

CITY OF SATELLITE BEACH, FLORIDA

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INCORPORATED 1957

AGENDA

SUSTAINABILITY BOARD

**SATELLITE BEACH COUNCIL CHAMBERS
565 CASSIA BOULEVARD, SATELLITE BEACH, FL 32937**

**MARCH 23, 2016
7:00 P.M.**

1. **CALL TO ORDER BY CHAIRMAN JEFF CHESTINE**
2. **PLEDGE OF ALLEGIANCE**
3. **PUBLIC COMMENT**
4. **PRESENTATION FROM DUANE DEFREESE ON INDIAN RIVER LAGOON NATIONAL ESTUARY PROGRAM**
5. **PRESENTATION FROM JOSH PAUSE ON THE FUTURE WEBSITE FOR THE BOARD**
6. **PRESENTATION OF OUTLINE FOR SMART YARDS FROM JEFF CHESTINE**
7. **DISCUSS/TAKE ACTION ON MEMBER PROPOSAL TO RECOMMEND TO CITY COUNCIL TO ADOPT A CITY POLICY TO PROHIBIT THE USE OF STYROFOAM PRODUCTS BY THE CITY AND AT CITY EVENTS**
8. **PROJECT UPDATES FROM BOARD MEMBERS**
9. **DISCUSS/TAKE ACTION ON BRANDING ICONS AND DOMAIN NAMES**
10. **ADOPTION OF THE MINUTES: FEBRUARY 24, 2016**
11. **AGENDA ITEMS FOR NEXT MEETING**
12. **ADJOURNMENT**

NEXT MEETING: APRIL 27, 2016

(One or more Council members may be present at this meeting)

Pursuant to Section 286.0105, FSS, if an individual decides to appeal any decision made by this Sustainability Board with respect to any matter considered at this meeting, a verbatim transcript of the proceedings may be required and the individual may need to insure that a verbatim transcript of the proceedings is made. In accordance with the Americans with Disabilities Act and Section 286.26, FSS, persons with disabilities needing special accommodation to participate in this meeting should contact the City Clerk's office.

WEB AND SOCIAL MEDIA

A modern website is not a document. It is software.

A social media presence without a strategy is foolish.

Prepared for Satellite Beach Sustainability Board

March 2016

A DIGITAL NEWSPAPER?

Many people think of a website as a "digital newspaper".



A few years ago **blogs** were the big craze... it seemed like **everyone** was eager to make another website to share news and opinions.

When we talk about a "news section" on our website (periodic updates) we can think of this as a **blog**.

Compare

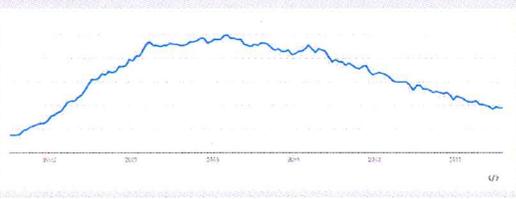
Search terms

blog

Search term

+ Add term

Interest over time



Compare

Search terms

blog

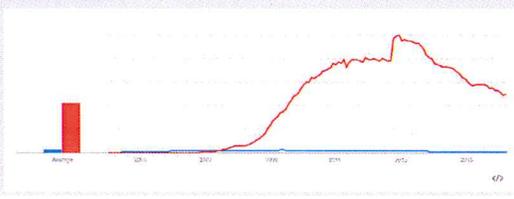
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facebook

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Interest over time



WEBSITE

What is the **purpose** of our website?

What **value** does it serve to our community?

What **problem** can it solve?

I am a Satellite Beach resident and I care about the environment.

Where can I go to volunteer?

What other **local organizations** and causes address the issues I care about?

What **local events** are going on in regards to these issues?

ORGANIZATION

ISSUE

There are **many** of local organizations.

There are **many** local events.

There is **no central place** to find them.

Google **Map** that shows all local
"Allies of Sustainability"

Calendar of all current events
of our "Allies of Sustainability"

Searchable **directory** of all
"Allies of Sustainability"

SOLUTION

THE MAP



Focus on the City of Satellite Beach
but expand the scope to include
neighboring cities.

Use icons to represent different types
of allies. E.g non-profits, eco-friendly
businesses or restaurants, etc.



THE CALENDAR



Show upcoming events

When possible link to the map feature
to offer clear directions

Can be automated (possibly)

THE DIRECTORY

User	Name	Email	Database
	Josh Plause	josh@pineapplepeetstudios.com	DeepAdventaryData

Showing 1 to 1 of 1 entries

Organize all our allies into one directory. Can contain **public** entries which are available to the general public and also **private** entries that are available to members of the board to make networking easier.

This data will power the map, however, not all items in the directory will correspond to a physical location.

WHERE WILL ALL THIS DATA COME FROM?



In **Phase 1** we will need to **manually**
gather a list of all "allies" along with
contact names, addresses (if relevant)
and other details.*

In **Phase 2** we will look at this list of
allies and try to decide on the best
categories (and icons) to use to
organize them in a logical way.

* does it violate "sunshine" if we collab in
a shared Google spreadsheet? What if that
spreadsheet is entered into public record?

In a perfect world, all of these allies
will host public **Facebook** pages which
list all of their events.

CONSIDER AN EXAMPLE

Our local Surfrider chapter shares the same core values of sustainability.

They meet once a month in the **Satellite Beach Library**.

Unless you were already a member, how would you know that?

Once manually entered into our **directory**, we can connect more of our citizens to this "Ally of Sustainability"



WHAT ABOUT THE CALENDAR?

Manually entering all of these events into a single calendar would take an enormous amount of effort.

However, so long as a given "ally" lists events on their Facebook page this process can be **automated**.

A bot will read the FB pages of our "allies" and when an event is posted add it to our calendar **automatically**.

We maintain the technical ability to add or remove "allies" at any time.



SOCIAL MEDIA

Environmental causes, organizations and "allies" are likely to have public Facebook pages, and would welcome more attention.

We can network with these "Allies of Sustainability" in order to build our own FB audience via **GoGreenSB**.

Once we have a **sizeable audience** we can publish articles, videos and promotions directly to an eager community.

We **add value** to the sustainability community by organizing it and serving as the "central hub" of activity.

Outline for Sustainable Lawns Certification Program

As a part of Smart Yards Sustainable Lawns approaches, its objective with homeowners is primarily through education. We approach our objectives with professionals through education and offering valuable incentives to their businesses. We also seek to develop a positive, green and business friendly public image.

Smart Yard

Sustainable Lawns Homeowner

Promotion: We use Facebook, Website, flyers, etc. to make residents aware of the program and the importance of sustainable lawn practices.

Education: Flyers get placed at local stores restaurants nurseries. Whoever will allow. Flyers talk about the program, how to get the free Test, importance of ramping up our efforts toward resilience, and sustainability, announce upcoming event, workshop. Workshop provided by Linda Seal and/or others from UF Extension Held at an event (native plant Sale or the like). We may create the event ourselves for this purpose

Encouragement: We offer free “My Brevard Yard Visit” soil and water test. “Ask your landscape provider to do it for you. It’s free. We’re going to pay for it. Free tests are “for a limited time only” to encourage quick participation. We can extend the offer where needed.

Flyers ask: “Does your landscaper follow GIBMP? Why not? Insist that they do.”

Ask your landscaper if s/he is certified. Ask them to get certified. “It’s free,” “Get a certified Landscaper and know you’re doing your part”

Professionals:

Promotion: Flyers at landscape type nurseries, Equipment suppliers, places where landscape professionals do business. Go in person and hand the flyer to contractors and invite to get certified. Talk to them about how important it is that they follow the sustainable practices. Talk to them about how much interest we are already seeing from residents and the fact that many residents are going to begin Asking for it.

Education: Workshop provided by Linda Seal and/or others from UF Extension in conjunction with the homeowner Education workshop(s)

Certification: The certification is contingent upon practices more than Education although a workshop or another certification such As GIBMP may be a requirement for our certification. We provide applications, flyers, staff, etc and we promote it. Contractors who do not follow sustainable practices must have the Certification revoked.

Encouragement: We promote the certified contractors in every reasonable way to make this program truly valuable to them as well as the residents of Satellite Beach and surrounding communities.

Examples: City's website, The City Manager's Facebook Page, Word of mouth, Post on SB Sustainability Web page like the landscaper's Facebook page if they have it, provide Certified contractors with Logo decals, digital images for their Use on business cards, signs, etc. Some of us who have the Opportunity may personally refer leads to these contractors. We want a working relationship with the practitioners of this industry.

Advisory Group: Consists of three to five members or member organizations such as Brevard Natural Resources, Marine Resource Council, UF Extension, or FIT. The advisory group reviews our guidelines, applications, approves or declines applications, reviews reports of certified contractors who appear not to be following guidelines and cancel certifications where necessary. They advise us on any aspect of the program where needed and in this, they provide an additional level of credibility to our policies and practices, they advise us on requirements for certification.

Julie Finch

From: Melinda Gibson <mindy@bellybib.com>
Sent: Monday, March 07, 2016 11:13 AM
To: Courtney Barker
Subject: Sustainability ideas

Good Morning Courtney,

I've been reviewing other Sustainability board minutes and found a couple of things that we might be able to do here in Satellite Beach.

Coral Gables is converting all their street lights to LED's. This process seems to be done with FPL. I am not sure if the City of Satellite beach maintains the street lights or if it is FPL's responsibility? Have we already moved to LED's for street lights? Parking lot lights?

Coral Gables has also started the process of removing the use of/Banning Styrofoam (AKA Polystyrene) in the city. The word BAN is such a hard pill to swallow so some cities have gone the route of leading by example by not allowing Polystyrene products to be used at city functions and in the city municipal buildings themselves. The city of Hallandale Beach has actually put it in writing (attached Ordinance No. 2015-) I like the wording in this for the most part.. although it gets tricky in the parks because it appears that the regular Joe Dirt can get fined if they bring takeout in a styrofoam container.. not sure if this needs to go that far to start...

Also, a friend of mine is on the Board for the Daily Bread and works at Rockwell, they have done this really cool project in the parking lots of Rockwell and a couple of other places where they plant gardens with seasonal veggies and edible plants. They then harvest them and the food is donated to the daily bread. Would the city of Satellite beach be interested in something like this? I believe his group actually does all the actual gardening...

Let me know if this is something that the Sustainability board can work on? I don't want to step on anyone's toe if this has already been started by anyone on the board.

Thanks,

Mindy Gibson

1 EXHIBIT 1

2 ORDINANCE NO. 2016 -

3 AN ORDINANCE OF THE MAYOR AND CITY COMMISSION OF THE
4 CITY OF HALLANDALE BEACH, FLORIDA, AMENDING CHAPTER 13
5 HEALTH AND SANITATION BY RENAMING IT HEALTH, SANITATION
6 AND ENVIRONMENTAL PROTECTIONS; CREATING ARTICLE V,
7 ENVIRONMENTAL PROTECTIONS; CREATING SECTIONS 13-111
8 TO ESTABLISH CERTAIN RESTRICTIONS ON THE USE OF
9 EXPANDED POLYSTYRENE (STYROFOAM) PRODUCTS AND 13-112
10 TO PROHIBIT THE PURCHASE OF POLYSTYRENE (STYROFOAM)
11 PRODUCTS BY THE CITY; PROVIDING FOR CONFLICT; PROVIDING
12 FOR SEVERABILITY; PROVIDING FOR CODIFICATION; AND
13 PROVIDING AN EFFECTIVE DATE.
14

15
16 **WHEREAS**, the City of Hallandale Beach ("City") declares that it is in the interest of the
17 public health, safety, and welfare of its residents and visitors to reduce litter and pollutants on
18 the land and in the waters of the City; and
19

20 **WHEREAS**, the City is expending sufficient tax dollars for the improvement and
21 beautification of its beaches; and
22

23 **WHEREAS**, the City's new beach parks will include food concessions for the sale and
24 consumption of food and beverages by visitors and patrons at the beach parks; and
25

26 **WHEREAS**, expanded polystyrene, a petroleum by-product commonly known as
27 Styrofoam, is neither readily recyclable nor biodegradable and takes hundreds to thousands of
28 years to degrade in the environment; and
29

30 **WHEREAS**, expanded polystyrene is a common pollutant, which fragments into smaller,
31 non-biodegradable pieces that are ingested by marine life and other wildlife, thus harming or
32 killing them; and
33

34 **WHEREAS**, due to the physical properties of expanded polystyrene, the EPA states that
35 such materials can also have serious impacts on human health, wildlife, the aquatic
36 environment and the economy; and
37

38 **WHEREAS**, disposable food service articles constitute a portion of the litter on the City's
39 beaches, and waterways; and

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41 **WHEREAS**, the City's goal is to replace expanded polystyrene food service articles with
42 reusable, recyclable or compostable alternatives; and

43

44 **WHEREAS**, the City encourages the use of unbleached, non-coated, recycled-content,
45 paper food service articles and other fiber-based food service articles as the most
46 environmentally preferable alternatives when the use of reusable food ware is not feasible; and

47

48 **WHEREAS**, as an environmental conscious local government in Broward County,
49 Florida, the City of Hallandale Beach by virtue of this Ordinance will prohibit the purchase of
50 polystyrene products utilizing city funds and the use of expanded polystyrene food services
51 articles by its contractors of City's beach concessions; and

52

53 **WHEREAS**, this ordinance will prohibit the use or disposal of expanded polystyrene food
54 service articles by all City beaches concessions and the purchase of polystyrene products
55 utilizing city funds; and

56

57 **WHEREAS**, this Ordinance will preserve and enhance the environment of the City of
58 Hallandale Beach, its beaches.

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60 **NOW, THEREFORE BE IT ORDAINED BY THE MAYOR AND CITY COMMISSION OF**
61 **HALLANDALE BEACH, FLORIDA:**

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63 **SECTION 1.** Chapter 13, Health and Sanitation is hereby renamed Health, Sanitation
64 and Environmental

65

66 **Article V. Environmental Protections** is hereby created to read as:

67 **Section 13-111. Prohibition regarding sale or use of expanded polystyrene food service**
68 **articles by city contractors.**

69 (a) Legislative intent. Expanded polystyrene, petroleum byproduct commonly known as
70 Styrofoam, is neither readily recyclable nor biodegradable and takes hundreds to

71 thousands of years to degrade. Expanded polystyrene is a common pollutant, which
72 fragments into smaller, non-biodegradable pieces that are harmful to marine life, and
73 the environment. The City of Hallandale Beach's goals are to reduce the use of
74 expanded polystyrene and encourage the use of reusable, recyclable, or
75 compostable alternatives for the protection of our environment and marine life.

76 (b) Definitions. For the purpose of this section only the following definitions shall apply:

77 (1) City contractor means a contractor, vendor, lessee, concessionaire of the City, or
78 operator of a City beach.

79 (2) Expanded polystyrene means blown polystyrene and expanded and extruded
80 foams that are thermoplastic petrochemical materials utilizing a styrene monomer
81 and processed by any number of techniques including but not limited to fusion of
82 polymer spheres (expandable bead foam), injection molding, foam molding, and
83 extrusion-blown molding (extruded foam polystyrene).

84 (3) Expanded polystyrene food service articles means plates, bowls, cups,
85 containers, lids, trays, coolers, ice chest, and all similar articles that consist of
86 expanded polystyrene.

87 (4) City beach includes a beach concession owned, operated, or managed by the
88 City of Hallandale Beach.

89 (c) City contractors shall not sell, use, provide food in, or offer the use of expanded
90 polystyrene food service articles on City beach. A violation of this section shall be
91 deemed a default under the terms of the City contract, lease, or concession
92 agreement and is grounds for termination of contract, lease or concession
93 agreement. This subsection shall not apply to expanded polystyrene food service
94 articles used for prepackaged food that have been filled and sealed prior to receipt
95 by the City contractor.

96 (d) Any City contract, lease, or concession agreement entered into prior to the effective
97 date of this section shall not be subject to the requirements of this section, unless the
98 City contractor voluntarily agrees thereto.

99 **Section 13-112. Prohibition of purchase of expanded polystyrene by the city.**

100 No city employee, agent or representative shall utilize city funds to purchase any expanded
101 polystyrene products for any event or purpose on behalf of the city.

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Sections 13-113-13-125 Reserved.

SECTION 2. Conflict. All ordinances or portions of the Code of Ordinances of the City of Hallandale Beach in conflict with the provisions of this ordinance shall be repealed to the extent of such conflict.

SECTION 3. Severability. Should any provision of this ordinance be declared by a court of competent jurisdiction to be invalid, the same shall not affect the validity of the ordinance as a whole, or any part thereof, other than the part declared to be invalid.

SECTION 4. Codification. It is the intention of the Mayor and City Commission that the provisions of this ordinance be incorporated into the Code of Ordinances; to effect such intention the words "ordinance" or "section" may be changed to other appropriate words.

SECTION 5. This Ordinance shall take effect immediately upon adoption.

PASSED AND ADOPTED on 1st reading on April 1, 2015.

PASSED AND ADOPTED on 2nd reading on _____, 2016.

JOY F. COOPER
MAYOR

SPONSORED BY: COMMISSIONER KEITH LONDON

ATTEST:

MARIO BATAILLE, CMC
CITY CLERK

142 APPROVED AS TO LEGAL SUFFICIENCY and
143 FORM

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145

146

147 _____
V. LYNN WHITFIELD

148 CITY ATTORNEY

**SUSTAINABILITY BOARD
UNAPPROVED REGULAR MEETING MINUTES
FEBRUARY 24, 2016**

Pursuant to public notice, Chairman Jeff Chestine convened a regular meeting of the Sustainability Board on Wednesday February 24, 2016, at 7:01 p.m., in the Council Chamber. Board Members present were John Fergus, David Vigliotti, Mindy Gibson and Dylan Hansen. Staff Members present were Mayor Frank Catino, City Manager Courtney Barker and Recording Secretary Julie Finch. Board Members Scott Waymire, Josh Pause, and Eugene Mathews were not present.

Chairman Jeff Chestine led the Pledge of Allegiance.

Mindy Gibson introduced herself as a new Board Member.

(TIME: 7:03 P.M.) PUBLIC COMMENT

Mayor Frank Catino asked the Board if he could invite a speaker to address the Board. Mr. Defreeze is the head of the National Estuary Program and works to get grants for the lagoon systems locally.

(TIME: 7:05 P.M.) PRESENTATION FROM FPL ON SOLAR INITIATIVES FROM BART GAETJENS

Bart Gaetjens introduced David Bates, a Program Manager with a specialty in solar, to speak about FPL solar projects in Florida communities. He spoke about several solar canopy projects around the state and how they weather better than roof fixed systems. He spoke about how much kilowatt hours are generated from these fixtures and the inverters that are installed along with them.

The Board asked several questions about where Satellite Beach could possibly host a solar canopy. Mr. Bates explained some of the requirements that FPL needs to consider making a solar canopy affordable while also making a return on their investment. FPL offered to take a tour of the City to find possible locations where a canopy might work.

Public Comment- Diane Douglas, Satellite Beach resident, asked about solar cost to residential consumers going up or down.

(TIME: 8:00 P.M.) PRESENTATION FROM DYLAN HANSEN ON WATER QUALITY

Dylan Hansen shared a video of a clean-up that was conducted near Pineda Causeway. This is an ongoing project where he and other residents are cleaning up areas of the County that may be considered as a lost cause and encouraging the community to keep it clean.

Mr. Hansen also shared a video about the sugar industry in Florida and the pollution it creates. He spoke about how algae blooms and undergrowth of the sea grass are going to be affecting the environment from the water that has been tainted from growing the sugar. Courtney Barker gave some history about Amendment 1 and how it effects water and land conservation in Florida.

(TIME: 8:32 P.M.) PROJECT UPDATES FROM BOARD MEMBERS

Mindy Gibson would like to coordinate a garbage pick-up themed 5k.

Jeff Chestine spoke about his progress with the Smart Yard program and creating an advisory group to oversee the contractors for the program.

**UNAPPROVED REGULAR MEETING MINUTES
FEBRUARY 24, 2016**

John Fergus spoke about Ray Osbourne holding a public meeting to speak about solar energy options and how it is moving toward being cost effective to homeowners. This meeting will be on April 16th at the Satellite Beach Public Library at 9:30 am.

(TIME: 8:45 P.M.) DISCUSS/TAKE ON BRANDING ITEMS AND DOMAIN NAMES

Item was tabled until next meeting.

(TIME: 8:46 P.M.) ADOPTION OF THE MINUTES: JANUARY 27, 2016 AND SEPTEMBER 1, 2015

ACTION: Board Member Fergus MOVED, SECOND by Board Member Vigliotti to adopt the minutes. VOTE: ALL YES. MOTION CARRIED.

(TIME: 8:47 P.M.) AGENDA ITEMS FOR NEXT MEETING

Jeff Chestine spoke about attendance and how that affects a Board Member keeping their position. Courtney said that the Board should motion to take the issue to Council and have them decide if a Chair can be dismissed before their position expires.

ACTION: Board Member Vigliotti MOVED, SECOND by Board Member Gibson. VOTE: THREE YES; ONE NO (Fergus). MOTION CARRIED.

Board would like to have Duane Defreese present on Indian River Lagoon National Estuary Program.

Courtney Barker asked the Board if they wanted to make legislative platforms on topics.

(TIME: 8:55 P.M.) ADJOURNMENT

ACTION: Board Member Fergus MOVED, SECOND by Board Member Vigliotti to adjourn. VOTE: ALL YES. MOTION CARRIED.

Next meeting: March 27, 2016.

Julie Finch

Recording Secretary