



Minutes – Beautification and Energy Efficiency Board

City Hall Council Chamber
900 E. Strawbridge Avenue
Melbourne, FL 32901

November 21, 2025 – 2:00 p.m.

A. Opening

1. Call to Order
2. Pledge of Allegiance
3. Roll Call

Present:

Dr. Randall Parkinson, chair
Dr. John Windsor
Bruce Lindsay
Wade Senti
Bob Klapproth
Nicholas Sanzone

The following staff members were also present:

Megan Ruben
Todd Cook

4. Approval of Minutes

Moved by B. Klapproth/B. Lindsay to approve October 17, 2025, regular meeting minutes. Motion carried unanimously.

5. Public Comment

No comment.

B. UNFINISHED BUSINESS

BEEB updates

a. Energy efficiency evaluations – Bruce Lindsay

No report.

b. Strategic energy plan – Dr. John Windsor

No report.

c. Alternative fuel vehicles – Wade Senti

Mr. Senti discussed preparing a memo for the Fleet division outlining feedback and recommendations for future vehicle purchases. The board further discussed the City's total vehicle inventory, current pricing for electric and hybrid vehicles, and available incentives. They also considered how many vehicles in the fleet could feasibly be replaced with hybrid or electric models. Dr. John Windsor questioned whether BEEB's effort and time were justified, noting that the number of hybrids currently in the fleet is very small relative to the total number of City vehicles and that hybrids do not fully eliminate carbon emissions. Ms. Ruben mentioned that 20 new hybrids will be purchased in 2026. Dr. Parkinson requested that Ms. Ruben express appreciation for the report provided by Daniel French on behalf of the BEEB.

d. Beautification- Todd Cook

Mr. Cook reached out to James Shackelford with the Melbourne Founder's Museum at Crane Creek to seek interest in a Gems award for their landscaping. The BEEB supported the award. Also, the city recently had a workshop to put fencing around a historical cemetery including burials recently discovered. Ms. Goode could not attend the meeting, but she did leave the finalized MVP award brochure that will be sent to all HOAs in the City. The Engineering Department now has a staff position that engages with property owners and HOAs to make sure they are meeting the stormwater management code and maintaining their stormwater systems.

e. Clean energy awards- Bruce Lindsay

Mr. Lindsay submitted a one-page summary for new PD Headquarters to city staff for further comments. Some photos were removed over security concerns. He will then send this to various energy efficiency organizations like the U.S. Green Building Council for letters of recommendation. They will not support it since they are not receiving fees for LEED certification studies. The Florida Solar Energy Center (FSEC) will no longer be funded by the Department of Energy and will be closing indefinitely. Mr. Lindsay's goal is to get letters of recommendation by the end of the year to send to the City Mayor and Manager.

C. New Business

6. Discussion of attendance

Mr. McKeown sent out an email to all recording secretaries about attendance for each of the board members whose terms are expiring and are seeking reappointment. They also reminded staff about keeping a track record of excused versus non-excused absences.

7. Discuss future of the BEEB

Dr. Parkinson contacted Ms. Morris after her resignation to understand why she chose to leave after many years of service. Ms. Morris explained that she no longer felt a clear sense of purpose on the BEEB and was frustrated that the annual report had been sent to Council without any acknowledgment. In response, Ms. Ruben clarified that the annual report is prepared collaboratively by staff and a board member, approved by Jenni Lamb, and then forwarded to Council through the City Clerk's Office. She noted that the report is not placed on a city agenda, though board members may attend the meeting and comment during the public comment period. Dr. Parkinson expressed distress about the perceived lack of support for the BEEB, especially surrounding the annual report.

The board discussed concerns regarding limited staff attendance, collaboration, and engagement in sustainability goals. Members also noted the positive contributions the BEEB has made, including development of a clean energy strategy, support for the FPL SolarTogether program, and involvement with the PD Headquarters project.

Mr. Lindsay shared his experience as Energy Manager for Brevard County Schools, where energy costs were reduced by 25%, helping preserve teacher salaries. He warned that significant future energy costs will require increased city budgeting. Dr. Windsor expressed disappointment that the board was not making meaningful contributions and questioned whether the BEEB should continue. Mr. Klapproth voiced similar concerns. Mr. Sanzone, however, advocated for the board's continuation, urging members to make one more effort by drafting a letter and attending the next council meeting. He also noted additional opportunities for BEEB involvement related to beautification and energy efficiency. Mr. Lindsay agreed, stressing the value of having a panel of experts to advise the council and recommending that the annual report include upcoming programs rather than only past accomplishments.

Dr. Parkinson responded that forecasting future energy plans is typically a consultant's responsibility or part of a multi-year energy assessment, which would be a substantial undertaking. He encouraged the board to prepare a letter outlining frustrations, solutions, and improvements needed to keep the BEEB active. Members discussed potential ideas and examples from other cities.

Dr. Windsor proposed that the next meeting include a single agenda item: the status of the BEEB. Members would list grievances, concerns, and recommendations, which would be compiled into a memo included in the meeting minutes and forwarded to the city manager. Ms. Ruben will request that each member prepare accomplishments, obstacles, and recommendations, and will invite the city manager to attend. The agenda will be made public after approval from Dr. Parkinson.

The board identified key obstacles, including minimal feedback and support from the city, lack of prioritization of sustainability goals, and limited involvement or engagement. Dr. Parkinson requested a two-sentence biography from each member noting their years of service. Recommendations included receiving feedback on the annual report, having the city manager attend at least one meeting annually to discuss energy issues, improving communication between the board and council, establishing an annual council agenda item to review the city's energy status and progress toward the 2045 clean energy goal or changes, and securing council review of the annual report. Dr. Parkinson will draft a memo for Ms. Ruben, and members will be able to provide input.

Motion to have one item on next agenda to discuss the future of BEEB. B. Klapproth/N. Sanzone. Motion passed unanimously.

8. Items for next agenda

The future of the BEEB under "Unfinished Business". No other items.

9. Board announcements and comments

Dr. Windsor brought up the next election and that people who are in favor of the board continuing could be chair and vice chair. Mr. Klapproth will be moved to a regular member unless he resigns. Mr. Sanzone will also move to first alternate or regular member depending on member status.

10. Public Comment

No comment.

D. Adjournment

Dr. Parkinson adjourned the meeting at 3:24 p.m.

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Megan Ruben for Cheryl Caldwell, Recording Secretary

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