

City of Port St. Lucie
Keep Port St Lucie Beautiful
Committee

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

Meeting Minutes

Crystal Knott, Chair
Danielle Shalginewicz, Vice Chair
Charles Cerami, Chair Pro-Tem
Colin Duncombe, Member
Corrie Johnson, Member
Micheal Barnes, Member
Mike Kendrick, Member
Melissa Yunas, Alternate
Reed Catron, Alternate

Wednesday, June 25, 2025

2:00 PM

City Hall, Room 188

1. Call to Order

A Regular Meeting of the Keep Port St. Lucie Beautiful Committee of the City of Port St. Lucie was called to order on June 25, 2025 at 2:06 PM, at Port St. Lucie City Hall, Room #188, 121 SW Port St. Lucie Boulevard, Port St. Lucie, Florida.

2. Roll Call

Members Present:

Crystal Knott, Chair
Danielle Shalginewicz, Vice Chair
Charles Cerami, Chair Pro-Tem
Colin Duncombe, Member
Corrie Johnson, Member
Michael Barnes, Member
Mike Kendrick, Member (arrived 2:16 PM)
Reed Catron, Alternate

Members Not Present:

Melissa Yunas, Alternate

Others Present:

Meighan Beckett, KPSLB Program Manager
Richard Shiller, Deputy City Attorney
Daisy Ruiz, Deputy City Clerk

3. Determination of Quorum

Chair Knott confirmed there was a quorum.

4. Approval of Minutes**4.a Approval of Minutes**[2025-572](#)

Vice Chair Shalginewicz noted Page 1 listed her as Vice Chair and a Member, and Page 4, under 6.d and 6.e, it states Vice Chair Beckett. Ms. Ruiz stated she would review the record and make the corrections if need be.

Committee Member Barnes moved to approve the minutes with the corrections as indicated by Vice Chair Shalginewicz. Committee Member Cerami seconded the motion, which passed unanimously by voice vote.

5. Public to be Heard

There were no comments from the public on non-agenda items.

6. New Business**6.a Oath of Office for Keep Port St. Lucie Beautiful (KPSLB)
Committee Members**[2025-577](#)

Deputy City Clerk Ruiz administered the Oath of Office to Committee Member Corrie Johnson. Mariana Feldpausch, Director, Office of Solid Waste, introduced Ms. Johnson to the Committee at this time.

**6.b Discuss 2025 KAB Cigarette Litter Prevention & Recycling
Grant for \$5000**[2025-570](#)

Deputy City Attorney Shiller noted that Committee Member Mike Kendrick arrived and joined the meeting at this point.

Meighan Beckett, KPSLB Program Manager, indicated the City applied for and was awarded a grant from Keep America Beautiful, which the City has received in the past. She stated the grant focuses strictly on cigarette litter, prevention, cleanup, education, and recycling as well as provides funding for advertising, education, and giveaways. Ms. Beckett provided each member with a plastic pouch that is utilized for storing cigarette butts until they can be properly discarded. She inquired if the Committee members had any thoughts or suggestions regarding the grant.

Vice Chair Shalginewicz advised the Committee about Operation Trap in Pasco County where baskets are put under the grates in the sewer lines to trap litter before it gets to the waterways and nets are cast across some waterways. She explained that volunteers and staff clean out the baskets and nets. Vice Chair Shalginewicz stated the County's program has been highly successful and thought it could be implemented in Port St. Lucie. She provided handouts on PSL's Cigarette Litter Prevention Program to

the Committee. Ms. Feldpausch suggested partnering with the PSL Utilities Department.

Chair Knott thought the use of videos was a good idea, to show the life span of cigarette butts before they are picked up by the volunteers. Ms. Feldpausch agreed this would be good for educational purposes.

Committee Member Kendrick spoke to smoking prevention and suggested putting an additional sign in the designated smoking areas that displays a QR code with links to smoking cessation resources. Ms. Feldpausch recommended placing a sticker with a QR code on the current signs. The Committee liked this suggestion and Committee Member Barnes commented on looking into Tobacco Free Florida.

Chair Knott inquired about Utilities involvement and partnership, and how that would work. Ms. Beckett explained they would be adding a catch for litter that would need to be emptied into something where it could drain and dry, and then it would need to be sorted and put in the appropriate places. She thought it would take one to two days to complete this process at each location. Ms. Beckett indicated there is a recycling program for cigarette butts.

Committee Member Cerami questioned the number of traps and asked if the program would start City-wide or at one location as a trial. Committee Member Barnes discussed the problem areas as being the major intersections and suggested starting with the parks or schools. He noted that blocking the traffic to clean the traps would be the biggest hurdle.

Deputy City Attorney Shiller indicated that Page 20 of the grant states how the grant should be implemented, which is more of a marketing and messaging campaign. In addition, he explained the Committee can make recommendations and solutions for the City Council to consider regarding Operation Trap, and then Council will direct the departments and staff.

Ms. Feldpausch inquired if she would be able to discuss this program with Utilities in order to bring some information back to the Committee to review. Deputy City Attorney Shiller stated that would be allowed, as Ms. Beckett and Ms. Feldpausch are not Committee Members and the Sunshine Law does not apply to them.

Chair Knott asked if there was a marketing plan in place. Ms. Beckett stated the plan was to reboot all of the marketing material they currently have for KPSLB, which has not been utilized for about one year. She explained the outreach efforts, discussed the marketing avenues, and

reviewed what they have been using for the Adopt-A-Street Program, which includes the three PSL digital boards, PSL TV, St. Lucie Voice for ads, radio ads, WPSL radio station, Spotify, social media, text blasting, e-blasting, public media, etc.

Chair Knott inquired about social media and asked if KPSLB had their own Facebook page for posting photos, litter collections, videos, etc. Ms. Beckett stated she believed there was only one Facebook page for the City, with strict control by Communications. However, it would be good to ask if KPSLB could have a better social media presence.

Chair Knott also inquired about a referral program to encourage groups of people to sign up and get involved. She suggested presenting an award to the group who brought in the most teams.

Vice Chair Shalginewicz asked if there were educational workshops to teach the community about what litter can do to the waterways and how they can be a part of the mission. Ms. Beckett thought Utilities might have some outreach ideas. She stated she would speak with Jenny Tomes, Outreach Coordinator for the Utilities Department, and report back to the Committee.

Committee Member Duncombe noted that Melissa Yunas is with Communications and would be good to speak with regarding getting the information out. Committee Member Johnson suggested putting inserts of information in with the water bills. Ms. Beckett stated she was trying to focus on the drivers and the major intersections for this campaign.

Committee Member Barnes stated an officer was driving around writing tickets for people littering and throwing cigarette butts out the window. He indicated the PSL Public Information Officer, Dominick Mesiti, can post some information on Facebook regarding the crime aspect and fines for littering.

Chair Knott stated the Committee has discussed a lot of good ideas and informed Ms. Beckett to let them know if she needs any help.

There being no further discussion, Chair Knott opened Public to be Heard:

1. Diane Goldberg, address not stated, indicated that few people receive The Voice newspaper, so it is not a good way to publicize. She stated that more people receive The Hometown News and it is free. Ms. Goldberg believed there were too many sewer grates to put a trap on each one cost effectively. She advised the City not to trap the culverts or the sides of the

streets, because wildlife would not be able to cross through. Ms. Goldberg stated smoking prevention was the best way to go. She also shared her clean-up efforts of cigarette butts and suggested checking with the schools regarding vaping vs. cigarette usage.

Committee Member Barnes thanked Ms. Goldberg for her comments and efforts.

Committee Member Cerami inquired about the size of the sewer grates. Vice Chair Shalginewicz stated she would have the video and the blog sent to the Committee via Ms. Beckett. Committee Member Cerami suggested not testing around a canal as their initial site, so not to impact the wildlife and traffic.

Ms. Beckett explained how this type of project, such as Operation Trap, would be the perfect opportunity for grant funds.

Committee Member Barnes emphasized putting the QR code on any publications and linking it back to the City's website for more information. Vice Chair Shalginewicz stated she would be happy to disseminate any advertisements or flyers at any events being done by Extension or Master Gardners, as they use a lot of QR codes. She noted that Dr. Vincent Encomio provides presentations in Martin and St. Lucie Counties on how to protect the waterfront.

6.c Discuss New Options for Tree Giveaways

[2025-598](#)

Ms. Beckett stated the Tree Giveaway went really well, as they added 200 trees and had a choice of three different trees. She discussed Clover Park and how the traffic flowed very smoothly. She indicated they gave away 700 trees by 9:30 AM.

Chair Knott stated she would help with the next Tree Giveaway scheduled for September 6, 2025. Ms. Feldpausch suggested having the Committee members attend the event to see how the process works.

Committee Member Johnson asked if the City provided information about KPSLB when giving away the trees. Ms. Beckett indicated they hand out as much program information that can fit in the litter bag that is provided with the tree, such as a flyer for hazardous waste collection, event calendar, tree growing tips and maintenance, Naturally PSL information, etc. She stated more information from the other departments can be included.

Ms. Feldpausch spoke to recording or tracking who received the trees and

looking at possibly using a scanning device. Chair Knott asked if they could have a Facebook page for residents to check-in and post photos of their trees as they grow. Ms. Feldpausch indicated that IT was developing something where people sign up and are removed from the list when the QR code is scanned. She stated this would allow the City to keep a record and limit the number of trees per resident. Vice Chair Shalginewicz suggested having people register and follow up via social media. Ms. Feldpausch thought the registration process could be implemented for the second event of next year, as they need to decide how to utilize the data. Deputy City Attorney Shiller requested that anything dealing with data collection be reviewed by Legal and IT.

The Committee and staff discussed the current tree giveaway process at Clover Park. Ms. Beckett invited everyone to attend the next tree giveaway event and stated she would follow-up with an email.

There being no further discussion, Chair Knott opened Public to be Heard.

1. Diane Goldberg, no address stated, spoke of her experience and knowledge of gardening, plants, and trees. She indicated the Barbados Cherry and Sugar Apple trees are good choices and do not need fertilizer or pesticide, and the residents should be informed accordingly. Ms. Goldberg noted the avocados and sugar apples can be projectiles during heavy thunderstorms, tornadoes, and hurricanes. She suggested using native trees and Simpson's stopper trees as well as recommended planting the trees in groups. Ms. Goldberg indicated she would like this information to be provided during the tree giveaways and offered her contact information for when the City starts to select the types of trees.

Ms. Beckett noted that the trees are paid for by the tree fund. Ms. Feldpausch added that a percentage of the mobility fees goes into this fund to support the program.

7. Unfinished Business

There was no Unfinished Business to be discussed.

8. Adjourn

There being no further business, the meeting adjourned at 3:27 PM.

Crystal Knott, Chair

Traci Mehl, Deputy City Clerk