

July 19, 2011

To: Town of Fort Myers Beach Town Council  
From: Miffie Greer, Chair, Community Resources Advisory Board (CRAB)  
Re: Fort Myers Beach Citizen Recognition Program

The Fort Myers Beach Town Council tasked the CRAB to explore the various volunteer and citizen awards programs for the Town. We have recently looked at the Citizens of Distinction Awards offered by the Town. While we believe the structure and award categories address a sufficient cross-section of our town population, at the July 7 CRAB meeting, the committee moved to present the following recommendations to the Town Council for this program in subsequent years:

1. Clarify language regarding residency in program descriptions

As the committee members read the residency requirements, we found them not as clearly defined as they might be. They may appear to readers to be restricted to full-time residents. We suggest that it be made clear that the awards are available to our part-time and seasonal residents as well as our full-time residents. Many of our winter residents do a great deal for our island community, and certainly consider themselves more than just a "visitor." This would apply to all except the Heritage Award, which we believe should remain an Award for full-time island residents.

2. Modify awards timeline as follows:

<b>Activity:</b>	<b>Current:</b>	<b>Recommended Change:</b>
<b>Nomination Deadline</b>	Last Friday in July	December 15
<b>Selection</b>	First meeting in October	First meeting in January or at a work session
<b>Presentation</b>	Volunteer Appreciation Dinner	February Town Council Meeting

This modified timeline would enable nominations to more easily be made by all residents, as well as provide more visibility to the Awards program and the winners. Award recipients could also be invited to the next Volunteer Appreciation Dinner.

3. Raise awareness of the Awards program

The following are some suggestions as to how that might be accomplished:

- Increased newspaper publicity
- A tri-fold brochure
- High visibility on the Town web site
- Announcements at Town Council meetings encouraging participation
- Running leader on Comcast in advance of televised Town Council meetings.

We hope these recommendations will enhance the success of this well-designed Citizen's Recognition Program.