

**City of Coral Gables City Commission Meeting**  
**Agenda Item I-2**  
**July 9, 2019**  
**City Commission Chambers**  
**405 Biltmore Way, Coral Gables, FL**

**City Commission**

**Mayor Raul Valdes-Fauli**  
**Vice Mayor Vince Lago**  
**Commissioner Jorge Fors, Jr.**  
**Commissioner Pat Keon**  
**Commissioner Michael Mena**

**City Staff**

**City Manager, Peter Iglesias**  
**City Attorney, Miriam Ramos**  
**City Clerk, Billy Urquia**  
**Assistant to the City Manager, Solanch Lopez**

**Public Speaker(s)**

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Agenda Item I-2 [3:53:19 p.m.]

A Resolution of the City Commission of Coral Gables, Florida, accepting the recommendation of the Sustainability Advisory Board to submit an application on behalf of the City of Coral Gables to become a “Keep America Beautiful, Inc.” affiliate.

Mayor Valdes-Fauli: I-2.

City Attorney Ramos: I-2 is a Resolution of the City Commission of Coral Gables, Florida, accepting the recommendation of the Sustainability Advisory Board to submit an application on behalf of the City of Coral Gables to become a “Keep America Beautiful, Inc.” affiliate.

Ms. Lopez: Solanch Lopez, City Manager’s Office. I’m here to talk to you a little bit about “Keep America Beautiful”, if we can get the PowerPoint up. So “Keep America Beautiful” is a leading non-profit which was established in 1953. Its mission states that everyone has a right to live in a green, clean and beautiful community, and shows a responsibility to contribute to that vision. KAB

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provides expertise, programs and resources, such as grants to help reach these goals. They seek to end littering, improve recycling and beautify communities. They have over 600 affiliates nationwide and three here in the State of Florida, including the State itself, and the County actually became an affiliate in April of this year. Just a little bit more about the organization. In 2018 alone, KAB activated 3.4 million volunteers in their programs. They cleaned 71,000 miles of roads, shorelines, beaches and parks, and collected 262 million pounds of litter recycling. This is a combination of the result of all 600 affiliates throughout the nation. So why we should become an affiliate? Partially, its due to the fact that we'll have the national network, national credibility, various tools and programs at our disposal, including their online dashboard that let's us track and capture the information that we use throughout our programs and provides us a cost-benefit calculator. It also provides training for its members and grant opportunities which is what interest us the most. These are just some of their signature programs. Each affiliate also has their own smaller initiatives and programs throughout, but these are the main national ones that take place on a yearly basis. These are just some of the training opportunities. I had the opportunity to go to the state affiliate's national conference earlier this year. So, they have the Keep America Beautiful national conference, they have webinars, state affiliate conferences, external conferences, an online forum to share ideas and initiatives and different programs that work in different municipalities and cities, and the dashboard that we mentioned earlier. So, about the grant opportunities. Through KAB you have both national and state grant opportunities. Keep Florida Beautiful, which is our state affiliate provides a grant through FDOT. It is about a \$16,000 yearly grant per qualified affiliate. Keep America Beautiful as the national organization has various national grants that are updated on a weekly basis on their website, as well as disaster relief funds. This is a picture from the Keep Panama City Beautiful, check that they received through the disaster relief grant after Hurricane Irma, which they used to beautify some of the, I believe their adult activity center in order to get the residents out there after the hurricane to have a place to visit and go. The FDOT grant is a reimbursement type grant, but it can be used for things such as buying supplies, purchasing trees for planting and beautification, giveaways at events like the recycling event that we do here at City Hall, and advertising for educational purposes, such as Kids Skip the Straw, things like that, it could be put towards that money. This is some information that I got from Keep America Beautiful through their cost analysis calculator. This is their standard one. Overall nationwide they state that for each dollar invested by local government an average of \$14.55 is returned to the community. This is a look at their affiliate process as you go step by step. We would be doing the migration process. We presented this idea to the Sustainability Advisory Board and we would create a sub-committee of their board, which will be "Keep Coral Gables Beautiful". Through this migration process, we are able to once we submit the application, go through and we already have an established board and established by-laws and things like that, so it makes it easier to become affiliates on an on-going basis. The Sustainability Advisory Board approved, and we brought it over to you guys. With that process normally the migration application fee for affiliation

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is \$1,000. Keep Florida Beautiful our state affiliate will be paying that fee for us through their grant monies. So, it would be of no cost to us to begin the application process. After that, once we are full members, there is annual fees based on population. In our case, it would be a \$275 annual fee, which the City Manager's office would take care of. This is just an idea of the presence of Keep America Beautiful here in the State of Florida. These represent all the state affiliates throughout Florida; blue are government agencies, reds are a hybrid of government and non-profit and the yellow are non-profit organizations that represent their communities. The next step where we are now, if we get your approval today, is that the City Manager's office will submit the application on behalf of the City and then we will go into the next process which would be attending the KAB affiliate training, which they come down to us and provide it for the Board members. Thank you.

Vice Mayor Lago: Perfect

Mayor Valdes-Fauli: Thank you. Very good presentation.

Commissioner Mena: That's a great presentation.

Mayor Valdes-Fauli: Do I hear a motion?

Commissioner Mena: Make the motion.

Vice Mayor Lago: Second.

Mayor Valdes-Fauli: OK. Will you call the roll please?

Vice Mayor Lago: Yes

Commissioner Mena: Yes

Commissioner Fors: Yes

Mayor Valdes-Fauli: Yes

(Vote: 4-0)

(Commissioner Keon: Absent)

Vice Mayor Lago: Will you do us a favor and keep us informed so that we can get involved.

Mayor Valdes-Fauli: Great.

[End: 4:00:25 p.m.]

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