

# Beautification Advisory Committee Mission Statement and Goals & Objectives

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## MISSION STATEMENT

To advise the Marco Island City Council on beautifying the community's landscape in a way consistent with the tropical character and natural beauty of Marco Island.

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I. GOAL: To increase the beauty and appeal of planted street medians and streetscapes within the City of Marco Island.

OBJECTIVE: To increase the beauty and appeal of planted street medians and streetscapes within the City of Marco Island by defining a five-year replanting program.

### ACTIONS/STRATEGIES:

- Maintain a comprehensive inventory of existing median and roadside plantings.
- Identify trees and shrubs suitable for median and roadside plantings.
- Update a five-year plan that identifies medians and streetscapes to be improved.
- Recommend priorities for implementing median, roadside border and street intersection planting projects.
- Identify budget for implementing recommended projects.
- Identify the cost for implementing the five-year plan.
- Review and amend landscape maintenance contracts as needed to ensure proper care is given to existing plant material.
- Recommend removal and replacement of damaged and/or dead plant material on a timely basis and as funding allows. Wherever possible give first consideration to native and/or Florida Friendly vegetation.
- Due to possible budget restraints, seek alternative sources for funding.

II. GOAL: To maintain criteria necessary to continue Tree City U.S.A. membership.

OBJECTIVE: To maintain criteria necessary to continue Tree City U.S.A. membership.

### ACTIONS/STRATEGIES:

- Continue to celebrate Arbor Day on an annual basis.
- Maintain a roadside tree planting program.
- Maintain a budget for roadside tree planting program.

III. GOAL: To maintain the effectiveness of the Land Development Code, Article IV Landscaping and Article XIV Vegetation Removal and Protection sections, by reviewing the existing code and recommending revisions.

OBJECTIVE: To maintain the effectiveness of the Land Development Code, Article IV Landscaping and Article XIV Vegetation Removal and Protection sections, by reviewing the existing code and recommending revisions.

ACTIONS/STRATEGIES:

- Review the existing language of LDC articles as listed in objective and advance particular attention to residential zoning district standards.
- Review Section 30-435, “Plant Material and Installation Standards”.
- Review plant list to include additional drought tolerant plants.
- Draft recommended language changes, if applicable.
- Submit draft for review by city staff and Planning Board.
- Re-draft as needed.
- Submit final draft for review by city staff and Planning Board.
- Submit for City Council review, discussion and adoption.

IV. GOAL: To increase the beauty of publicly owned street cul de sac medians.

OBJECTIVE: To improve the beauty of publicly owned street cul-de-sac medians by developing planting and maintenance standards.

ACTIONS/STRATEGIES:

- Review as needed an inventory of cul-de-sac median plantings and compliance to standards developed by the City.
- Brochures were produced and are available of suitable plant materials for cul-de-sac medians relative to native drought tolerant and low maintenance plantings.
- Developed annual budget for cul-de-sac medians to be maintained by the City and or residents in accordance with developed standards.
- Submit recommended budget to City Council.
- Due to possible budget restraints, may seek alternative sources for funding

OBJECTIVE: To improve the beauty of cul-de-sac medians by encouraging residents to adopt, plant and care for planted cul-de-sac medians by providing helpful suggestions of appropriate plant varieties.

ACTIONS/STRATEGIES:

- Maintain the process and agreements for residents to adopt cul-de-sac medians
- Maintain a list of drought tolerant plants recommended for use in cul-de-sac median plantings.
- Promote the adoption of cul-de-sac medians to residents.
- Recognize those who adopt cul-de-sac medians for their efforts.
- Update cul-de-sac brochure.

V. GOAL: To increase the public's awareness of City efforts to beautify the community.

OBJECTIVE: To increase the public's awareness of City efforts to beautify the community by applying for recognition awards.

ACTIONS/STRATEGIES:

- Identify awards related to municipal beautification efforts such as Tree City USA and National Federation of Wildlife certification that may be available.
- Identify City eligibility for selected awards.
- Identify roles of BAC members and City staff in applying for awards.
- Submit application to all appropriate recognition awards.
- Publicize awards received.

OBJECTIVE: To increase the public's awareness of City efforts to beautify the community by publicizing BAC activities and meeting through all available sources

ACTIONS/STRATEGIES:

- Identify media sources that will be helpful in distributing information about beautification efforts.
- Identify City sources that will be helpful in distributing information about beautification efforts, such as the City's website "10 Things to know"
- Encourage residents to attend meetings of the BAC to gain a better understanding of Committee functions.
- Continue production of an annual report of BAC activities.

OBJECTIVE: To increase the public's awareness of City efforts to beautify the community by providing hands-on workshops that would be of interest to the average Marco Island home owner.

ACTIONS/STRATEGIES:

- Identify future projects, workshops, lectures that will be of interest to the public.
- Determine which type of workshop would be most beneficial to residents.
- Identify organizations that may partner with the BAC in delivering workshops.
- Develop partnerships with identified sources to ensure promotional efforts are timely to future events.
- Plan workshop speakers and schedule.
- Deliver workshop.
- Make workshops of lecture topics available for public use as videos or on City's website.

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VI. GOAL: To increase the usability of public green space on Marco Island for the future.

OBJECTIVE: To increase the usability of public green space on Marco Island by inventorying existing City owned property.

ACTIONS/STRATEGIES:

- Review inventory of existing City owned undeveloped property.
- Consider development opportunities to create public access to these areas.
- Share information with the PRAC and jointly establish a priority list for improving or selling undeveloped City property.
- Submit priority list to City Council for review.

OBJECTIVE: To increase the usability of public green space on Marco Island by recommending specific property acquisition.

ACTIONS/STRATEGIES:

- Identify undeveloped desirable parcels that could serve as small parks throughout the City.
- Share information with the PRAC and jointly establish a priority list for acquisition of property should funds become available.
- Submit priority list to City Council for review.
- Identify non-City funding sources that may be available to assist in the acquisition of desired property.
- Apply for appropriate grants for acquiring desired property.

VII. GOAL: To increase funding for Beautification and Landscaping projects from sources other than City capital improvement budget funds.

OBJECTIVE: To increase funding for Beautification and Landscaping projects from sources other than City capital improvement budget funds by identifying and applying for at least one new grant or funding source for Beautification and Landscaping capital expenditures, which does not impact the “cap” .

ACTIONS/STRATEGIES:

- Research all grant sources which have a Beautification and Landscaping component.
- Review potential grant sources with staff liaison.
- Rank grant sources according to their cost/benefit relationship.
- Assist staff in locating and preparing grant applications.

VIII. GOAL: To increase the beauty of signage at City properties.

OBJECTIVE: To increase the beauty of signage at City properties.

ACTIONS/STRATEGIES:

- Discuss plans with appropriate City departments.
- Identify funding source.
- Monitor conditions of the planting beds and make recommendations to improve as necessary for each approved City sign.

IX. GOAL: To encourage compliance and conversion of rock right-of-way swales to landscaped swales.

OBJECTIVE: To improve the water quality of storm water run-off from our existing road right-of-way swales into our existing canals, bays, and rivers, while maintaining consistent landscaping and landscaped swales throughout the City.

ACTIONS/STRATEGIES:

- Discuss existing landscape regulations: ie: the City's fertilizer ordinance
- Discuss existing right-of-way regulations.
- Discuss plans with appropriate City departments.
- Identify strategic plan of action.
- Provide presentation to Council.

X. GOAL: To encourage residents' compliance with the current City's fertilizer ordinance as well as conservation of water.

OBJECTIVE: To improve water quality by offering information to residents

ACTIONS/STRATEGIES:

1. Education on awareness of the objectives to the fertilizer ordinance
2. Provide information either written and/or as a presentation.

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