

Scenic Watch



Covering
News From
August
2018

West Palm Beach: "Vegetation Vigilante" going out on a limb to fix stalled out beautification project



Photo: WPTV, West Palm Beach



Fun Festivals and Events Central

Thru Sept 21
Bandshell Concert Series,
Daytona Beach
Sept 1-4
NKF Surf Festival, Cocoa
Beach
Sept 7-9
Central Florida Film
Festival, Ocoee
Sept 1
First Saturday Jam,



Photo: WPTV, West Palm Beach

"People are going out on a limb to make a statement about beautification on Clematis Street in downtown West Palm Beach.

And it's turned into a unique and fun display of public disobedience.

'Someone has to "bark" at them,' said Jim Kovalsky, who has spoken out about empty tree pits on Clematis Street and Dixie Highway. 'The rest of the planters along this section all have trees.'

But these particular plots across the street from city hall do not have trees and have been this way for at least a year, according to downtown residents.

'It's basically become a tripping hazard with no tree in them when we're trying to have walkability,' said Kovalsky.

And that's why a "vegetation vigilante" decided to plant some trees themselves. It's unknown who put the trees there.

Kovalsky and his friends added to the fun, by decorating it like the Charlie Brown Christmas tree.

Barberville
Sept 1
Art Stroll and Gallery Walk, New Smyrna Beach
Sept 1
GeckoFest, Gulfport
Sept 1-3
Sponge Docks Art and Craft Festival, Tarpon Springs
Sept 7
Friday Fest, Melbourne
Sept 7-23
Global Peace Film Festival, Orlando
Sept 8
Turtle Krawl 5K Run/Walk, Indialantic
Sept 8
Second Saturday St Petersburg ArtWalk, St Petersburg
Sept 8
Parsons Collector's Market, Brandon
Sept 8-9
I Like It Hot Festival, Largo
Sept 8-9
Buckler's Craft Fair, Melbourne
Sept 21
Cocoa Beach Friday Fest
Sept 14
Yappy Hour, Fort Myers
Sept 15
Downtown DeLand Classic Car Cruise-In, DeLand
Sept 15
Art Walk, Sanford
Sept 16
Channelside Bay Plaza Fresh Artisan Market, Tampa
Sept 29-30
DeLand Craft Show, DeLand
Sept 28-30
Klinton Feast, Daytona Beach
Sept 28-30
Super Boat International, Clearwater Beach
Sept 29
Sip & Stroll
Cocoa

'Bring some attention in a different way,' he said. 'It kind of just branched out from there.'

The trees started a buzz on social media.

'And very quickly after that, both trees unceremoniously disappeared,' said Kovalsky.

And then, in place of the trees -- a graveyard appeared.

'It said "RIP Charlie Brown Christmas tree. I have no idea who put that there,' chuckled Kovalsky.

Here's some good news -- Mayor Jeri Muoio has identified a million dollars to increase tree benefits throughout the city.

According to the city, the focus of this dedication is to support of West Palm Beach Net Zero Green House Gas Emissions by 2050 Initiative and to improve the walkability and bikeability of the downtown space and connectors by increasing shade.

To do this, West Palm beach is concentrating on planting 20 ft. shade trees throughout the community, using native Florida trees and selecting a wide variety of acceptable shade tree species. Howard Park will be receiving 10 new trees in the coming weeks. Working with Florida Power and Light, the City of West Palm Beach is planting the trees to complement the solar tree structures which were recently installed. That project will be completed by late August or early September..."

-- Alanna Quillen, WPTV, West Palm Beach

[Read entire article](#)

"Protecting Florida's Waters by Planting Trees"

Sept 29

Bacon & Brew Fest,
DeLand

Sept 29-30

The Pinellas Plaza Craft
Festival, The Villages

Sept 22

Wine Walk & Art Walk,
New Smyrna Beach

South

Aug 30-Sept 3

Key West Brewfest, Key
West

Sept 1

Wheelin' Dealin' Food
Truck Festival, Fort
Lauderdale

Sept 1

MiMo on the Beach
Walking Tours, Miami

Sept 1-2

Labor Day Weekend Craft
Festival, Venice

Sept 2

Sunday Jazz Brunch, Fort
Lauderdale

Sept 8

Supercar Saturdays
Florida, Fort Lauderdale

Sept 8

Wynwood Artwalk, Miami

Sept 15

Swim for Alligator
Lighthouse, Islamorada

Sept 15

Galloway Captiva
Triathlon, Captiva Island

Sept 15-16

Sullivan Street Craft
Festival, Punta Gorda

Sept 20

Alive After Five, Punta
Gorda

Sept 21-30

Island Hopper Songwriter
Fest, Fort Myers area

Sept 21

Jupiter Lighthouse Sunset
Tour, Jupiter

Sept 22

Full Moon Kayak Tour,
North Miami

Sept 29

Conch Life Scramble,
Islamorada



Photo: WGPU Pixabay

Transcript introduction to the 9 minute program:
"We're looking at a preemptive approach to reducing the possibility of harmful algae blooms by reducing the amount of nutrients from stormwater runoff that wind up in the water in the first place -- by planting trees. A local nonprofit called OneTree, whose mission is to plant one new tree, per person, per year, is turning its sights on our water crisis through what's called riparian restoration.

That means planting native trees in natural lower lying terrain, where water flows during rainfall, in order to slow runoff and capture freshwater pollutants. They planted 500 trees a few weeks ago, and have plans to plant more. We're joined by Wil Revehl, Advancement Director for One Tree; and Kraig Hankins, Environmental Biologist for the City of Cape Coral."

-- Mike Kiniry and Julie Glenn, WGPU

[Listen to program here](#)

"How planting trees is helping to solve the water crisis in SWFL"

Sept 29
FATVillage Artwalk, Fort
Lauderdale

North

Sept 1-3

Greek Festival, Fort
Walton Beach

Aug 31-Sept 2

Pepsi Gulf Coast Jam
Country Music Festival,
Panama City Beach

Sept 1

Gulf Coast Summer Fest,
Pensacola

Sept 2

Alys Beach 5K and 1-Mile
Fun Run, Alys Beach

Sept 2

First Friday Sip and Stroll,
Thomasville

Sept 2

Florida Safari, Ocala

Sept 4

Jerk Food Fest,
Jacksonville

Sept 6-7

Emerald Coast Beer
Festival, Pensacola

Sept 7

First Friday Art Walk, St
Augustine

Sept 7-9

Juana's Good Time
Regatta, Navarre Beach

Sept 8

Artrageous Artwalk,
Amelia Island

Sept 15

St Jude Walk/Run to End
Childhood Cancer,
Tallahassee

Sept 17-23

Lobster Festival and
Tournament, Panama City
Beach

Sept 14-15

Taste of the Beach,
Pensacola Beach

Sept 22

The Florida Heitage Book
Festival, St Augustine

Sept 28-29

Oktoberfest, Niceville

Sept 28-30

Pensacola Seafood



Photo: Abc-7.com

"More than fifty people spent the morning planting hundreds of trees in Cape Coral to help with the water crisis in Southwest Florida.

The event was originally intended to help with deforestation, but more roots in the ground could help prevent future water problems.

Trees work as filtration systems, soaking up fertilizers, metals, pesticides and other dangerous chemicals we don't want in our waterways.

'This water crisis is so heartbreaking we want to make sure Floridian's are aware of the filtration services that trees provide,' explained Wil Revehl, the Advancement Director of the Future Forestry Foundation.

Five hundred trees were planted in Cape Coral along Veterans Memorial Parkway on Saturday.

FGCU professors said that the algae crisis impacting the water is caused by an excessive amount of nutrients polluting our water. They said while planting trees won't solve the issue, it'll definitely help.

'If we all just get more trees into the ground, whether they're on the watershed or not, they will make a difference,' said Revehl.

Festival, Pensacola
[For many more events and details please visit the Orlando Times Travel Calendar here](#)



Jason Pim is a volunteer ranger with the Calusa Waterkeeper. He said trees naturally soak up nitrogen and phosphorous pollution.

'The sources of nitrogen and phosphorus pollution are from our watershed and Lake Okeechobee upriver, but we still need to do a lot here locally to keep fertilizers, pesticides, and sprays out of our water,' said Pim

Members of the future forestry foundation said more than 10 million trees are chopped down every year in Lee County for new development projects and construction.

'The sheer volume of deforestation in Lee County from development is so astronomical,'said Revehl.

On Earth Day, the Future Forestry Foundation initiated a new project to help with deforestation. It's called '1 million trees for Lee County.' So far, they've planted more than 10,000 trees. Their goal is to repair, restore, and replenish.

Revehl explained, 'Putting trees where the water is flowing so we can have these trees do a lot more work to protect our waterways.'

'I'm very solely focused on this water issue if we can't get that corrected we stand to lose our way of life,'says Pim.

You don't have to be part of an organization to help out the environment; you can plant a tree anywhere."

-- Ashley Dyer, ABC-7.com

[Read entire article](#)

"Titusville's Hopkins Avenue to get total makeover, businesses brace

for impact"



Photo: Jessica Saggio Wochit, Florida Today

"Hopkins Avenue in Titusville has long served as a hub for the city's small businesses and a main thoroughfare for motorists.

It's also an aging road that's been neglected for decades, peppered with patched potholes, without bike lanes and lined with uneven sidewalks.

'Whoever patched this road must work for Disney, because it's a pretty good ride coming down here,' said Gary Hall, who is the 'sauce boss' at Smokin' Oaks BBQ on Hopkins.

But that may all change in the coming months as the city moves forward with major plans to overhaul the road, repaving it from State Road 50 to where it intersects with US 1 near downtown.

The \$7.4-million Hopkins Avenue Complete Streets Project will also add bike lanes, improve pedestrian and bus stop areas, add a marked center lane, upgrade traffic signals and add landscaping, among other additions...

Complete Streets projects are funded through the Florida Department of Transportation...

Once the Complete Streets project is completed, lanes may feel a bit more narrow, he said, due to

the addition of the bike lane, but 'the corridor will feel comfortable for everyone to travel (regardless of their mode of transportation).'. . ."

-- Jessica Saggio Wochit, Florida Today

[Read entire article](#)

"Google's Targeted Ads Are Coming to a Billboard Near You"



Photo: Bloomberg Opinion

"Google may be about to pair all that data it has on users' web browsing with the ads displayed on public billboards. Creepy? Maybe. Inevitable? Almost certainly.

The Alphabet Inc. unit is in talks in Germany about pushing into out-of-home advertising - billboards in stations, shopping centers and shop windows - according to WirtschaftsWoche. The move would be a precursor to similar expansion in the U.S. and the U.K., the magazine said.

That's unlikely to mean that a Google search for underwear as a gift for your partner will pop Calvin Klein ads on the digital billboard when you sit down at a bus stop. You can leave your copy of 1984 on

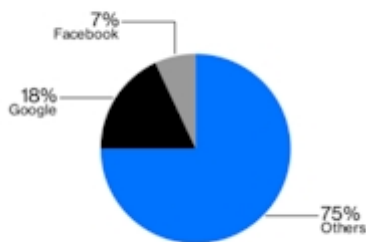
the bookshelf for now.

But it could mean that, when a train full of Borussia Dortmund fans arrives at Munich's main station ahead of the Bayern Munich fixture, the advertising hoarding changes to show soccer cleats or beer, while on a Monday morning at rush hour it displays BMW ads for well-to-do commuters.

Google has been testing programmatic ad technology (in which trading algorithms bid against each other to secure digital space based on the target audience) for billboards since at least 2015. The technology is currently restricted mainly to web ads: Because Google, Facebook Inc. and others are able to track users' browsing behavior, they are better able to target publicity at them.

Silicon Supremacy

Facebook and Google get a quarter of all global ad dollars, up from 9 percent in 2012



Note: 2017 market share.
Source: WARC

BloombergOpinion

Because of Google's dominant position in mobile operating systems - Android runs on three-quarters of all the phones in Europe - it is also able to track users' locations. Privacy concerns mean it's unlikely to be able to target out-of-home ads at individuals, but it can pull demographic data on what kinds of people are in a given place at a given time..."

-- Alex Webb, Bloomberg Opinion

[Read entire article](#)

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