

# The Roseate Gazette

## Here At Last!

By: Bill Sanders  
Executive Director



### Roseate Spoonbill

Our mascot the Roseate Spoonbill was selected to be our mascot because it uses its spoon shaped bill to gather food from the water. Floating litter creates a hazard when they are feeding, especially to their young.

Since litter awareness, prevention and removal is KPBB's primary objective. The Roseate Spoonbill is indigenous to Florida and other tropical regions, therefore making the Roseate Spoonbill an excellent mascot for us. They are one of the many habitats that we strive to protect by removing and preventing litter.

We lovingly named her "Rosie" and use her story to educate youth throughout Pinellas County and beyond.

For more information please go to our website under education.



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Welcome to the first edition of the "Roseate Gazette", a Keep Pinellas Beautiful Quarterly Newsletter. It has taken a long time for our volunteer organization to obtain the necessary time, skills and tools to make this happen. We sincerely hope that the wait will prove to have been worthwhile to all.

It is our intent to have this newsletter be informative of past and future Litter cleanup events; to recognize both our Caring Volunteers and those that make it possible - Our Sponsors. We will also attempt to raise "Litter Awareness" by having a special informative article on a subject, program or project in each quarterly publication.

We would like to express our sincere thanks to the 35 plus "On Line Subscribers" to this newsletter who submitted over 40 great names for our newsletter. Selection of a name became a very long drawn out effort and we hope that everyone will enjoy our newsletters and look forward to receiving the Quarterly Roseate Gazette. It will be emailed to all those that subscribed to it through our web site. It will be posted two weeks later on our web site and will be mailed to many others.

We hope everyone had an enjoyable and safe Christmas Holiday and our best wishes for a Happy 2008 New Year.



This semester at the University of South Florida, Professor Richard Smith and his Economics class embarked on a new program with us. The Clean & Green Community Partner program focuses on getting local businesses involved in keeping their community clean.

As well as recruiting and signing up new businesses to join this project, students also learned valuable economic lessons.

The program asks businesses to keep their property clean and promote waste reduction. In return, businesses joining will be mentioned in our newsletter as new members and they will receive recognition on our website and future litter promotion efforts.

Since this was the pilot program, we were very excited and happy with the results. The students managed to get 15 new members and keep up with their school work. It was a pleasure working with Richard Smith and we look forward to launching this program in the Spring of 2008.  
-Liz Brewer

### CLEAN AND GREEN CORNER

\*New Members\*

- The Country Skillet • Advanced Allergy Relief Centers • Funky Planet Surf Shop
- Central Park Deli & Grill • Pappa Louis
- Spokes Cycling • First Watch • Hollywood Video • Nature's Food Patch • Cafe Kiln Inc. • Sweet Tomatoes • The Super Vitamin Outlet Inc. • Palm Harbor Animal Hospital • Chain Wheel Drive Inc. • Stirling Tropical Wines

Roseate Gazette

# Annual Countywide Cleanup

## COUNTYWIDE CLEANUP

### EVENT INFORMATION

By: Bill Sanders

**K**eeP Pinellas Beautiful conducts two county-wide clean-ups every year. Both of these annual cleanups are part of an International Cleanup program. Both annual county-wide cleanups are very similar in that they both have a primary event date; we attempt to have as many of our targeted 42 sites hold their clean-up on the primary event date; A clean-up event will always have a few targeted sites that are unable to go on the primary date, therefore they may be scheduled before or after the primary date. These also are the only events in which we attempt to promote T- Shirt sponsors for the volunteers.

**T**he Great American Cleanup International promotions are done by Keep America Beautiful, and they have a open period for participating in the Great American Cleanup. The open period runs from March 15th to May 30th. We have established an annual primary date of the 3rd Saturday in March for this event

**T**he Florida Coastal Cleanup is part of the International Coastal Cleanup Program promoted by the National Ocean Conservancy. They have set the primary event for the 3rd Saturday in September for the International Cleanup Event. The International Coastal Cleanup program runs from the 1st Saturday in September to October 30th. In Pinellas County, historically, weather problems have forced us to change our primary event date for the Florida Coastal Cleanup to the 3rd Saturday in October.

**W**e start six to eight weeks prior to the event date, to determine those cleanup sites that will be able to hold their cleanup on the scheduled primary date or obtain a date when they can. We attempt to have all the primary date sites identified and posted to our web site 30 days ahead of the event. Event posters are also distributed to all public schools at least 30 days prior to the event.



## THE GREAT AMERICAN CLEAN-UP

**COMING SOON!**

**March 15th, 2008**

**Sites to be posted  
by February 1st**

**[www.KeepPinellasBeautiful.org](http://www.KeepPinellasBeautiful.org)**

### **2007 KPB Board of Directors**

**President - Agnes Stebelton**  
**VP - Lolita Dash**  
**Treasurer - Ray Neri**  
**Secretary - Julie Adams**

**Warren Smith Ron Kimball**  
**Don Nolan Wayne Hefty**  
**Carol Malkin Peter Cavalli**  
**Susann Grasberger Bill Krimmel**

**Founder: Fred Held Jr.**



### **Adopt-A-Mile**

members in Pinellas County, a total of 2,254 volunteers, as part of the AAM program, spent 2,798 hours and removed 26,348 pounds of litter from 692 miles of Pinellas roadways during 2007.

We welcome the following adoptee groups who have joined the AAM program this past quarter.

#### New

St. Alfred's Episcopal Church (Anglican)  
Timothy Kielich – Notary Public  
H & R Block – Park and Starkey Branch

#### Renewals

Rotary Club of Seminole Lake  
Suncoast Primate Sanctuary



### **Adopt-A-Highway Pond Program**

This is a new program where volunteers adopt a Pinellas County highway retention pond to remove litter four times per year. Our first Adopt-A Highway Pond is "The Penninger Family". Information on this program will be on our web site in a few weeks.

## ADOPT A SHORE PROGRAM

*A Winning Team Helping to Keep  
Pinellas County Shorelines Clean*

### Adopt-A-Shore

members in Pinellas County, A total of 104 volunteers, as part of the AAS program, spent 321 hours and removed 2,318 pounds of litter/Marine Debris from 17 miles of Pinellas shorelines and spoil islands.

We welcome the following adoptee groups who have joined in the AAS program this past quarter.

New

Shane Effertz and Family

NOAA S.E.A - Recycling Committee



### The Pinellas Marine Litter

**Patrol...** has been almost inactive for the past several months. This is due to the lack of rain which restricts our access to the Bayous and has made the cleanup areas too low on water to operate canoes or kayaks. Access to both Joe's Creek and Cross Bayou has also been restricted due to dredging and other contractor work being done either at our normal launch point or the water body itself. We know the rains will be coming and the results will be the litter will flow with the water into our established cleanup areas. So PMLP members, keep your canoes and kayaks waxed. A good source promises that we will soon see some substantial rains. Note: It takes about two separate good rains (2 inch plus) for the roadway litter to move into the main storm drains and the storm channels to carry it to the water outfalls, our Bayou's and waterways.



## Litter Hotline Report

By: Chris Johnson

Since its conception back in 2004, the Litter Hotline has been steadily increasing in notoriety. Initially thought up to aid in the hurricane damage that had happened that fall, with docks being destroyed and washing up on our beaches to fallen tree branches throughout the county. The Litter Hotline has always been a way for Pinellas County citizens to report what problems they have observed and have Keep Pinellas Beautiful take the necessary action to have the reported litter removed as quickly as possible. As the year has gone by, we have begun to build friendships with municipality code enforcements in an effort to work together to try to solve each of the concerns as quickly as possible. We have also made some changes in trying to handle all the hotline calls by getting an official work truck (The Litter Getter) and having it wrapped with our very own custom design.

This has been a busy year for the Litter Hotline. We have been receiving steady write ups in the St. Petersburg Times, Neighborhood Section almost weekly reminding citizens of when & where to report litter problems. At the beginning of 2007, the phone would not go for a couple of minutes without ringing, and the voicemail needing to be checked every couple of hours or it would fill up and not take any more messages. We steadily plugged away at every call and concern till finally we have gotten in down to a couple of calls a day alerting us to an illegal dump or something that has fallen off of a truck and in the roadway. Over the last year we have received a total of 541 calls, for a total amount of 30,843 pounds of litter picked up by us personally, not counting the numerous amount of calls passed on to city and county code enforcements.

## Diving for Trash

By: Bill Sanders

Our **Diving for Trash** program has a new life and new partner! We had to stop this program in late 2002 due to some safety concerns and the lack of a qualified Dive Master to lead the volunteers. Florida Aquarium has now joined Keep Pinellas Beautiful as a partner to help clean up the waters of Pinellas County.

Keep Pinellas Beautiful (KPB) and the Florida Aquarium have revived the Diving for Trash program by using only certified rescue qualified divers to clean areas around fishing piers in Pinellas County. Our rationale for limiting the areas of diving was based on the amounts of mono-filament line collection (leading to entangled marine life), large marine debris, and the general accumulation of sunken litter collected over the years in these areas.

Our first dive was held at the St. Pete Pier on November 18th, 2007. Eight divers with the help of several volunteers on the pier removed over 1000 lbs of debris and an immeasurable amount of old fishing line. This effort helped save at least six crabs trapped in fishing lines and nets, and will help hundreds of young marine life in the future. The City of St. Petersburg Parks and Recreation department also worked with us to make the new start of the Diving for Trash event a great success. Our next dive is tentatively scheduled for the end of February. Please Visit our web-site for more info and updates at:

[www.KeepPinellasBeautiful.org](http://www.KeepPinellasBeautiful.org)



## Comments from Our President...

The Officers and Directors of Keep Pinellas Beautiful hope that you enjoy our "Roseate Gazette" Newsletter. It was just over 10 years ago that our Executive Director, Bill Sanders agreed to help our organization meet it's objectives of litter awareness, litter removal and litter prevention, promote recycling as a daily habit and to maintain the beauty of Pinellas County.

Bill outlined many things that he believed needed to be done to help us meet those objectives. To the best of my recollection, this newsletter is last item that was on his original outline of things he would like to be accomplished. Many additional things were added but this newsletter seemed the hardest one to get properly accomplished.

Bill worked the first four or five years with no pay out of his home plus I know he put a lot of his own money into helping programs grow and be successful. It is only fitting that on his 10th year Anniversary as our Executive Director and this first newsletter, that my first article as President (7 years) share with everyone the recognition that both Bill S. and the organization has received during those 10 years.  
-Agnes Stebelton

### AWARDS

#### Keep Pinellas Beautiful

1998

*Annual Great American Clean-up Award* - Keep Florida Beautiful, Inc

2001

*Best Documented Clean-up* - Keep America Beautiful

2004

*Special Recognition for Florida Coastal Clean-up* - City of Clearwater

2007

*Corporate Care and Partnership Award*

- Pinellas County Sheriffs' Office

2005 2006 & 2007

*President's Circle Recognition Award, Excellence Achieved by an Affiliate* - Keep America Beautiful, Inc.

#### Bill Sanders

2000

*Award of Recognition as a Steward of the Environment* - Green Thumb Festival

*Award of Appreciation* - Tampa Bay Regional Planning Council

2001

*Outstanding Personal Contribution* - Keep Florida Beautiful, Inc

2007

*Cypress Award* - Sierra Club Florida Chapter

*Special Merit Award* - City of St. Petersburg

### GOLD SPONSORS



ST. Petersburg, FL



### SILVER SPONSORS



#### KPB BRONZE SPONSORS

City of Dunedin • City of Safety Harbor • City of Madeira Beach • City of St Pete Beach • City of Clearwater • City of Oldsmar • City of Redington Shores • City of Belleair Beach • City of Gulfport • City of Indian Rocks Beach • City of Treasure Island • The Country Skillet Restaurant • Direct Advertising

#### KPB PARTNERS

Pinellas County Code Enforcement • Pinellas County Community Development • Pinellas County Sheriff's Department • Florida Aquarium • Tampa Bay Watch

