

City of Port St. Lucie

121 SW Port St. Lucie Blvd.
Port St. Lucie, Florida 34984



Meeting Agenda

Winter Workshop Day 3

Friday, February 20, 2026

8:30 AM

PSL Community Center 2195 SE Airoso Blvd, Port St. Lucie, FL 34984

City Council Workshop

1. Meeting Called to Order

2. Roll Call

3. Pledge of Allegiance

4. Public to be Heard

5. Second Reading of Ordinances

- 5.a** Ordinance 26-17, an Ordinance of the City of Port St. Lucie, Florida, Amending Title III - Administration, Chapter 32. Departments, Boards, and Commissions, of the Ordinances of the City of Port St. Lucie, Florida, by Specifically Adding Article XV. Naturally PSL Community Trust; Providing for Conflict; Providing for Severability; Providing for Codification; and Providing an Effective Date.

[2026-145](#)

6. Adjourn

Notice: No stenographic record by a certified court reporter will be made of the foregoing meeting. Accordingly, if a person decides to appeal any decision made by the City Council, board, agency, or commission with respect to any matter considered at such meeting or hearing, he or she will need a record of the proceedings, and that, for such purpose, he or she may need to ensure that a verbatim record of the proceedings is made, which record includes the testimony and evidence upon which the appeal is to be based. (F.S. 286.0105)

Notice: Public and Press are invited to review all the backup for Council Meetings. Copies are available in the City Clerk's Office on Wednesday, Thursday, Friday, and Monday before Council Meetings. On Meeting nights, a copy of backup material is available in the reception area of City Hall for public review. Please leave the agenda and backup material in good order for others to review.

Notice: Anyone wishing to speak during Public to be Heard is asked to fill out a yellow Participation Card and submit it to the City Clerk. Anyone wishing to speak on any Agenda Item is asked to fill out a green Participation Card and submit it to the City Clerk. Participation Cards are available on the side table in Council Chambers, at the reception desk in City Hall lobby, and in the City Clerk's Office.

Notice: In accordance with the Americans with Disabilities Act of 1990, persons needing special accommodation to participate in this proceeding should contact the City Clerk's Office at 772-871-5157.

As a courtesy to the people recording the meeting, please turn all cell phones to silent or off. Thank you.



Agenda Summary

2026-145

Agenda Date: 2/20/2026

Agenda Item No.: 5.a

Placement: Second Reading of Ordinances

Action Requested: Motion / Vote

Ordinance 26-17, an Ordinance of the City of Port St. Lucie, Florida, Amending Title III - Administration, Chapter 32. Departments, Boards, and Commissions, of the Ordinances of the City of Port St. Lucie, Florida, by Specifically Adding Article XV. Naturally PSL Community Trust; Providing for Conflict; Providing for Severability; Providing for Codification; and Providing an Effective Date.

Submitted By: Nikki Zheng, Civic Designer, Strategic Initiatives and Innovation

Strategic Plan Link: The City's Goal of Strategic Growth for a Resilient Future.

Executive Summary (General Business): This ordinance authorizes the City to create a non-profit organization for the purpose of acquiring, conserving and activating green space for public benefits through strategic fundraising partnerships and the leveraging of public and private funding.

Presentation Information: Presentation provided by staff.

Staff Recommendation: Move that the Council approve the enactment of the ordinance and authorize staff to move forward with creating the non-profit organization, Naturally PSL Community Trust.

Alternate Recommendations:

1. Move that the Council amend the recommendation and approve the enactment of the ordinance and authorize staff to move forward with creating the non-profit organization, Naturally PSL Community Trust.
2. Move that the Council provide staff direction.

Background: The City of Port St. Lucie seeks to increase public access to and enjoyment of City-owned green spaces while proactively increasing the inventory of City land for parks, conservation, and stormwater management. Following City Council interest in July 2025 to develop a City-affiliated 501(c)(3) non-profit organization, this ordinance provides staff the formal approval of City Council to incorporate Naturally PSL Community Trust. This Trust serves as a dedicated fundraising entity to the City, allowing the City to leverage both public and private contributions to acquire, conserve, and activate land for the long-term benefit of the community through parks, conservation and stormwater management.

Issues/Analysis: Port St. Lucie has experienced rapid population growth, adding over 50,000 residents since 2020. This growth places significant strain on the City's park system, open spaces, and stormwater

infrastructure. In response to consistent resident feedback since 2023, and with significant resident involvement, the City launched the "Naturally PSL: Green Spaces and Places" initiative. Since its 2025 inception, the City has proactively acquired over 273 acres of land and continues to secure state, federal and philanthropic grants to advance environmental stewardship and community activation.

Data from the 2024 10-year Parks and Recreation Master Plan update confirms that public support remains high, with 96% of surveyed residents supporting land acquisition to preserve tree canopy and natural areas. However, the City's ability to meet its adopted Level of Service (LOS) standard, 5.0 acres of developed parkland per 1,000 residents, is a challenge. While the City exceeded this goal in 2020, current projections show the City hovering at the bare minimum LOS as the population surpasses 302,000. As land becomes increasingly scarce and costly, the City must diversify its funding and management models. Establishing the Naturally PSL Community Trust allows the City to secure alternative funding sources, including private donations, and to expand eligibility for philanthropic grants necessary to acquire, conserve, and activate parkland with community partnership to protect access to nature and provide excellent outdoor recreational opportunities.

Financial Information: The Naturally PSL Community Trust is designed to leverage private funding alongside existing public budget allocations. Initial costs for its establishment include administrative oversight, provided amongst the City Manager's Office, Strategic Initiatives and Innovation, Finance, and the City Attorney's Office.

Special Consideration: Upon adoption and effectiveness of the ordinance, staff will proceed in taking the necessary steps to incorporate Naturally PSL Community Trust with the Florida Division of Corporations as a 501(c)(3) non-profit organization, as well as other steps required by applicable law, rules, and regulations. While this entity will be governed by a Board of Directors to facilitate specialized fundraising and grant management, the City of Port St. Lucie shall retain full ownership and legislative control over all land acquired. Additionally, contributions collected through Naturally PSL Community Trust will be maintained as a separately stated fund within the City's annual audited financial statements, subject to full public accountability.

Location of Project: City-wide

Business Impact Statement: N/A

Attachments:

1. Ordinance 26-17
2. Exhibit A: Article XV: Naturally Port St. Lucie Community Trust
3. Naturally PSL Community Trust Presentation
4. NaturallyPSL_Comms Plan

NOTE: All of the listed items in the "Attachment" section above are in the custody of the City Clerk. Any item(s) not provided in City Council packets are available upon request from the City Clerk.

Internal Reference Number: 25218-08

Legal Sufficiency Review:

Reviewed by Carly Fabien, Deputy City Attorney. Approved as to Legal form and sufficiency by Richard Berrios, City Attorney.

ORDINANCE 26-__

AN ORDINANCE OF THE CITY OF PORT ST. LUCIE, FLORIDA, AMENDING TITLE III “ADMINISTRATION”, CHAPTER 32. DEPARTMENTS, BOARDS, AND COMMISSIONS, OF THE ORDINANCES OF THE CITY OF PORT ST. LUCIE, FLORIDA, BY SPECIFICALLY ADDING ARTICLE XV. NATURALLY PSL COMMUNITY TRUST; PROVIDING FOR CONFLICT; PROVIDING FOR SEVERABILITY; AND PROVIDING AN EFFECTIVE DATE.

WHEREAS, the City of Port St. Lucie (“City”) seeks to acquire more green space properties through the City and maximize public benefits on City land; and

WHEREAS, the City seeks to create the City of Port St. Lucie Naturally PSL Community Trust for the purposes of acquiring, conserving, and activating land through a fundraising partnership; and

WHEREAS, the City desires to establish Naturally PSL Community Trust to leverage both public and private funding consistent with the terms and guidelines provided herein.

NOW, THEREFORE, THE CITY OF PORT ST. LUCIE HEREBY ORDAINS:

Section 1. Ratification of Recitals. The foregoing recitals are hereby ratified and confirmed as true and correct and are hereby made a part of this Ordinance.

Section 2. Article XV of the Code of Ordinances of the City of Port St. Lucie is added as attached as Exhibit A.

Section 3. Conflict. If any ordinances, or parts of ordinances, are in conflict herewith this Ordinance shall control to the extent of the conflicting provisions.

Section 4. Severability. The provisions of this Ordinance are intended to be severable. If any provision of this Ordinance is determined to be void or is declared illegal, invalid, or unconstitutional by a Court of competent jurisdiction, the remainder of this Ordinance shall remain in full force and effect.

Section 5. Codification. The provisions of this Ordinance shall be made a part of the Code of Ordinances of the City of Port St. Lucie, Florida. The sections of this Ordinance may be renumbered or re-lettered to accomplish such intentions; the word “ordinance” may be changed to “section” or other appropriate word as may be necessary.

Section 6. Effective Date. This Ordinance shall become effective immediately upon final adoption on second reading.

ORDINANCE 26-__

PASSED AND ADOPTED by the City Council of the City of Port St. Lucie, Florida, this
____ day of _____, 2026.

CITY COUNCIL
CITY OF PORT ST. LUCIE

By: _____
Shannon M. Martin, Mayor

ATTEST:

Sally Walsh, City Clerk

APPROVED AS TO FORM:

Richard Berrios, City Attorney

CHAPTER 32. – DEPARTMENTS, BOARDS, AND COMMISSIONS

ARTICLE XV. NATURALLY PSL COMMUNITY TRUST

31.141. Establishment.

There is hereby created the City of Port St. Lucie Naturally PSL Community Trust, a not-for-profit corporation under state law. The City Manager and designees are hereby authorized to take all necessary steps to form said entity and establish a corresponding fund for the purpose of receiving land and monetary donations. The use and administration of such fund shall be in accordance with Naturally PSL Community Trust's bylaws, as well as federal, state, and local laws.

31.142. Purpose; membership; function.

(a) Purpose. As a nonprofit 501(c)(3) partner to the City, Naturally PSL Community Trust aims to acquire, conserve and activate land for public uses through fundraising and/or direct monetary or in-kind contributions.

It serves as a fundraising partnership to leverage public and private funding to acquire properties and to maximize public benefits on City land.

(b) Membership. This corporation shall be governed by its Board of Directors and have no members.

(c) Board of Directors. This corporation shall consist of at least five (5) members, with at least three (3) members being St. Lucie County residents not employed by the City.

(d) Function. The management of the affairs of the corporation shall be vested in its Board of Directors and shall function in accordance with its bylaws.

31.143. Security; investment; fund accounting.

The funds held in the Naturally PSL Community Trust shall be continuously secured in the same manner as state and municipal deposits are authorized to be secured by the laws of the state and may be deposited or invested as provided by law. The Naturally PSL Community Trust fund shall account for and report its financial information in accordance with the standards established by the Governmental Accounting Standards Board (GASB) and the guidelines outlined in Governmental Accounting, Auditing, and Financial Reporting (GAAFR).

31.144. Expenditure from the Fund.

EXHIBIT "A" – NATURALLY PSL COMMUNITY TRUST CODE ADDITION

The City is the only entity authorized to expend funds from the Naturally PSL Community Trust. No expenditure, other than for the administration and implementation of Naturally PSL Community Trust, including but not limited to acquiring, conserving, and activating land for public uses, may be made therefrom. Any expenditure must be consistent with federal, state, and local law, as well as Naturally PSL Community Trust's bylaws and the City's Code of Ordinances.

Naturally PSL

Land Bank and Community Trust

February 2026



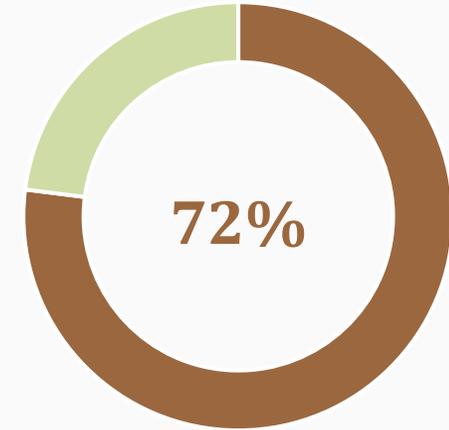
The Context



Residents ranked **Neighborhood Parks/Natural Preserves** as top priorities since 2023

+ 49,108
new residents

have moved to the City of Port St. Lucie since 2020
(2024 BEBR Estimate)



Out of total developable land per city land use and zoning, **72% has been developed.**

Port St. Lucie is growing faster than its green spaces

Naturally PSL Land Bank

The City's Policy Initiative to *Acquire, Conserve* and *Activate* City Land



Increasing residents access to parks, trails, natural preserves and recreational green spaces and public spaces through **land acquisitions**



Enhancing **resiliency** through stormwater management, education, and green infrastructure.



Improving the quality of **environmental-sensitive lands, wildlife habitats and connectivity.**



Improving the **quality of life** of residents and neighborhoods

Naturally PSL Community Trust

A Mechanism that Tackles Funding Challenge to Increase Green Spaces in PSL

As a nonprofit 501(c)(3) partner to the City of Port St. Lucie, Naturally PSL Community Trust aims to support Naturally PSL Land Bank to acquire, conserve and activate land for public uses **through fundraising and/or direct monetary or in-kind contributions.**

It serves as a fundraising arm to leverage public and private funding to **acquire properties** and to **maximize public benefits on city land.**

How Does the Trust Support The City?



Private citizens or groups donate to Naturally PSL Community Trust

Naturally PSL Community Trust receive donations, transfer them to respective city special revenue funds based on donor's choice

Respective city departments and staff incorporate additional funding source into project plans.

City Council review and approves project plans in alignment with Strategic Plan Goals



Ex. A resident donates \$50,000 to build a new playground at Oak Hammock Park

Ex. Trust processes the donation and transfers the Donor-restricted resources into the special revenue fund.

Ex. City Staff prepares recommendations for new playground at Oak Hammock Park, with the additional \$50,000 donations

Ex. City Council review and approves staff's recommendation, a new playground gets built!

What Would the Trust Support?



Land Acquisitions (Naturally PSL Land Bank)



“I’d like to help the city to acquire this piece of land across my home, so they stay as a green space”

“I’d like to donate this piece of land I no longer wish to develop for the community to enjoy”

Parks, Trails, and Amenities (Parks and Recreation)



“I’d like to contribute more money to put a new trail around this green space in neighborhood”

“I’d like to expand the City capacity to support more youth actions in environmental stewardship”

Trees (KPSLB and Urban Beautifications)



“I’d like to help plant more trees on the streets in my neighborhood!”

Where Could the Trust Support?

Improve and Optimize use of Existing City Lands

198 Acres
City-owned Natural
Preserves



46
City Parks



1,460 acres
lakes and ponds



3,097 Acres
McCarty Ranch Preserve,
Recreation and Water
Quality



Where Could the Trust Support?

Turn Green Spaces into *Places* through Community Actions



Where Could the Trust Support?

Continue to Expand the Inventory of City Land

~273 acres of Pending/completed acquisitions in 2025

 ~1 acre more future green space for Every 1000 residents

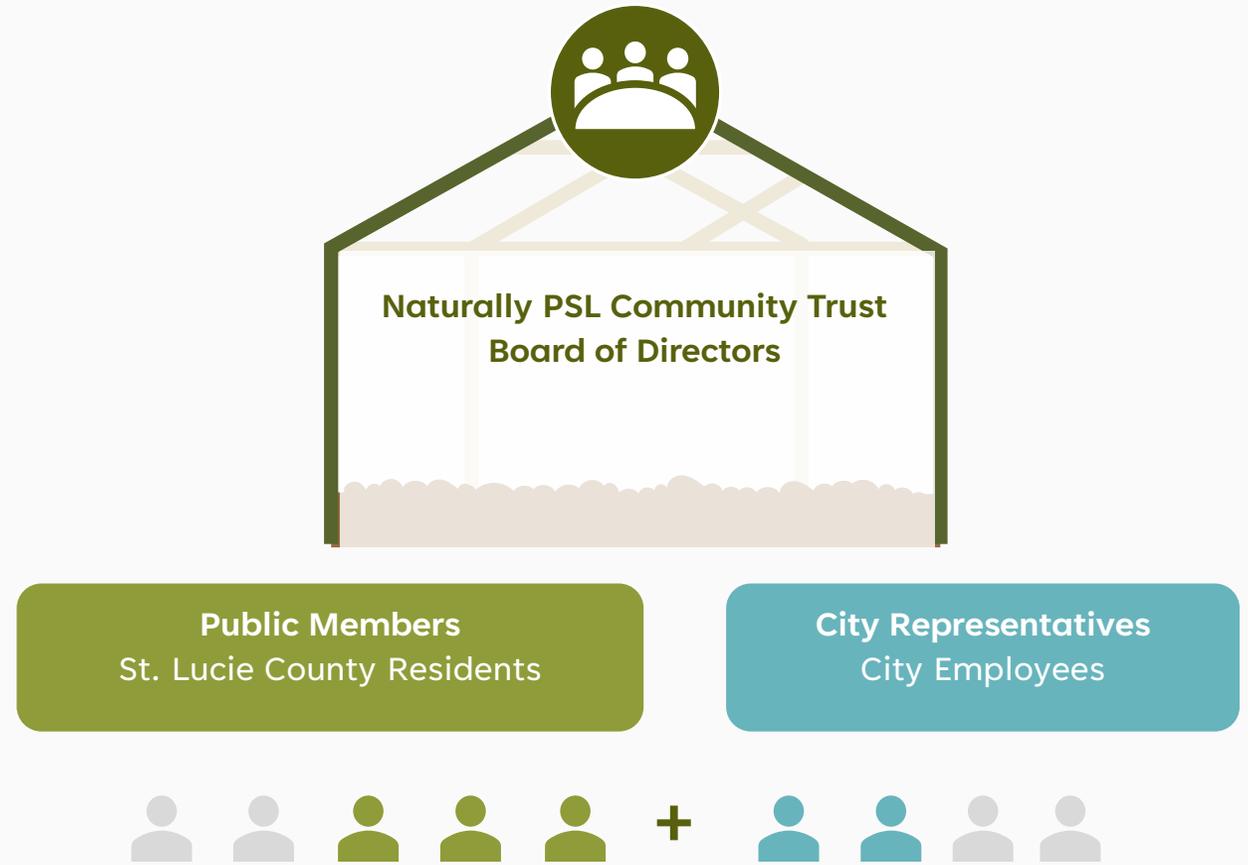


Growing the Trust Together

Board of Directors

The management of the affairs of the corporation shall be vested in its **Board of Directors** and shall function in accordance with the corporation's **bylaws**.

Directors could solicit contributions and accept contributions on behalf of the corporations.



Total: \geq 5 Members

With at least 3 being St Lucie County residents not employed by the city

Setting the Priority

For Naturally PSL Community Trust

- 1 Accelerate Land Acquisitions**
- Strategic communications
 - Leverage ribbon cutting events and Naturally PSL brand
 - Continue to optimize/innovate

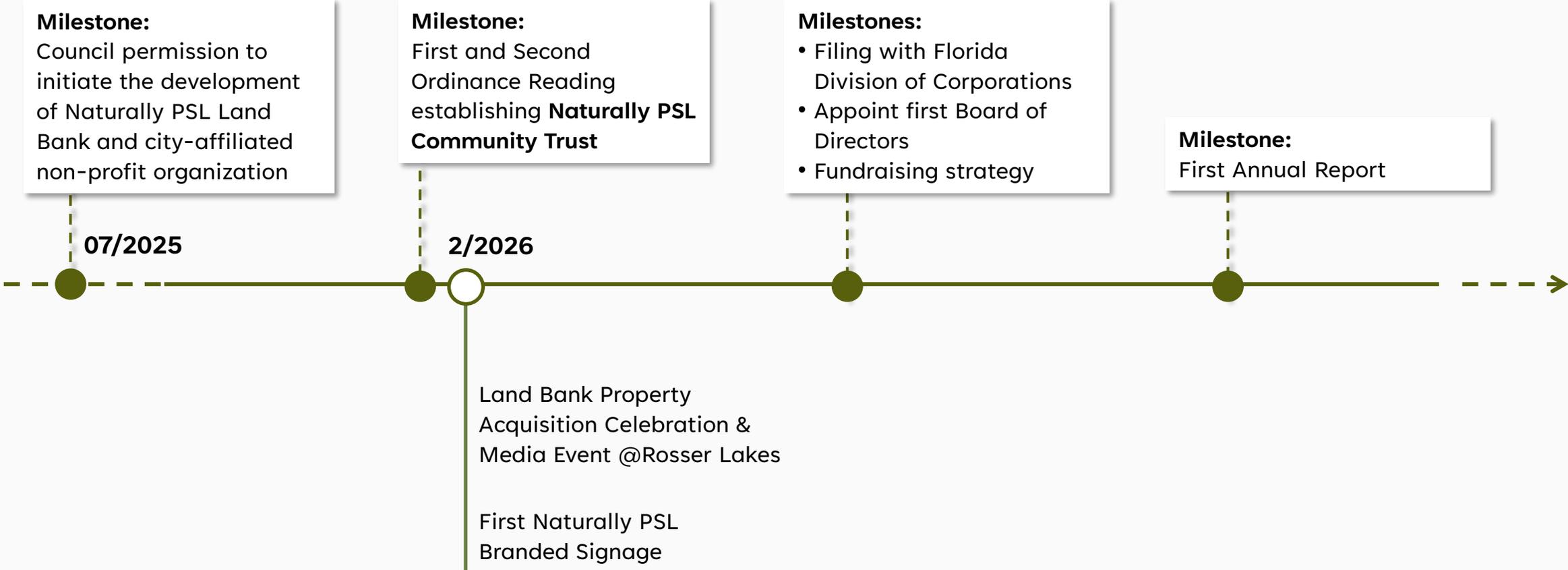


- 2 Financial Stability**
- Remove barriers for public-private partnerships and donations
 - Donor database and fundraising strategy
 - Land bank policy assurance

- 3 Organizational Capacity**
- Develop administrative roles for Real Estate Division
 - Continue to improve efficiency

- 4 Performance**
- Data-driven strategic goals for 3-year and 5-year
 - Annual reporting and quarterly presentations

Next Steps and Milestones



STAFF RECOMMENDATIONS

- Council approval of Ordinance 26-17
- Council permission to move forward with filing for Naturally PSL Community Trust, as a 501(c)(3) non-profit entity to support City Initiative Naturally PSL: Green Spaces and Places through fundraising and/or direct monetary or in-kind contributions.

Naturally PSL Land Bank and Community Trust Communications Plan





SITUATION OVERVIEW

Port St. Lucie is growing rapidly, with more than 55,000 new residents since 2020 and 72% of developable land already built out. Residents consistently rank neighborhood parks and natural preserves as top priorities. The Naturally PSL initiative responds by protecting and activating land for green spaces and community use. The Naturally PSL Community Trust provides the funding mechanism to leverage public and private support for land acquisition, parks, trails, trees, and amenities.

Communications must:

- Introduce the Trust clearly.
- Build credibility and transparency.
- Inspire giving and partnerships.
- Show visible community impact.

GOALS

1. Build awareness of Naturally PSL Community Trust and its role as the fundraising arm of Naturally PSL Land Bank.
2. Establish trust and legitimacy with residents, donors, partners, and stakeholders.
3. Drive donations, land contributions, and in-kind support.
4. Engage the community in turning green spaces into places.
5. Celebrate milestones, acquisitions, and community successes.

TARGET AUDIENCES

Primary

- Port St. Lucie residents
- Individual donors and philanthropists
- Property owners interested in land donation
- Local businesses and corporate partners
- Community and environmental organizations

Secondary

- City Council and advisory boards
- Media outlets
- HOAs and neighborhood associations
- Youth and volunteer groups
- Regional and state funding partners



NATURALLY PSL

Key Messages





Core Message

Naturally PSL Community Trust helps protect and grow Port St. Lucie's green spaces by funding land acquisition, parks, trails, trees, and community amenities for today and future generations.

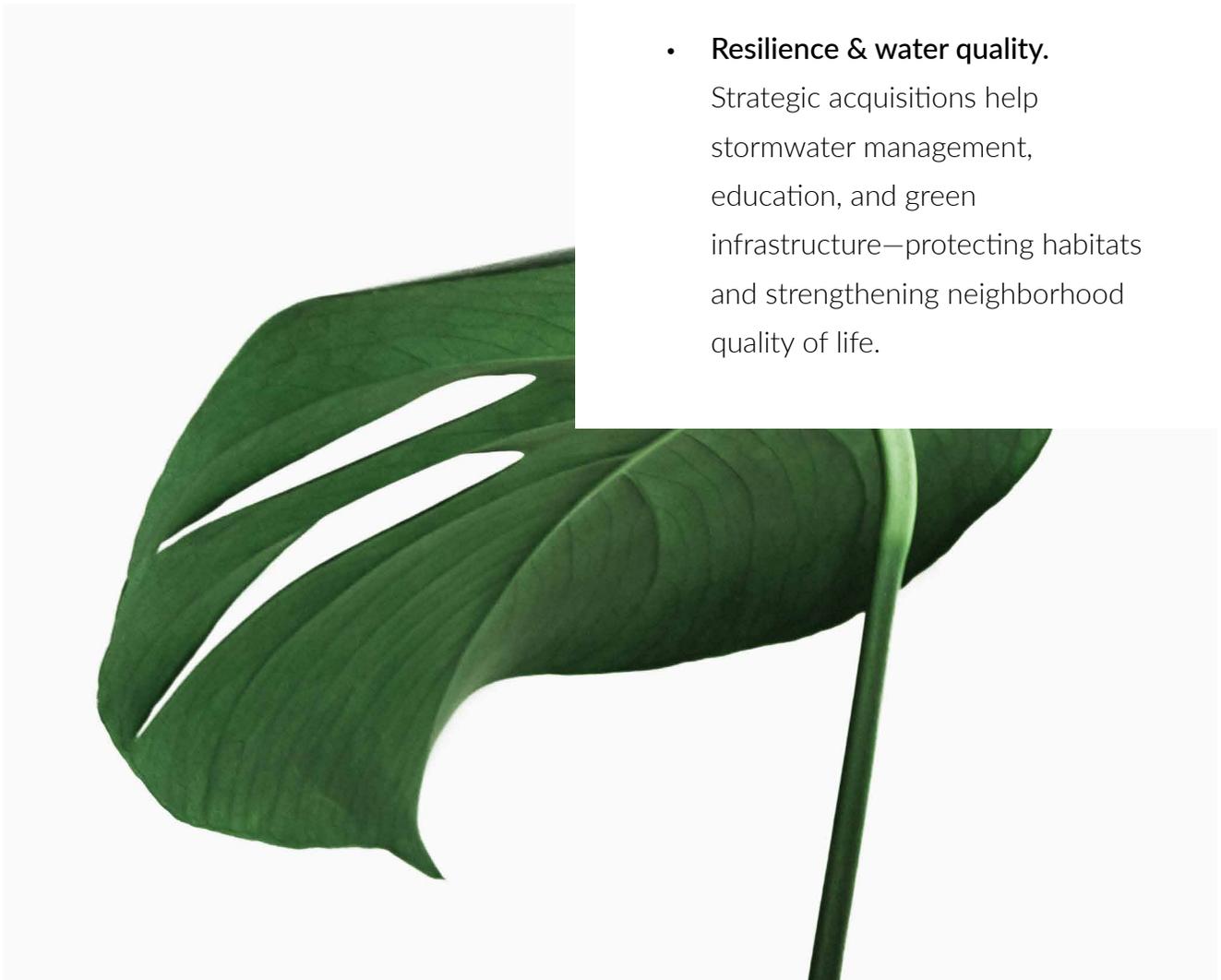
Supporting Messages:

- As PSL grows, protecting land matters more than ever.
- Donations stay local and directly improve community spaces.
- The Trust partners with the City to maximize public benefit.
- Every gift—money, land, or service—helps turn green spaces into places.
- Transparency and impact guide every project.

Message Architecture for Press Releases, Presentations and Talking Points

Core narrative

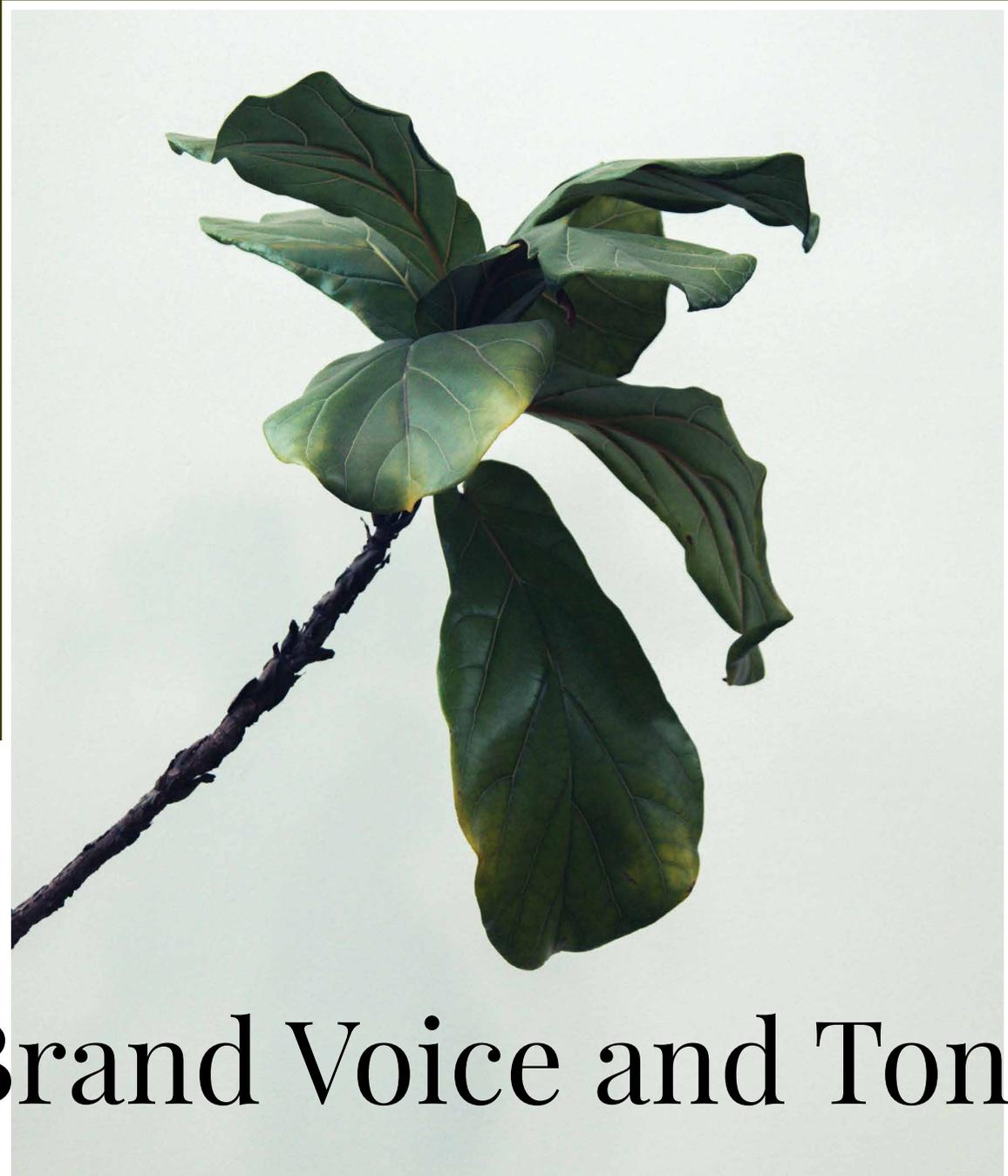
- **Access to nature, closer to home.**
With most land already developed (72%), the Trust provides a resilient way to secure land to connect more residents to nearby parks, trails, preserves, and public spaces.
- **Resilience & water quality.**
Strategic acquisitions help stormwater management, education, and green infrastructure—protecting habitats and strengthening neighborhood quality of life.





- **Accountability & transparency.**
Public website, clear acquisition criteria/process, and a 5-member board, with at least three members who are St. Lucie County residents not employed by the City.

- **Proven model, adapted for PSL.**
Inspired by successful city affiliated trusts (e.g., Orlando Community & Youth Trust) while tailored to PSL's unique needs.



Brand Voice and Tone

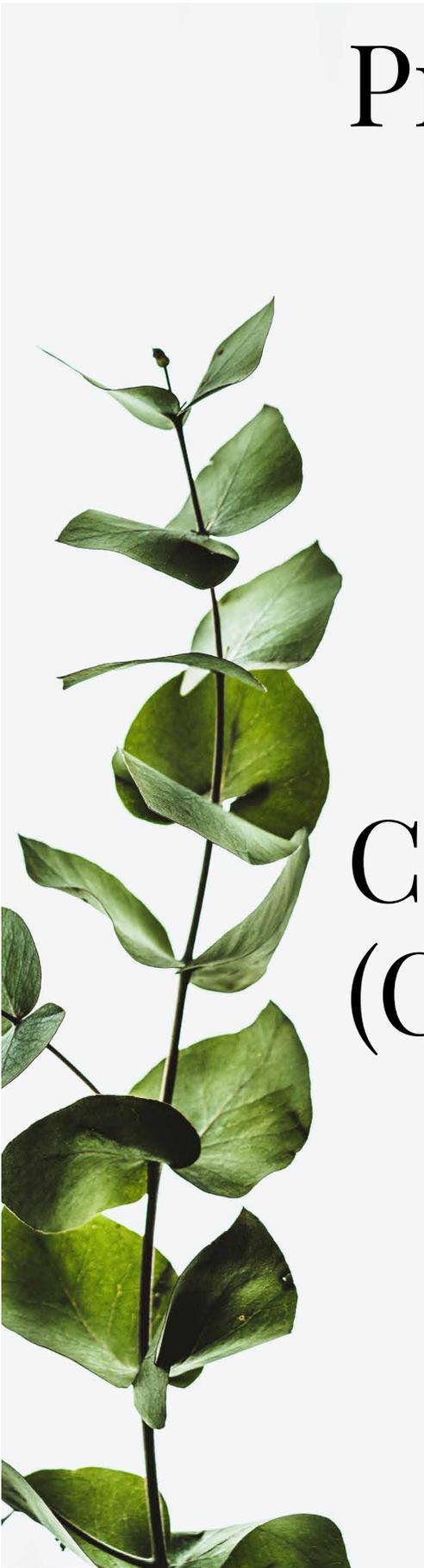
- Optimistic and community-focused
- Transparent and trustworthy

Proof Points

- #1 priority at 2023 Citizen Summit: neighborhood parks/preserves.
- 273 acres pending/completed acquisitions (2025) incl. Commerce Center Dr. North entrance, Rosser Lakes, Torino Park Parcel D, Sportsman's Park (north addition).
- With public access, 10-minute walk coverage rises 28% → 32%.
- Residents show 90% support for a sales tax initiative to fund parks/green space/water quality (2025 NCS).

Calls to action (CTAs)

- Learn & share: Explore the Trust website; share priorities for acquisitions.
- Participate: Attend ribbon cuttings, volunteer stewardship days, community briefings. Options for groups, organizations, or public agencies to become a partners, for example — fundraising events, sponsorship, education research, etc.
- Support: Donate to the Donor Choice Fund (parks, trees, land acquisitions).



Communication Strategies

Launch & Awareness

- Public announcement of the Trust's creation and first Land Bank purchase at Feb. 20 press conference at Rosser Lakes.
- Dedicated webpage on the City site with donation portal and FAQs.
- Talking points for City Council and staff
- E-blasts with sign ups for more information
- Introductory video explaining how the Trust works.
- Press releases – Pre 2/20 – inviting to press conference/ Post conference on 2/20 announcing creation of Land Trust (distribute at conference).
- Council meeting presentation on 2/20 and social amplification – reel of press conference linking to press release .

Storytelling & Impact – Throughout year after launch

- Before-and-after visuals of sites.
- Donor stories and testimonials.
- Project spotlights (parks, trails, trees, acquisitions).
- Quarterly progress updates.
- Annual Impact Report.
- Street banners and evergreen printed collateral.
- Targeted digital advertising campaigns.

Signage Plan

- Develop a master plan for Naturally PSL signage – various styles and types
- Every land purchase analyzed for type of sign
- Existing natural areas analyzed for type of sign
- Continue to budget for signs in Communications annual budget

Community Engagement

- Neighborhood presentations and HOA toolkits.
- Volunteer and stewardship campaigns.
- Tree planting and trail activation events.
- Youth environmental programs promotion.
- Signage at funded sites recognizing the Trust.
- City of PSL merchandise shop with profits going to the Community Trust - easy way for residents to support the Trust.

Fundraising Communications

- Campaign themes (Trees, Trails, Land, Amenities).
- Online giving campaigns with clear outcomes.
- Major donor cultivation packets and printed materials.
- Corporate partnership outreach.
- Land donation information guides.

Media & Partnerships

- Media site tours.
- Feature stories around acquisitions and celebrations.
- Partner cross-promotion.
- Influencer and local advocate outreach.





Channels & Tactics



Website

Landing page, donation portal, FAQs, project map



Print

Brochures, signage, fact sheets, annual report, banners, feather flags



Events

Acquisition celebrations, tree plantings, park openings



Media

Press releases, interviews, photo opportunities



Social

Impact posts, videos, event promotion, donor highlights



Email

Launch email, quarterly newsletter, donor updates, sign ups



Internal

City staff toolkits, talking points

Signature Moments

- Land Bank Property Acquisition Celebration at Rosser Lakes.
- First Naturally PSL branded signage unveiling.
- Annual Naturally PSL Community Trust Report release.
- Community tree planting days, partnerships with Keep Port St. Lucie Beautiful events.
- Park and trail ribbon cuttings funded by the Trust.
- Celebrate every land acquisition.
- Celebrate large donations.
- Partnerships with Trust for Public Land and Love Your Block.
- Development of philanthropic partnerships and announcements of key grants awarded, leveraging funds from the Trust.





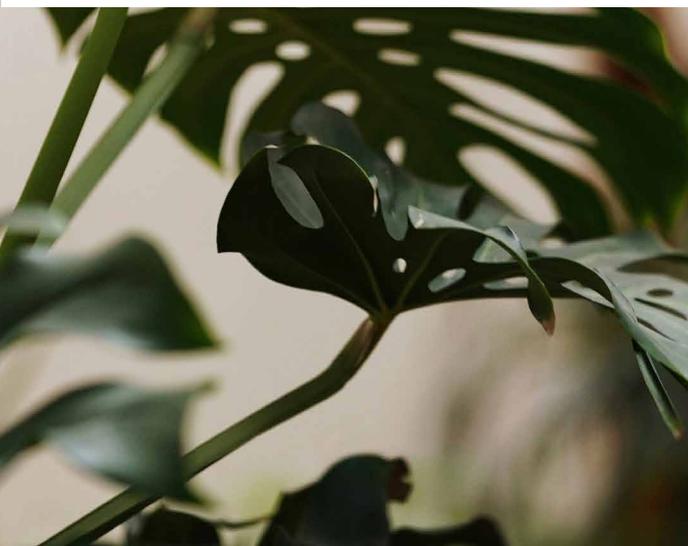
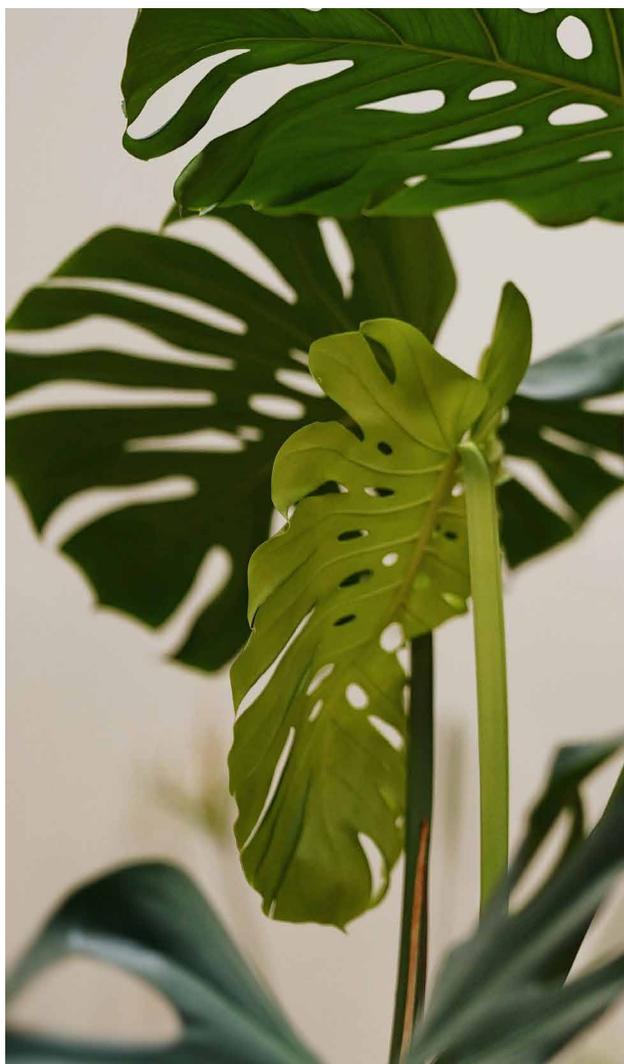
Content Themes

- Growth + conservation balance
 - Community pride
 - Environmental stewardship
 - Local impact
 - Transparency in funding
- 

Implementation Timeline

Phase 1 – Setup (February 2026)

- Finalize branding and messaging.
- Build webpage and donation platform.
- Develop launch materials.
- Create media kit and FAQs.
- Pre-and Post 2/20 press releases drafted





Phase 2 – Launch (Months 4–6)

- Public announcement campaign.
- Social media rollout.
- Press event at Rosser Lakes.
- Begin donor outreach.



Phase 3 – Growth (Months 7–12)

- Quarterly campaigns.
- Community presentations.
- Storytelling content series.
- First Annual Report release.
- Implement Signage Plan.

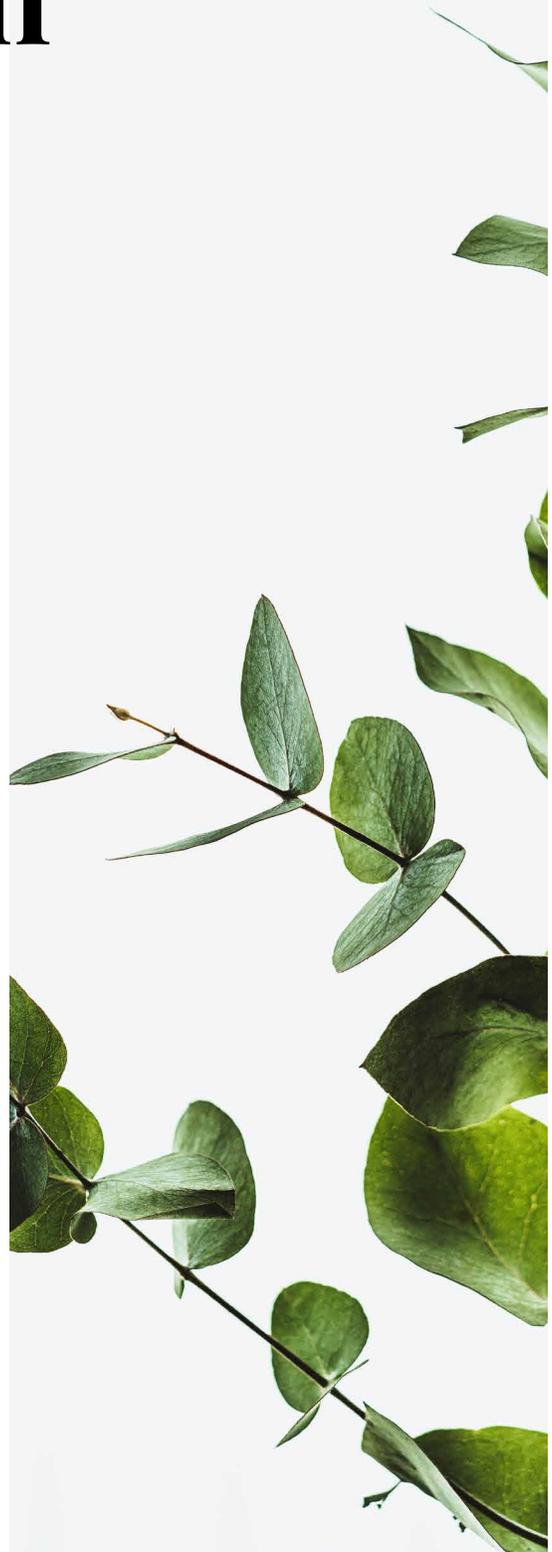
Measurement & Evaluation

Key Metrics

- Website visits and donation conversions.
- Funds raised and number of donors.
- Land or in-kind contributions received.
- Social engagement and reach.
- Event attendance.
- Media mentions.

Reporting

- Quarterly internal dashboard.
- Annual public impact report.



Roles & Responsibilities



- Communications Team: Messaging, content, media relations.
- Trust Board: Advocacy, donor outreach, community presence.
- City Staff: Project updates, visuals, coordination.
- SSI, Parks & Land Bank Teams: Story inputs and site access.

Risk & Issue Management

- Ensure donor transparency and reporting.
- Maintain clear separation of Trust and City roles.
- Prepare FAQs for land use and funding questions.
- Rapid response plan for misinformation.





Next Steps

- Finalize brand assets.
- Build communications toolkit.
- Approve launch calendar.
- Coordinate with Board and City leadership.
- Begin content development.

NATURALLY

PSL GREEN SPACES
AND PLACES

