



July 11, 2011
Town of Surfside
Beautification Committee
Meeting Minutes
7pm

1. Call to Order.

Meeting called to order at 7:00pm.

2. Roll Call.

In attendance were: David Steinfeld; Jennifer Brilliant; Adam Markow; Charles Kesl.

Not in attendance were: Grace Heisling.

Also in attendance were: Commissioner, Marta Olchyk; Public Works Director, Bill Evans (via phone, called in 7:20pm); Resident, Barbara McLaughlin.

3. Approval of Minutes.

June Minutes, all in favor.

4. Agenda Items.

A. Duncan Tavares, sample storefront window graphic presented for approval.

Committee is awaiting update from Duncan Tavares on status of window graphics.

B. Electronic sign and cones to be removed near CVS on Harding Avenue.

David Steinfeld would like to reiterate the request to remove the electronic sign.

All members were in agreement. Additional conversation below.

C. Marta Olchyk to request from Bill Evans, a recommendation on how to procure plants for Harding Avenue.

****DISCUSSION BELOW ALSO ADDRESSES AGENDA ITEMS D. AND E.***

Marta Olchyk stated that she would like to contact Bill Evans about choices for plant options for downtown area.

David Steinfeld said that the committee was in agreement selecting the Orange Geiger tree and thinks there may be some resistance from staff.

Charles Kesl indicated that the Orange Geiger was selected because it is a flowering tree with limited problems associated with the tree.

Bill Evans was called in to meeting.

Bill Evans indicated that the Downtown Vision Advisory Committee (DVAC) has not selected signs and themes for the downtown area so the tree selection may be premature. He also expressed concern about the pricing on mature Orange Geiger trees, initial estimates were about \$1000 for a larger and more mature tree.

David Steinfeld asked if there was an option in the \$600/\$700 range and Marta Olchyk asked about the change in pricing from \$350 to \$650 to \$1000.

Bill Evans responded the price was based upon the maturity and size of the tree but stated that smaller trees that were less expensive.

Marta Olchyk stated that the Town Commission would likely not approve 15-20 trees at \$600 tree.

Charles Kesl expressed concern about productivity of putting in improvements prior to the DVAC vision and FDOT project scheduled for April 2012.

David Steinfeld is frustrated with ability of the committee to have an impact upon the Town.

Bill Evans suggested that because of DVAC the downtown area may be the most frustrating area of Town for the committee to attempt to make recommendations and the committee may have a more meaningful impact upon other areas of the Town.

David Steinfeld suggested focusing on the beach.

Barbara McLaughlin asked Bill Evans if there was money in the budget for more dog clean-up stations in beige.

Bill Evans indicated there was for next year.

Marta Olchyk and Barbara McLaughlin expressed concern with lack of enforcement (for clean-up) on the beach.

Charles Kesl formally requested additional enforcement.

David Steinfeld requested more dog clean-up receptacles.

Bill Evans, at the request of the committee, stated he will look at finding more money in the budget to install additional receptacles at beach entrances.

Bill Evans responded to the committee's concern about the digital/electronic signs in the Town. He indicated that the signs will be up for the next 90 days, the signs are necessary for FDOT approval and must be up two weeks in advance of a project.

Charles Kesl wanted it noted that committee is opposed to the signs.

D. Custom signage for Town, including informative signs pointing to business district; Inquire about signage from Bay Harbor and entry point into Surfside.

David Steinfeld stated that based upon the previous discussion the committee will try to avoid items D. and E. on the agenda.

All in agreement.

See conversation above; committee agreed to direct focus on areas throughout Town to avoid conflict with DVAC.

E. Ordinance for awnings to hang over business on Harding Avenue.

See conversation above; committee agreed to direct focus on areas throughout Town to avoid conflict with DVAC.

F. Big signs for garage sales on weekends (roundabout on Byron Avenue) should be eliminated and/or controlled.

See conversation below.

David Steinfeld asked about the blue mesh walkways that are in Sunny Isles Beach at the beach entrances.

Jennifer Brilliant stated that she doesn't think they are attractive.

Bill Evans stated that they are for people to get sand off of their feet entering and exiting the beach.

Charles Kesl asked if installing them would solve problems regarding puddles at street ends.

Bill Evans said he will get pricing, application information, and alternative colors.

All in favor of obtaining more information.

David Steinfeld asked Bill Evans if while the Town is tearing up streets for the utilities project could they look into indented residential parking-similar to what he saw in the Florida panhandle.

Bill Evans responded that there are additional feasibility issues that would have been looked at.

Charles Kesl asked if this project could be an opportunity to have a subsidized tree program.

Jennifer Brilliant said that the Vice Mayor had proposed a tree program.

Bill Evans explained that there is already money allocated for a tree program that would use two different types of trees. He also indicated that the program proposed by the Vice Mayor was cost-prohibitive because it involved moving FP&L poles.

***DISCUSSION FOR AGENDA ITEM F.**

Marta Olchyk asked about the garage sale signs.

Bill Evans responded that it is a code enforcement issue that he has passed along to Mike Garcia and Paul Gioia.

David Steinfeld asked about umbrellas on the pool deck at the community center.

Adam Markow stated that he spoke with Tim Milian (Parks and Recreation Director) and that he indicated they have already put a program into place.

Jennifer Brilliant stated that the last issue was the baskets along Harding Avenue, the Vice-Mayor asked if they could be placed back in the winter.

Charles Kesl stated that the irrigation required is very costly. He also stated that is unable to speak in support of a tree canopy program at the upcoming Town Commission meeting (as requested) in light of the tree program that Bill Evans indicated will be implemented.

All in agreement.

David Steinfeld requested a laptop for the next meeting to look at the Charrette. He asked Bill Evans if he can get copies of the Charrette and a laptop for the meeting.

Meeting adjourned at 8:37pm.

Minutes Completed By,

s/Sarah Johnston , Recording Clerk
8/4/11

A handwritten signature in black ink, appearing to be 'S. Johnston', with a long horizontal stroke extending to the right.