
City Beautification Board: Annual Report FY 2017-2018

Prepared October 1, 2018



City of Gainesville, Florida

A Report to the City Commission

Mayor
Lauren Poe

Commission Members
David Arreola
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GAINESVILLE CITY BEAUTIFICATION BOARD

ANNUAL REPORT 2017 — 2018

Introduction

Established in 1960 as an Advisory Board to the City Commission, The City Beautification Board is tasked by Section 2-264 of the city code to “study, investigate, develop, assist, advise and recommend to the city commission any and all matters pertaining to beautification, sanitation, environment and citizens’ participation relating to same in carrying out its function and duties; the board shall advise and recommend plans to organizations and groups in the city and promote public interest in the general improvement of the appearance of the city”.

The Board acts as coordinator, contributor, commentator and catalyst. These efforts are carried out by a committee of enthusiastic citizens and professionals who advise the City Commission on matters pertaining to beautification and the environment, community awareness, and promoting public interest in the improvement of and general appearance of the City of Gainesville.

The purpose of the City Beautification Board is to improve the livability and quality of life in Gainesville and its surrounding areas. The focus of the Board has been to address the environmental and aesthetic concerns of the community by promoting and encouraging: stewardship, improvement and maintenance of community assets, coordinated planning and supportive beautification programs, excellence in design, and opportunities for general public participation in beautification endeavors through gifts, grants, bequests and other contributions for beautification.

Accomplishments/Achievements of 2017 -2018 Projects

The City Beautification Board held their final **Annual Urban Forestry Workshop** on December 6th, 2017 at the Thomas Center. This is a free workshop for the citizens of Gainesville and Alachua County that the CBB has sponsored for a number of years, and has been very well received. Professionals instruct attendees on the latest techniques of urban forestry. Topics covered during the workshop included The City in the Forest: Gainesville's Urban Forest, Mature Trees, Herbicide Application Impacting Tree Canopy, Diversity of Trees, and Diseases in Palms. The workshop also included a tour of the grounds of the Thomas Center, display of the Master Plan, and a Panel Discussion. Attendees were eligible to receive up to four Continuing Education Unit (CEU) credits for attending. The event was hosted in partnership with UF/IFAS, Florida Master Gardeners, ASLA, FAPA, FNGLA, and ISA. Fifty-four citizens attended this event.

The **annual Arbor Day Celebration** was hosted on January 19, 2018, at the Matheson History Museum. The City of Gainesville planted 68 shade trees in honor of Arbor Day - two shade trees were planted for each year as a Tree City, USA. Fifty-eight citizens attended this event, and Commissioner Harvey Budd read the Arbor Day Proclamation to the audience at the ceremony.

The **Annual Awards Program** was held on April 25, 2018 at the Thomas Center in the Long Gallery and the Spanish Court. The awards highlight projects of outstanding aesthetic and artistic appeal. Projects are evaluated for originality, innovation and creativity, as well as for their sustainability, maintenance and use of serviceable materials. An award-winning site must exhibit appropriate land utilization, effective planning, compatibility with the area and screening of unsightly views. All projects must meet applicable building and landscaping codes. Each must result in the improvement of the area, property or neighborhood. There were 150 – 200 in attendance at this very prestigious event.

At the 2018 Awards Ceremony 20 awards were presented to the winners in 11 categories.

- Outstanding Individual Award
- Restoration and Adaptive Reuse
- Institutional Facilities
- Outstanding Institutional
- Commercial and Retail Businesses
- Environmental Enhancement
- Public Spaces
- Apartments
- Gainesville Heritage
- Innovative Programs
- Uniquely Gainesville

Members of the CBB at the time of the Awards Ceremony were:

Lissa Campbell, Chair

Tricia Hood, Vice Chair

Karla Shopoff, Secretary

Fletcher Crowe, Intern

Autumn Doughton

John Paul Fiore

Mary Lou Hildreth

Kendrick Meek, Jr.

Chirayu Patel

Ashley Rella

Karen Rerra

Leah Shelley

Wendy Thomas served as Staff Liaison

Winners, CBB Annual City Beautification Awards, 2018

OUTSTANDING INDIVIDUAL AWARD

Earline K. Luhrman

RESTORATION AND ADAPTIVE REUSE

Serenoa, The Gainesville Peer Respite Home, 728 E University Avenue
Thomas Center Building B, 302 NE 6th Avenue
Cypress & Grove Brewing Company, 1001 NW 4th Street
Afternoon Restaurant, 231 NW 10th Avenue

INSTITUTIONAL FACILITIES

UF Heart Health & Vascular Hospital and UF Health Neuromedicine Hospital, 1505 SW
Archer Road
Alachua County Fire Rescue, Station #33, 5901 NW 34th Boulevard
Altrusa House of Gainesville, 2002 NW 36th Avenue

OUTSTANDING INSTITUTIONAL

The Cade Museum for Creativity & Invention, 811 S Main Street

COMMERCIAL AND RETAIL BUSINESSES

Straw & Company Fine Custom Woodworking, 900 SE 5th Street
North Florida Cataract Specialists, 4313 NW 8th Avenue

ENVIRONMENTAL ENHANCEMENT

First Magnitude Brewing Company, 1220 SE Veitch Street

PUBLIC SPACES

Academic Research Building Courtyard, UF Campus, 1104 Newell Drive
Grove Street Neighborhood Mural Project, 219 NW 10th Avenue

APARTMENTS

Craftsman Luxury Townhomes, 401-413 NW 19th Street

GAINESVILLE HERITAGE

Newell Hall Renovation, UF Campus, Buckman Drive
Restoration of the Plaza of the Americas, UF Campus Historic District

INNOVATIVE PROGRAMS

School Garden Initiatives/Alachua County Schools Farm to School to Work Program

UNIQUELY GAINESVILLE

Burger King, 6123 NW 8th Avenue
Morningside Nature Center, 3540 E University Avenue

CBB Budget

In FY 2018 the approved budget for the CBB was \$5,200. The Annual Awards Ceremony is the largest expenditure of funds, however, individual donations help leverage the City contribution to the Board for this event. The Budget approved for FY 2019 is \$7,200.

| Object Code | Object Name | FY2018 Budget | FY2018 Actual | FY2019 Budget |
|--------------|----------------------------|-------------------|-------------------|-------------------|
| 3010 | Materials and Supplies | \$500.00 | \$1,494.14 | \$2,500.00 |
| 3030 | Printing and Binding | \$1,200.00 | \$1,475.17 | \$1,200.00 |
| 3120 | Postage | \$100.00 | \$48.41 | \$100.00 |
| 3130 | Advertising | \$200.00 | \$0.00 | \$200.00 |
| 3920 | Workshops/Conferences | \$700.00 | \$0.00 | \$700.00 |
| 4110 | Professional Services | \$2,000.00 | \$1,179.73 | \$2,000.00 |
| 4120 | Other Contractual Services | \$500.00 | \$50.52 | \$500.00 |
| TOTAL | | \$5,200.00 | \$4,247.97 | \$7,200.00 |

Projects Planned for FY 2018 - 2019

The CBB held its final **Annual Urban Forestry Workshop** in FY 2018. Future workshops will be held by the Tree Advisory Board. The CBB will continue to work with the TAB and City Urban Forestry staff to transition this important community event. There will likely be a corresponding budget amendment to the CBB budget during FY 2019 to transfer funds to the TAB in order to cover the costs of the workshop.

Annual Arbor Day Celebration - The 2019 Arbor Day program will be presented on January 18, 2019, at the Cotton Club. Seventy shade trees will be planted by the City.

Annual Awards Program - The Annual CBB Awards Program will be hosted at the Thomas Center on April 24, 2019.

In FY 2018, the CBB reviewed and updated its By-laws in accordance with the guidance of the City Attorney. The Board will continue to monitor and review its functions and duties and make recommendations accordingly.

During FY 2019 the CBB will continue to look for ways to assist the community, especially with all the new development that is currently taking place. The Board is interested in the Power District Redevelopment project and hopes to be of assistance there as well. They will also look at opportunities to partner with other organizations such as the Gainesville Garden Club.