

CITY OF PALM BAY, FLORIDA
SUSTAINABILITY ADVISORY BOARD
REGULAR MEETING 2024-01

Held on Wednesday, the 22nd day of January 2025, in the City Hall Council Chambers, 120 Malabar Road, SE, Palm Bay, Florida.

This meeting was properly noticed pursuant to law; the minutes are on file in the Public Works Department located at 1050 Malabar Road, SW, Palm Bay, Florida. The minutes are not a verbatim transcript, but a summary of the discussions and actions taken at the meeting.

CALL TO ORDER:

The meeting was called to order by Chairperson Logan Luse at 6:00 PM.

ROLL CALL:

CHAIRPERSON:	Logan Luse	Present
VICE CHAIRPERSON:	Rebecca Ziegler	Present
MEMBER:	Jane Higgins	Present
MEMBER:	Susan B. Connolly	Present
MEMBER:	Jessica Lovell	Present
MEMBER:	Vacant	
MEMBER:	Vacant	

CITY STAFF:

Nadeca McLaughlin-Gonzalez, Assistant Public Works Director; Derek Bunt, NPDES Stormwater Outreach Coordinator; Jesinie Fieffe, Administrative Assistant; Jose Sanabria, Operations Division Manager; Dennis Bunt, Public Works Customer Service Manager.

ADOPTION OF MINUTUES:

1. Regular Meeting 2024-08; August 28, 2024.

Ms. Lovell inquired about the absence of former board member Ms. Phillip-Hardison from the November meeting minutes. Mr. Luse clarified that her appointment had reached its expiration date. Ms. Connolly elaborated on the procedural framework governing council-

appointed and at-large positions on the board, including the review of applications and the appointment process.

Ms. Lovell asked how vacancies on the board were publicized. Mr. Bunt recommended reaching out to the City Clerk's Office to ensure that these vacancies were duly listed on official online platforms as well as in local newspapers. Ms. Connolly reinforced the procedures related to council-appointed positions and underscored the importance of proactive recruitment efforts by councilmembers.

Mr. Luse and Ms. Lovell addressed the critical role of transparency in the process of filling board vacancies to promote a healthy governance structure. Ms. Lovell emphasized the need to keep the Board's webpage updated with the latest information regarding terms and vacancies, which would contribute to enhanced transparency. She also reiterated the essential role each councilmember played in both the appointment of and the active recruitment for Board members.

Motion by Ms. Connolly, seconded by Ms. Lovell, to approve the minutes as presented. Motion carried unanimously.

2. Regular Meeting 2024-11; November 13, 2024.

Motioned by Ms. Lovell, seconded by Ms. Ziegler, to approve the minutes as presented. Motion carried unanimously.

PUBLIC COMMENTS: (Non-agenda items only)

1. Mr. Battin, resident, expressed his support for the Board. He emphasized the importance of building trust and advancing the objectives of the Board. He highlighted the necessity of pursuing sustainability initiatives without reliance on the Green Deal and underscored the importance of demonstrating the Board's effectiveness to City Council.

NEW BUSINESS:

1. Sustainability Advisory Board Budget

Mrs. McLaughlin-Gonzalez highlighted the necessity of creating an itemized list of preferred activities for the Sustainability Fair scheduled for May 3, 2025. Ms. Higgins proposed a more comprehensive dialogue regarding the overall budget for 2026, rather than solely focusing on the Fair. Ms. Connolly introduced the idea of an alternative to the

Fair, suggesting a more permanent and educational event that showcased the City's sustainable features.

Mr. Bunt underscored the significance of establishing achievable goals and initiating smaller projects to demonstrate the Board's engagement and build trust with City Council. Ms. Connolly raised questions about the budget allocated for the 5K event, specifically inquiring about expenses related to prizes and T-shirts. In response, Mr. Luse proposed more straightforward awards, such as lunch boxes adorned with graphics for the first, second, and third-place winners.

The Board discussed potential themes for the Fair, considering options such as "Conservation for a Cause" and "Run for Conservation." Ms. Lovell suggested brainstorming a logo for the Board that would be congruent with the theme of the Fair. Mr. Luse addressed the advantages of involving youth groups, including 4H and University of Florida extension programs. Ms. Connolly stressed the crucial role of youth participation in the realms of conservation and agriculture.

Mr. Battin, resident, recommended the inclusion of the Future Farmers of America (FFA), a conservation land initiative, and local nurseries in the event planning.

2. Sustainability Action Plan

Ms. Ziegler proposed a thorough review and finalization of the revisions to the natural environment section of the Sustainability Action Plan. She recommended dividing the action plan into distinct sections, with each board member tasked with addressing a specific portion to enhance efficiency in the process.

Ms. Connolly put forth the idea of inviting the Sustainability Program Coordinator from the City of Titusville to present their implementation plan and discuss available artificial intelligence (AI) tools, which could benefit the Board's efforts.

The Board discussed the necessity of formulating a clear and measurable action plan that aligned with the priorities set forth by the City Council. Mr. Luse agreed with the proposed revisions to the Sustainability Action Plan and committed to organizing additional meetings dedicated to further revision and finalization of the plan. He suggested that discussions related to the action plan be held separately from regular meetings to allow for focused attention on other agenda items, including the Sustainability Fair.

Ms. Lovell highlighted the importance of preparation for the upcoming workshop by encouraging members to come equipped with recommendations and actionable ideas. She suggested that members review pertinent questions and be prepared to present both revisions and new proposals. Additionally, Ms. Lovell proposed identifying suitable dates in February and March for a special workshop, a suggestion that received unanimous agreement from the members.

The Board requested a formal email communication outlining available dates for the workshop in February and March. Ms. Lovell tasked staff with coordinating availability for those dates, confirming that this coordination would take place via email. Mr. Luse recommended scheduling the workshop for early evening to better accommodate staff's availability.

OTHER BUSINESS:

1. Sustainability Fair updates

Mr. Luse and Mr. Bunt highlighted the role of the Fair. Ms. Connolly proposed a town hall meeting focused on sustainability topics excluding the Green Deal, particularly to address the role of conservation easements.

Ms. Ziegler and Ms. Lovell stressed the importance of improved marketing and advertising strategies. Mr. Luse suggested making the fair more engaging by incorporating live music, bounce houses, and food trucks, aiming for a family-friendly atmosphere.

McLaughlin-Gonzalez pointed out the necessity for a distinct theme and educational focus for the event. The importance of presenting a professional image was also discussed, including possibly having branded attire for board members.

Mr. Derek Bunt provided an overview of the planning for the Fair, noting coordination with the Recreation Department. He brought up considerations regarding live music, highlighting concerns about animal welfare. He preferred having a live band rather than a DJ.

The advantages of including vendors and sponsors were also discussed. Mr. Luse and Ms. Lovell recognized the need for vendors to possess insurance and comply with city registration requirements. Ms. Higgins pointed out distinctions between nonprofit and government entities in relation to working with Running Zone. Mr. Dennis Bunt reiterated

the importance of ensuring vendor registration with the city for insurance purposes. Mr. Derek Bunt and Ms. Lovell took the initiative to reach out to potential vendors to confirm compliance with city regulations.

Mr. Derek Bunt discussed the organization of a 5k run, exploring options for either self-management or hiring a professional company such as Running Zone. He recommended Fred Poppe Regional Park as an ideal venue for the event and also introduced the idea of a Color Run, which emphasized the use of eco-friendly materials. He said the Color Run was a cost-effective and engaging option for participants of all ages.

The Board deliberated on partnering with health-focused organizations to enhance the 5K event. Mr. Luse proposed collaborating with nonprofits to assist with the logistical aspects of the event, referring to the Children's Hunger 5K as a successful model. Ms. Lovell provided insight into Running Zone's financial arrangement, explaining that a portion of the registration fees was allocated to supporting nonprofit organizations. Mr. Luse also praised Running Zone for its professional setup, which included features such as scanners and age group categorization to streamline the event.

2. Upcoming Meetings/Events of Interest (INFORMATIONAL).

Mr. Derek Bunt invited the Board to participate in the upcoming Maker Fair in March, highlighting the opportunity to showcase their respective causes and initiatives. Ms. Connolly emphasized the significance of revising the Comprehensive Plan and announced a virtual stakeholder meeting scheduled for January 30, 2025.

Ms. Lovell proposed a collaboration with the City's Growth Management Department to update the Land Development Code. Additionally, she acknowledged the importance of the Pollinator Fair to be held on February 23, 2025, which would include an E-waste collection. She encouraged the Board's participation.

There was further discussion emphasizing the necessity of preserving both natural and historic features, with particular attention to stormwater management and conservation efforts. Ms. Connolly stressed the need to review and amend the action plan to incorporate such elements into the City's Code and suggested a discussion with the Growth Management Director to outline specific tasks related to Land Development Codes.

Ms. Higgins informed the Board about the General Contadina meeting on February 10, 2025, where Catherine Booth would present "Protecting the Lagoon by Organic Care of Native Trees." Ms. Lovell proposed that a recap of action items be shared via email for clarity and follow-up.

Mr. Tom Potts, W+J Construction (developer for Building E, City Hall Campus), wanted to provide an overview of the building project to the Board. Mr. Luse suggested March as a viable option, noting it as an opportunity to learn about the building's design. Ms. Connolly requested information regarding a walking tour. Mr. Potts clarified that the contractor would make that determination.

Mr. Potts proposed a 10-minute presentation to highlight the building's sustainable features. Ms. Connolly suggested leveraging this presentation to enhance community awareness and sustainability efforts. Mr. Dennis Bunt and Ms. Lovell discussed the potential for social media promotion of the presentation and Ms. Connolly suggested sending invitations to City Council and City officials to increase attendance.

ADJOURNMENT:

There being no further business, the meeting adjourned at 8:17 p.m.

Logan Luse, Chairperson

ATTEST:

Jesinie Fieffe, Recorder