



Keep Winter Park Beautiful & Sustainable Advisory Board Minutes

February 28th, 2023 at 2:00 p.m.

Public Safety Building
500 N Virginia Ave.
Winter Park, FL 32789

Present

KWPB&S: Catherine (Kay) Hudson, Carey Bond, Ben Ellis, Justin Yonker, Rishona S Teres

City Staff: Mia Brady; Sustainability Specialist, Sara Miller; Sustainability Manager, Victoria Tabor; Admin Coordinator/Recording Secretary

(1) Call to Order

Work session called to order by Kay Hudson at 2:00 PM.

(2) Earth Day 2023 Updates

Sara Miller provided updates regarding past meetings with the Center for Health and Wellbeing (CFHW) for Earth Day, 2023. Media flyers for the event from CFHW are finished and ready to share. The social media content will be managed and produced by the CFHW and shared/reposted by the City of Winter Park. Communications has not finalized the City's event flyers yet. Sara stated that the first flyer for Earth Day will be published by Winter Park Magazine and is not due until March 10.

Run for the Trees and the Ward and Wellbeing Block Party will be marketed as two separate ways to celebrate Earth Day to avoid confusion from residents. Edits were made to last year's Earth Day flyer with updated information. Sara also shared the Earth Day flyer for the Park Press. Kay Hudson suggested that some of the information in the bullet points be rephrased and also requested an edit to the phrasing of the header of the flyer. Justin Yonker suggested a change to the arrangement of the flyer, to make the two separate events seem more inclusive and Kay suggested a smaller font size for the. Suggestions were made to edit the phrasing of "TWO EVENTS" to "Earth Day" or "Two Ways to Celebrate Earth Day" depending on what is able to fit. The Earth Day flyer will be shared on the Natural Resources & Sustainability Department's Facebook page, Instagram page, and in the Sustainability newsletter.

Sara stated that the main goal for this year's event is to cater the event to all residents rather than just the participants in the Run for the Trees. Attendance was addressed as a potential issue since there are competing events going on in Orlando that day, but our event is only until 11:30 AM. CFHW will have a scavenger hunt that encourage interaction with Earth Day vendors and activities. There will be an EV car show with three parking spots, one designated for a city EV and two designated for resident.

Sara asked the board what five vendors they wanted to see on the CFHW's scavenger hunt. Confirmed vendors are 15 Lightyears, Amazing Animals, Beacon the Dolphin, BYOC-Refillery, Florida Native Plant Society, Winter Park Library, League of Women Voters, O-Town Compost, a face painter, CWP Stormwater Division, CWP Sustainability Division, Keep Winter Park Beautiful, Waste Pro, and CWP Lakes Division. Rishona Teres suggested that 15 Lightyears, Winter Park Library, and Keep Winter Park Beautiful should be stops on the scavenger hunt. Kay also suggested adding Solar United Neighbors as a stop.

(3) Track Shack Updates

There had been no formal meeting with Track Shack, but the first meeting is scheduled for March 6. Sara mentioned some of the concerns that will be addressed in the March 6 meeting, including last year's excess of tree saplings. Rishona says that a raffle for the trees is a good idea to avoid a surplus/not having people

to take the trees. Kay suggested that a QR code is made for the runners that shows them how to plant a tree, and or, instead of trees, Track Shack could provide everyone with a state flower. Sara said she would bring these suggestions to the Track Shack meeting. They will be handling all of their media internally.

(4) KWPB/Sustainability Division Updates

Regarding vendors, Sara referenced an Excel spreadsheet that outlined which vendors would attend.

The Earth Day Ceremony will commence at 9 AM inside of the CFHW, where the mayor will read the Earth Day proclamation, Green School Awards will be presented, and the CFHW Green Business Highlight/LEED Building Certification will be highlighted. An art show will occur inside of the CFHW simultaneously.

For an interactive table idea, Kay recommended a friend that does art projects with children. Rishona thought that tie dye would be too messy and Justin suggested using cut sections of trees to make crafts with kids.

Sara provided information on the Waste Diversion Tent. There will be a recycling demo to show residents how and what to recycle.

(5) Adjournment

Meeting adjourned at 3:05 PM.

Minutes approved the board on mm/dd/yyyy.
/s/ Recording Secretary Victoria Tabor