

CORAL GABLES SUSTAINABILITY ADVISORY BOARD
KEEP AMERICA BEAUTIFUL WORKSHOP
ZOOM MEETING

WEDNESDAY, JULY 22, 2020 @ 9:00 A.M.

MINUTES

MEMBERS	A	S	O	N	D	J	F	M	A	M	J	J	APPOINTED BY:
	1	1	1	1	1	2	2	2	2	2	2	2	
	9	9	9	9	9	0	0	0	0	0	0	0	
Martin Pinilla	*	P	E	*	P	P	P	*	*	*	*	P	Mayor Valdes-Fauli
Gordan Fales	*	P	P	*	P	P		*	*	*	*	P	Commissioner Fors
Rita Teutonico	*	E	E	*	E	E	E	*	*	*	*	P	Vice Mayor Lago
Greg Hamra	*	P	P	*	P	P	P	*	*	*	*	*	Commissioner Mena
Marlin Ebbert	*	P	P	*	E	P	P	*	*	*	*	P	Commissioner Keon
Enrique Bernal	*	P	E	*	P	P	P	*	*	*	*	*	City Manager Peter Iglesias
Irela Bague	*	E	P	*	P	P	P	*	*	*	*	P	City Commission-As-A-Whole
Teddy Lhoutellier	*	P	P	*	P	E	P	*	*	*	*	P	U.M. Representative
Monique Selman	*	E	P	*	P	P	P	*	*	*	*	*	C.G. Chambers of Commerce
Piero Gardinali	*	P	P	*	E	P	P	*	*	*	*	*	F.I.U. Representative

A – Absent
P – Present
E – Excused
(*) no meeting

STAFF:

Matt Anderson, Senior Sustainability Analyst
Solanch Lopez, Assistant to the City Manager

CALL TO ORDER:

Solanch called the meeting to order at 9am

GUESTS:

Savanah Christy, Executive Director of Keep Florida Beautiful
Isaac Nicholson, Regional Director for the East Coast for Keep America Beautiful

Keep America Beautiful Affiliate Training Workshop – KAB VISION: What they Believe – Everyone has a right to live in a clean, green and beautiful community, and shares responsibility to contribute to that vision (end littering, improve recycling, beautify communities).

Sustainability Advisory Board – KEEP AMERICA BEAUTIFUL WORKSHOP ZOOM MEETING

July 22, 2020

KAB MISSION STATEMENT – Inspires and educates people to take action everyday to improve and beautify their community environment.

CORAL GABLES KCGB MISSION STATEMENT – To promote environmental sustainability and educate the community to take action every day to reduce litter from our open spaces and waterways, improve recycling efforts and keep our City beautiful.

In 2018 KAB activated 3.4 million participants in their programs, cleaned 71,000 miles of roads, shorelines, beaches and parks and collected 262 million pounds of litter and recycling. The City can also be added to KAB tracking system once the numbers have been collected, as well as the values.

The Affiliation Process:

- Application
- Community Team Selected
- KAB Community Team Training
- Complete Requirements
- KAB Affiliate Training
- KAB Affiliate

Keep Coral Gables Beautiful Completed Requirements:

Solanch goes through the highlights of putting the organizational paperwork together –

- Keep Coral Gables Beautiful Logo – Keep America Beautiful Affiliate Statement, Location, Target Affiliate Date and Population Size.
- Table of Contents.
- Organizational Structure Report – Governance Documents, Official Affiliates Name, Board Members and Mission Statement.
- Logo Design – Proposed Budget for First Year, Executive Directors.
- Community Appearance Index – Litter Index Report (Just when the Board was about to execute the Litter Index project, COVID19 happened causing the project to be put on hold). IT created a City Littering Index Map for your view.

Isaac expressed how important it is to constantly update data.

What it means to be an affiliate:

President's Circle Requirements

- Active Board
- Executive Director
- 6 hours of training

Sustainability Advisory Board – KEEP AMERICA BEAUTIFUL WORKSHOP ZOOM MEETING

July 22, 2020

- Annual Affiliate Fee
- Event Reporting/Cost-Benefit Ratio
- Community Appearance Index – Litter Index
- Governance Report
- One Project/Resource in each Impact Goal

Local Programs should:

- Engage people in your community
- Target local activities
- Provide positive reinforcement
- Be driven by results
- Seek feedback to volunteers, supporters, government supporters, general public

Workshop Activity:

- What would you like to see affiliate accomplish in the next 18 months in the 3 Focus Areas?
- 3-5 years?
- Use information gained through the Litter Index, Focus Area Survey and Observation & Recommendations.

FOCUS ON DATA

- What are we tracking?
- How do we show improved outcomes?

CONGRATULATIONS the City of Coral Gables, Keep Coral Gables Beautiful is officially certified as an Affiliate of Keep America Beautiful on July 22, 2020.

https://zoom.us/rec/share/wOYsJpH3qDNOAauK00_QZYoPIq7Maaa8gSic-_pYz_GFVzrIl1zaRKpZq38325g

ADJOURNED: 11:30am