

**MINUTES**  
**FORT MYERS BEACH**  
**MARINE RESOURCES TASK FORCE**  
Town Hall – Council Chambers  
2523 Estero Boulevard  
Fort Myers Beach, FL 33931

**Wednesday, January 14, 2015**

**I. CALL TO ORDER**

Meeting was called to order at 6:03 p.m. by Vice Chair Weeg. Members present: Tree Andre, Cheryl Clark, Greg Holmes, Glen Thompson, and Keri Weeg.

Excused: Cristina Denegre and Bill Veach.

Staff present: Keith Laakkonen

Council Liaison: Dan Andre

**II. PLEDGE OF ALLEGIANCE**

**III. INVOCATION**

**IV. APPROVAL OF MINUTES** of December 10, 2014

**MOTION:** Ms. Andre moved to approve the minutes; second by Ms. Clark.

**VOTE:** Motion passed unanimously.

**V. PUBLIC COMMENT**

Mr. Andre asked Ms. Weeg to speak on behalf of MRTF at the Leadership Conference. Ms. Weeg accepted.

**VI. NEW ITEMS**

No new items.

**VII. CURRENT ITEMS**

**A. Beachscape Program (Veach)**

Mr. Laakkonen stated that a date had to be identified for the next planting.

**B. Adopt a Beach (Andre)**

Ms. Andre indicated a change was made to the second page of information in order to clarify volunteer roles. She indicated 400 copies were needed for the Chamber of Commerce mailing in January. Mr. Andre indicated he would seek approval for the program from Town Council on January 20, 2015. Ms. Weeg volunteered to publish an article to run on January 23. The first training session would be January 27.

**MOTION:** Ms. Weeg moved to go forward to Council on January 20, 2015; second by \_\_\_\_\_.

**VOTE:** Motion passed unanimously.

C. Community Outreach/MRTF Event (Weeg)

Ms. Weeg reported that she would meet with Bonnie Roberts next week concerning Adopt Mother Earth Day on May 9, 2015.

D. Newspaper Articles (Veach)

Vice Chair Weeg reported that Chair Veach's article would run next week.

E. FAQs (Weeg)

Mr. Laakkonen stated that he would touch base with Ms. O'Riley.

F. Informational Sticker for Rental Boats (Clark)

Ms. Clark delivered stickers to Fish Tale Marina, but she was not sure if Snook Bite received theirs. Ms. Clark volunteered to approach boat rental companies that utilize Estero Bay.

G. Brochure Distribution (all)

Mr. Laakkonen reported the next order should arrive soon. Ms. Clark offered to distribute brochures at the Florida Sportsman Fishing Show January 30 - February 1, 2015.

H. Canals (Thompson)

Mr. Laakkonen reported that he was waiting for information from Hans Wilson.

I. Investigate Clean Beach Certifications (Veach)

In progress.

J. Branding for Nature/Ecotourism (Veach)

In progress.

K. Mulholland Award (all)

Ms. Weeg stated she would take the issue to Council on January 20, 2015.

L. Local Water Quality Initiates - Rain Gardening Promotion (Veach/Weeg)

**VIII. MEMBER ITEMS AND REPORTS**

Ms. Clark questioned why plaques were not on drains. Mr. Laakkonen replied that once the road was repaved for the stormwater project, the plaques would be put back on.

Ms. Andre stated approval was needed before moving forward with the Adopt a Beach program, so the Chamber mailing would be in February instead of January.

Mr. Laakkonen stated he would send Mr. Holmes copies of past meeting minutes to help him get up to speed with issues facing MRTF.

Mr. Holmes agreed to sign up for Avenue A with the Adopt a Beach Program.

#### **IX. PUBLIC COMMENT**

Mr. Andre reported that local stations NBC and CBS were ready to run stories about the Adopt a Beach Program as soon as it was approved and the Coast Guard stated they wanted to be involved as well.

#### **X. SET AGENDA FOR NEXT MEETING**

No change.

#### **XI. ADJOURNMENT**

**MOTION:** Clark moved to adjourn; second by Ms. Andre.

**VOTE:** Motion passed unanimously.

Meeting adjourned at 6:39 p.m.

Adopted 2/11/15 with/without changes. Motion by \_\_\_\_\_  
(DATE)

Vote: 6-0 Signature: 

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