

**CITY OF WINTER PARK
KEEP WINTER PARK BEAUTIFUL AND SUSTAINABLE ADVISORY BOARD**

**Regular Meeting
City Hall
401 S. Park Ave.
Winter Park, FL**

February 13, 2014

MEETING MINUTES

Members Present: Mary Dipboye (chair), Stephen Pategas (vice chair), Raymond Randall, Pat Schoknecht, Michael Poole, Laura Walda, Julia Tensfeldt, Mark Rouse, Carol Kostick

Members Absent: Chele Hipp, Joseph Robillard

City of Winter Park Staff: Tim Maslow (Sustainability Coordinator)

CALL TO ORDER: Chair Mary Dipboye called the meeting to order at 5:30 p.m. on Feb 13, 2014.

1. Administrative Items

Introductions:

Approval of Minutes: The minutes for Dec 12, 2013 and Jan 9, 2014 were approved after Michael Poole made the motion and Pat Schoknecht seconded the motion.

Finance – The discussion was deferred until the Volunteer Coordinator Position was addressed in the meeting.

Chair's Report – Ms. Dipboye noted that the priorities for Spring were to solicit the public's feedback on the Sustainability Action Plan and to implement Earth Day.

2. Action

Sustainability Action Plan (SAP) Mr. Maslow reported that the City's affected departments had been asked to give their comments on the Plan by Friday, Jan 21. Stephen Pategas moved and Laura Wald seconded that Plan be adopted. The motion passed unanimously. Mr. Maslow was congratulated on a job well done.

SAP Communication Plan – Mr. Maslow reported that he had met with Clarissa Howard, Communications Manager, and she was planning to promote the SAP thru social media and other channels. Mr. Maslow is planning to send the SAP to persons serving on the City’s twenty-five citizen advisory boards.

Also, the City is planning to use Mind Mixer, an online citizen engagement site, in a three month trial starting March 1.

Several actions were identified during this discussion.

1. **Winter Park Chamber** -- Mr. Maslow will contact Patrick Chapin about publicizing the SAP with Chamber audiences. Suggested channels included the Chamber’s enewsletter and a face to face event such as “coffee talk”. This may require a sponsorship fee.
2. **Sample Questions for Mind Mixer** -- Mr. Maslow will send board members the SAPs for Orlando and other cities plus their questions posed on Mind Mixer. In turn, board members are asked to send proposed questions to Mr. Maslow by Friday, February 21.

Laura Wald reported that the website called “Next Door” was being used to create online communities among residents living in neighborhoods with delineated boundaries. However, it was not clear how the KWPBS Advisory Board could reach out directly to Next Door neighborhoods in Winter Park or if Next Door online neighborhood communities were functioning in the City.

Volunteer Coordinator Position – Mr. Maslow presented a job description for the proposed parttime position. The primary focus would be to oversee volunteer activities and to assist the Sustainability Coordinator. In turn, Mr. Maslow would have more time to pursue substantial grants. The position would be funded through the revenues collected from the ballroom dance classes.

Financial Report – Mr. Maslow reviewed projected revenues and expenses. He predicts that the Cady Way project will not happen in the near future.

He noted that if the Volunteer Coordinator position was added, then there would be a net loss of \$8,429 per year. However, the KWPBS Fund has assets of \$99,457 at present.

Mr. Poole made a motion to approve the addition of a Volunteer Coordinator position. The motion was seconded by Ms. Tensfeldt and the motion was adopted by the board unanimously. The description of the proposed position will be given to the City Manager’s Office to include in the packet presented to the City Commission for approval.

3. **Informational**

Green Minute: Chele Hipp was not present to give her Green Minute. Ms. Wald reported that she had installed a solar water heater. She was enjoying hot water without incurring the expense of electricity for operating the water heater. (Stephen Pategas: March)

Monthly Workshops w/ OC Extension Service

It appears that the Communications Department will not be publicizing the workshops on an ongoing basis. Mr. Maslow and board members identified

several ways to carry out publicity.

1. Flyers – Mr. Maslow will print flyers and make them available to board members for posting in the community.
2. Media contacts – Mr. Maslow suggested that board members reach out to their media contacts.
3. Personal networks – publicize the events among friends, family, coworkers, neighbors, etc.

Earth Day Update

The event is planned for Sat., April 26 in Central Park. However, the date will be changed because the Parks Department will be working on another event that same day. A new date will be announced shortly. (Subsequently, the date was moved to Sat, March 3, 10 am to 2 pm. Mr. Maslow shared the Earth Day 2014 plan that had been developed with Ms. Dipboye.

It includes a tree giveaway by the City's Forestry Division, a workshop station, Children's activities, hubs for city departments, environmentally oriented nonprofits, transportation and green living oriented organizations. As in previous years, the students and staff from the schools winning Green School Grants will be recognized in a short presentation by the Mayor and the Chair of the KWPBS Board on the stage.

Green School Grant Program –Mr. Maslow reported that he sent out emails to area school principals announcing the Green School Program in January. The deadline is Mon, Feb 17. Once the deadline had passed, Mr. Maslow will announce the number of schools submitting applications. If there are submissions to review, Ms. Dipboye will schedule a board workshop to review the applications before the board's March 13 meeting. It was also suggested that the grants be reviewed by email in lieu of a meeting.

4. New Business

None

5. **Meeting Evaluation** – what worked? The agenda worked. What didn't work? Lack of a firm communication plan for the SAP

Upcoming Meetings

Tba -- workshop to review Green School applications
March 13, 2014 @ 5:30 -- regular meeting

Adjourn The Chair adjourned the meeting at 7:00 p.m.

Documents:

Minutes –Dec 12, 2013 & Jan 9, 2014
Sustainability Action Plan
KWPBS Financial Account
Earth Day 2014 Plan
Volunteer Coordinator Job Description