

**BEAUTIFICATION COMMITTEE  
TOWN OF REDINGTON SHORES  
WORKSHOP MEETING**

**Jan 20, 2023 – 2:00 P.M.**

**Minutes**

**CALL TO ORDER – 2:00**

**Attendees** – Commissioner Jennie Blackburn (Dist 1), Marie Palena (Dist 1), Loretta Fricks (Dist 2), Rob Francour (Dist 4) and CJ Hoyt (at large), Jeff Shoobridge (Town Administrator)

**Agenda**

1. Presentation by Doris Heitzman, Pinellas County Program Manager for Florida Friendly Landscaping (FFL). Ms. Heitzman acts in an advisory role assisting municipalities, neighborhood associations, condominiums and others to understand and promote FFL. Loosely defined, FFL is 'right plant in the right place'. More specifically:
  - a) Low water/fertilizer/herbicide requirements
  - b) Appropriate for our habitat: Coastal Strand
  - c) Appropriate for our temperature zone: Central Florida
  - d) Appropriate for intended use and level of available maintenance
  - e) Supports wildlife and beneficial insects
  - f) Attractive
  
2. Discussed development of RFP/RFQ for landscape design services for:
  - a) Parks and Town Hall
  - b) Beach Access points
  - c) Medians

Ms. Heitzman offered to assist with evaluating landscape designers/architects who respond to RFP/RFQs.

**ADJOURNMENT – 3:15**