

1. 13-0303 America In Bloom - Bob Vedder

Mr. Vedder, representing Venice Area Beautification, Inc. (VABI), talked about the America in Bloom program, explained it is a program run by a nonprofit organization and helps improve the community landscape. He stated one way they help is through competition between cities of equal size, explained how the competition works, and that the city will enter the competition upon approval from this board and council. He reported the judging would take place in April or May, stated there is a symposium in September that he plans on attending, reviewed the awards categories, the object to involve as many people in the community to do some kind of improvement, and that a committee may be formed involving the city and other key stakeholders. He explained how the committee would determine a project, noted the city has ideas of what it wants to achieve, suggested looking at the current code and possibly changing the code, stated the cost to apply has been funded by VABI, explained the judging process, the benefit of the competition, and that the deadline to apply is February.

Discussion followed on the amount of time before the judging would take place, the benefits of moving forward now and enrolling in the program again next year, the number of cities that compete, the Best Ideas book published by America In Bloom to help in the competition, possibly having another park clean up day in the spring, how other cities were critiqued, and needing approval from City Council.

Mr. Veneziano commented on the program and staff interaction. Mr. Carlesimo stated he would bring the recommendation forward to council at tomorrow's council meeting.

A motion was made by Ms. Hicks, seconded by Ms. Piper, that the board recommends the America in Bloom project to City Council for approval. The motion carried by voice vote unanimously.