

# City of Gainesville

*City Hall  
200 East University Avenue  
Gainesville, Florida 32601*



## **Minutes - Final**

**July 8, 2021**

**6:00 PM**

**PR and Awards Committee**

**Thomas Center, Building A, Room 105, 302 NE 6th Avenue,  
Gainesville, FL**

## **Nature Centers Commission**

*Jonathan Reiskind (Chair)  
Karen Garren (Member)  
Penny Weber (Member)  
Kathryn G. Crummer (Vice-Chair)  
Leslie Straub (Member)  
Jessica W. Wilson (Treasurer)  
Bruce Blackwell (Member)  
Cindy Boulware (Secretary)  
Marylin Prado (Member)  
Michael Hill (Member)  
Leanne Sheffer (Member)  
Hannah Gutner (Member)  
Madilena Campbell (Member)*

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*Creole relay, please call 1-877-955-8707.*

## Call to Order, 6:05pm

## Agenda Approval

No changes to the agenda

[210154.](#)

NCC Work Plan as it pertains to PR and Awards

RECOMMENDATION

*The Nature Centers Commission will discuss the PR and Awards, they will take the appropriate action.*

## Approval of Minutes

No previous meeting minutes

## New Business

### Discussion - Awards and outreach

The work plan lists the star awards and outreach that raises awareness of our parks and encourages all ages to visit them .

There was discussion that advertisements for the star award will be focused on Facebook, as well as radio and TV PSA. The committee discussed setting up a year round plan to encourage people to be a "good neighbor" or "green business". The star award will span 2020 and 2021 since it was cancelled last year.

Ads for nominations runs from August through October first.

Bruce said that he has a neighbor that may be willing to do voiceover's.

Print ads could be in youth oriented publications (ie Giggle, The Alligator). We will find out if this is being done already.

Linda suggested that the Special Achievement award be renamed in honor of Amy Carpus. She also gave information on Sweetwater Wetlands Park outreach programs resuming hopefully soon:

School Programs, Tuesday Talks, Ranger Led Walks, Audubon Led Birding

## Board or Citizen Comments

## Adjournment

Adjourned at 6:32pm