 pounds of debris collected.

Love the Earth Tree Planting – Held at Howell Branch Preserve involved 35 volunteers who planted 40 longleaf pines and collected 20 pounds of litter.

Wood Duck Box Workshop – Located at the Winter Park Library, where a number of volunteers built wood duck boxes to be placed around the city's lakes.

b. Upcoming Events

Ms. Marshall invited the board to review the upcoming events located in the agenda packet. The Earth Day event is scheduled for May 9, 2026, which is the day before Mother's Day.

Household Hazardous Waste Drop-off — March 7th 8 am @ Cady Way Park

Weed Wrangle — March 7th 9 am @ Kraft Azalea Garden

Intro to Composting Class — March 12th 6 pm @ Winter Park Library

Shoreline Restoration — March 14th 9 am @ Lake Spier

Duck Derby — March 28th 10 am @ Mead Garden

Greatest American Cleanup — April 4th 9 am @ 5 City Locations

7. Board Comments

a. Green Minutes

Mr. Mould mentioned that Rollins has been inconsistent with recycling, but Barker House is now able to recycle.

b. New Business/Announcements

8. Upcoming Agenda Items

a. Discussion of Upcoming Agenda Items

9. Adjournment

The meeting adjourned at 12:22 p.m.

Approved by the board on March 17, 2026
/s/ Bahiyyah Layton, Board Coordinator