

**PRELIMINARY CONSENT AGENDA**

**FLORIDA INLAND NAVIGATION DISTRICT  
Board of Commissioners Meeting**

**9:00 a.m., Friday, March 20, 2015**

**The Casa Marina Hotel  
691 1<sup>st</sup> Street North  
Jacksonville Beach, FL 32250-7101  
(Duval County, Florida)**

**Item A. City of Palm Coast Waterway Clean Up Assistance Program Funding for the Annual Intracoastal Waterway Cleanup Project in Flagler County.**

The City of Palm Coast has submitted a funding request for their Annual Intracoastal Waterway Cleanup Project in Flagler County. The District has funded this cleanup in the past and it has been very successful. The request is for \$5,000 and is consistent with the District's program rules.

(Please see back up pages C-2 to C-5)

RECOMMEND Approval of the City of Palm Coast's request for \$5,000 in assistance with its waterway cleanup.

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## COMMUNITY DEVELOPMENT DEPARTMENT

Building (386) 986-3780 ♦ Code Enforcement (386) 986-3764 ♦ Planning (386) 986-3736

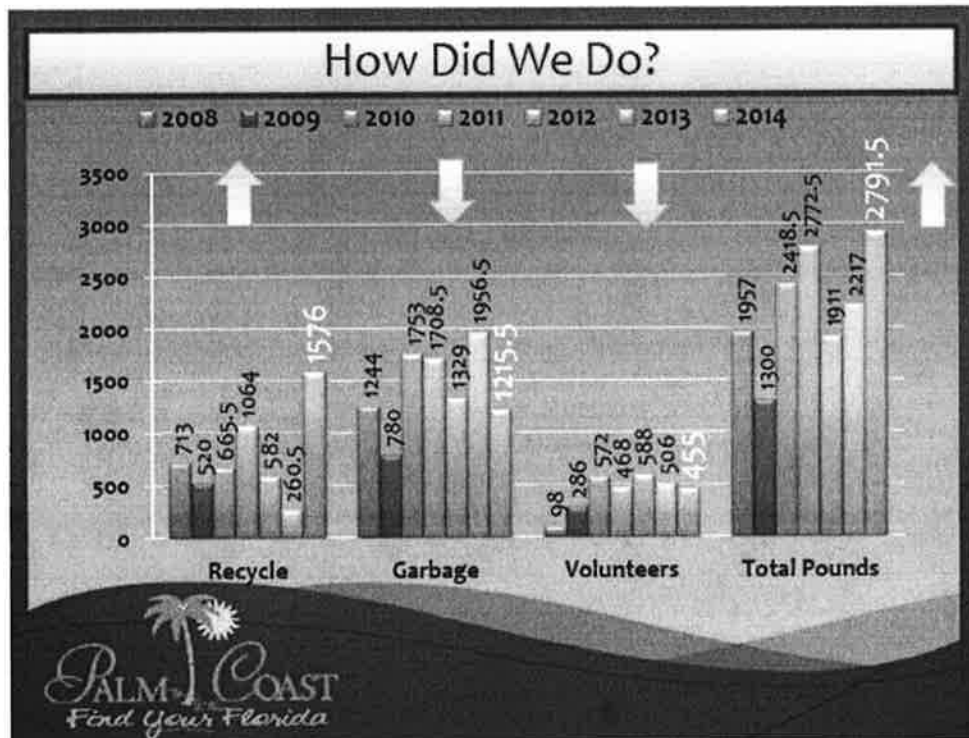
March 4, 2015

Ms. Janet Zimmerman, Assistant Executive Director  
 Florida Inland Navigation District  
 1314 Marcinski Road  
 Jupiter, FL 33477

Dear Ms. Zimmerman,

First of all, I wish to thank you and the Florida Inland Navigation District (FIND) Board members for the 2014 grant funding for the City's Intracoastal Waterway Cleanup Event. The City of Palm Coast is delighted with the 2014 results and considers these successes to be a direct result of the continued support from FIND.

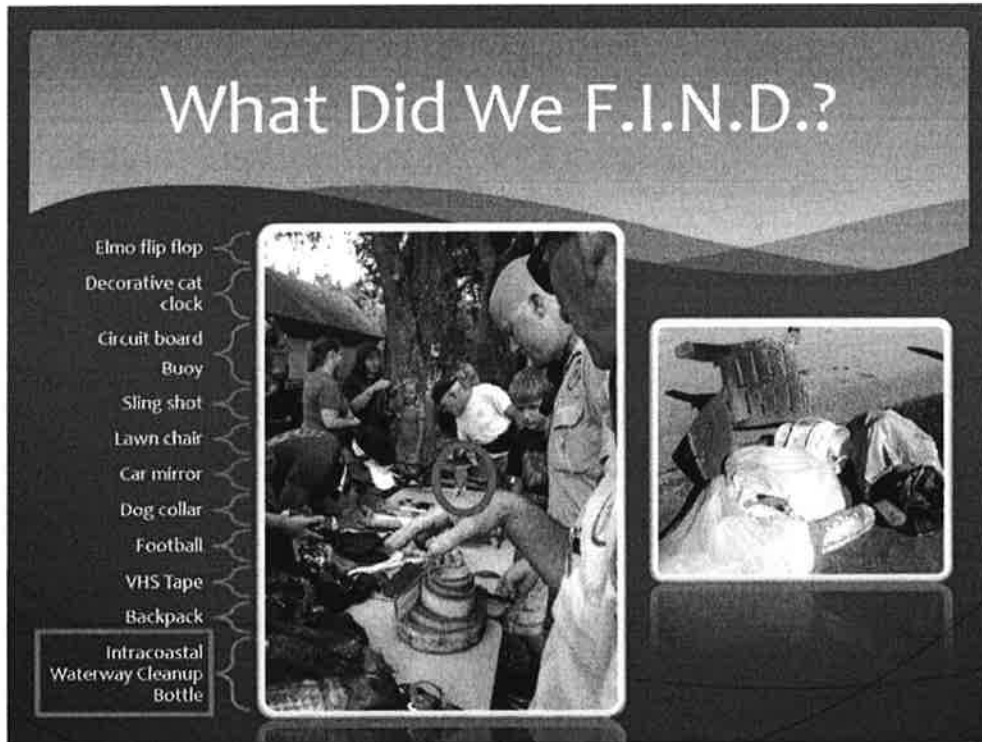
In 2014, community participation was spectacular; 455 volunteers removed approximately 1.5 tons of debris from the Intracoastal Waterway, primary saltwater canals, parks, and trails. As referenced in the following graph, event volunteer numbers went down, but overall collected pounds went up. Over the course of the last 7 years, the Palm Coast Community has collected over 7.5 tons of material from the environment.



The City maintained previous event enhancements including partnering boat and kayak users into teams, reusable water bottles, and on-line registration options. As large group participation continues to grow, the 2014 event again offered an optional event orientation meeting on the Saturday prior to the event. This provided an opportunity for group representatives to receive safety training, event details, cleanup supplies, and one-on-one time with City staff. As the event grows, the partnerships also expand.



The City continually seeks opportunities to enhance this event program through unique partnerships and event experiences. For 2014, the event headquarters was relocated to the Palm Coast Community Center which pleased the volunteers. The Center's air conditioning was a big winner. The Most Unique F.I.N.D. Contest continues to be a big hit with surprising entries growing each year. For the past 7 years, the Florida Fish and Wildlife Conservation Commission law enforcement officers participate as honorary judges for the contest. Contest winners received fun prizes to promote water-based recreation in our beautiful City. In addition, Dolphin Encounters at Marineland, Ripple Effect and Tropical Kayaks provided gift certificates and support for the event. The 2014 winner for Most Unique F.I.N.D. was the VHS Tape. The judges also took note of an ironic entry of one of the event's past waterway clean-up bottles. These and other activities were highlighted in local newspapers. See attached.



“Name the Crab Campaign” was promoted through the City’s Facebook page. Two (2) weeks prior to the event Facebook followers were asked to provide nominations for the event’s honorary mascot, a fiddler crab. The mascot was proudly highlighted on event t-shirts and cleanup kit bags. Followers suggested 40 (29 in 2013) different names up for voting through survey monkey. 131 (39 in 2013) votes were cast with “Pinch de Leon” becoming the winner. Based on this year’s response, the campaign is growing in popularity and will continue to be part of the event.

### Our 2014 Mascot

Fiddler Cleancoaster	Pinch de Leon	40 names	<i>Name the Crab Facebook Campaign</i> 
Lord Mcfiddleston	George (Da Garbage) Grappler	131 votes	
Palmcrabulous	Dr. Norman “Fiddler” Young		
Fiddler Freddie	Sandy Claws		

To continue this annually recognized event, the City is looking to FIND for continued support for another stunning cleanup event. With that said, the City of Palm Coast is requesting \$5,000.00 FIND Grant dollars for the 2015 Intracoastal Waterway Cleanup scheduled for September 5, 2015.

<b>Projected Budget</b>		<b>COST</b>
T-shirts (Group identification for clean-up event)	=	\$2,000
Reusable Water Bottles (minimize plastic waste)	=	\$1,500
Gusset Tote Bags (carry group supplies)	=	\$1,000
Garbage Bags (various types; trash & recyclables)	=	\$ 200
Gloves (variety to meet needs)	=	\$ 100
Garbage Pickers	=	<u>\$ 200</u>
	<b>FIND Total</b>	<b>\$5,000</b>

**City Match:**

Staff – coordination, organization, registration, volunteer recruitment, advertising, event support, garbage collection, disposal, etc.


Office – supplies, paper, printing, maps, phone, computer, etc.

Volunteer Luncheon - food, drinks, snacks, paper products, etc.

To further facilitate the City's commitment to this event, City budget documents have been attached for your consideration. The budget form consolidates the expected expenses including labor to be provided by Public Works staff; a supplemental breakdown document further defines these cost(s).

Thank you once again for your 2008 - 2014 event support and we hope to continue this stellar partnership in the future to keep our community clean.

Respectfully,



Denise Eagle Bevan, CFM  
City Administration Coordinator

Attachments