

**CITY OF CORAL GABLES
LANDSCAPE BEAUTIFICATION ADVISORY BOARD**

Minutes of Meeting, June 7, 2007
War Memorial Youth Center, Conference Room

MEMBERS	J	A	S	O	N	D	J	F	M	A	M	J	APPOINTED BY	
Barbara Katzen	-	P	P	P	P	P	P	P	P	-	E	P	Mayor Donald D. Slesnick II	
Jack Elmore	-	P	E	P	P	P	P	P	P	-	P	E	William H. Kerdyk, Jr.	
Maricris Longo							P	P	E	A	P	-	P	P
George Blet	-	P	P	A	P	P	P	P	P	P	P	P	Rafael "Ralph" Cabrera, Jr.	
Linda Lawrence	-	P	E	P	P	P	P	P	P	-	P	E	Wayne "Chip" Withers	
Joanna Lombard	-	P	P	P	P	P	P	P	P	-	P	P	Board-As-A-Whole	
Robert Parsley	-	P	E	P	E	P	E	P	E	P	-	E	David Brown	

A = Absent

P = Present

E = Excused

STAFF:

Daniel Keys, Public Service Director ; absent

GUESTS:

Gloria Burns, Executive Director, Coral Gables Community Foundation

Donna Box, President, Coral Gables Garden Club

RECORDING SECRETARY: Janet Carrasquillo, Public Service

Chairman, Joanna Lombard, opened the meeting at 9:17 a.m. and the roll was taken. A motion was made to "Approve the minutes from the May 3, 2007 meeting." The motion was seconded, voted upon and adopted unanimously. Each attendee introduced themselves to the rest of the group.

NEW BUSINESS:

GREENING OF THE GABLES: Gloria Burns, Executive Director of the Coral Gables Community Foundation explained to the board what the Greening of the Gables project encompasses. This project is a part of the Clinton Global Initiative to replace trees lost in hurricanes Katrina and Wilma in 2005 and to identify areas within the City of Coral Gables needing assistance. She reported that the last fund raiser was very successful and another gala is being planned for January 25, 2008. The Greening of the Gables board of volunteers has met with the City regarding a few projects and will be meeting again to determine what projects will be undertaken. Funding for these projects is normally split between donations received by the Coral Gables Community Foundation and City of Coral Gables funds. Discussion was held regarding funding and donations and it was decided that the private and public commitments of funds would be discussed at the September 6th meeting. Board members asked that Dan Keys keep them apprised as to any progress made on selection of

projects. Gloria Burns informed the board that Howard Glicken would like to attend the next board meeting.

OLD BUSINESS:

DOWNTOWN STREETSCAPE MASTER PLAN: Joanna Lombard noted that Dan Keys had told her there were no new updates.

WEBSITE CONTENT: Joanna Lombard reported to the board the various findings she discovered while on the City website including a link that no longer works to the Florida Yards website. It was noted that key words such as; tree, landscape, green, lawn, yards, swale, or plants, should bring a website user to a page that displays helpful information for residents, links to appropriate websites, and informs them of the City's Beautification Awards, including how to nominate a property. The need for the website to be user friendly is paramount. It was suggested that the City Departments drop-down menu include a few word description for departments whose names do not entirely describe what they do such as the Public Works Department and the Public Service Department. Members would like to invite a representative from the IT Department to attend the September meeting to discuss their concerns and ideas.

Maricris Longo submitted her work creating website content to be posted with the Beautification Award winner's photos and passed out copies for the board to discuss. The document was discussed and edited by board members. Maricris Longo stated she would update the document before forwarding it to Dan Keys to be included in the City website.

BEAUTIFICATION AWARDS: Maricris Longo informed the board that she had met with the editor of "The City Beautiful" magazine, the Coral Gables Chamber of Commerce Official Community Guide. He is interested in including an article regarding the Beautification Awards in the next issue. Members felt this would be a good opportunity to get word out regarding the award. Janet Carrasquillo noted that the Public Affairs Department would need to handle the details for this type of publicity. It was brought up that the website needs to have the key word 'awards' link more directly to the Beautification Award program. The board would also like to see articles regarding the awards program in E-News periodically and especially 30 days before the deadline for nominations. Articles should include a link directly to the nomination form and website information on past awards.

NEW BUSINESS:

BOARD ITEM/CITY COMMISSION UPDATE: None

CITY PROJECTS UPDATE: No new updates. It was noted that it would be nice to have a photograph included on the website article regarding the Ponce de Leon Blvd. project.

Maricris Longo asked what has happened with the Art in Public Places ordinance and if the

sculptures that were mentioned before had been placed. Three have been installed at the library as planned. Members asked that they be updated on what is happening with the Art in Public Places ordinance for a master plan.

BOARD-AS-A-WHOLE APPOINTMENT: Joanna Lombard turned the meeting over to Robert Parsley to act as chairman while the Board-As-A-Whole appointment was made, and left the room. Robert Parsley opened the floor for nominations. Barbara Katzen nominated Joanna Lombard to serve on the Landscape Beautification Advisory Board as the Board-As-A-Whole member for the next two years. Maricris Longo seconded her nomination which was followed by a unanimous vote to approve the nomination.

There will be no board meetings in July or August. Election of officers will be held at the September meeting.

There being no further business, the meeting was adjourned at 10:07 a.m.

APPROVED:



Joanna Lombard, Chairman

ATTEST:



Daniel Keys, Secretary

THE NEXT MEETING WILL BE HELD
THURSDAY, SEPTEMBER 6, 2007, 9:15 a.m.
Youth Center Conference Room, 405 University Drive, Coral Gables, Florida