

If it Rings,  
Pings, Dings, or  
Sings, Please  
turn it off!





*Pledge of Allegiance  
to the Flag*



I pledge allegiance  
to the flag  
of the United States  
of America  
and to the Republic  
for which it stands,  
one Nation *under God*,  
indivisible, with liberty  
and justice for all.

**Today is Flag Day**

EECCCL

A CIVIC ADVOCACY ORGANIZATION

# 186th Monthly Meeting

## August 9th, 2019

- **Agenda**

- **Guest & Recognition of First Time Visitors**
- **Estero and San Carlos Park Fire District Reports**
- **Village of Estero Update**
- **Announcements**
- **Community Input Session**
- **Guest Speaker**
- **Executive Management Team (EMT)**
  - **Advocacy Councils**
  - **Committee Reports**



ESTERO FIRE RESCUE



**Fire Chief  
Scott Vanderbrook**



# **SAN CARLOS PARK FIRE PROTECTION & RESCUE SERVICE DISTRICT**

**Fire Chief  
David Cambareri**

**Public Information Officer  
Alexis Rothring**





# **Village Report**

**Jim Boesch,  
Council Person, Village of Estero**

# Announcements

**Save the Date**

**Saturday, 9 Nov 2019**

**Village of Estero**

**Veterans Day Celebration**

# Thank You Mr. Estero

Don Eslick, founding chairman of the ECCL, is stepping down after almost 2 decades  
Join us in thanking Don and celebrating his many accomplishments

*Save the Date*

**Saturday, November 16, 2019**

**6 to 9 PM**

**Shadow Wood Country Club**

**22801 Oakwilde Blvd, Estero, FL 34135**



Mark your calendars now,

**tickets will be available for purchase in mid-September**

Hosted by the Estero Council of Community Leaders

## *Corporate and Individual Sponsorships Available*

Program		Program Highlights
<b>Platinum</b>	\$5,000	<ul style="list-style-type: none"> <li>Designed for large corporate sponsors</li> </ul>
<b>Gold</b>	\$2,500	<ul style="list-style-type: none"> <li>Includes ECCL Digital Marketing program</li> </ul>
<b>Silver</b>	\$1,000	<ul style="list-style-type: none"> <li>Designed for both corporate and individual sponsors</li> </ul>
<b>Friend of the ECCL</b>	\$50 To \$500	<ul style="list-style-type: none"> <li><b><u>Ads in the Event Program / brochure</u></b> <ul style="list-style-type: none"> <li>full page - \$500</li> <li>1/2 page - \$300</li> <li>1/4 page – \$200</li> <li>1/6 page (business card) - \$50</li> </ul> </li> </ul>

## *Member Community Support*

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- **Email sent to each Member Community HOA President, Representative and Alternate Representative on July 8**
- **Requested contribution for Don's gift prior to August 15**
- **Thanks to members that have already contributed**
- **We hope every member community will be able to support this effort**

**Thank you!**

The 2020 United States Census, known as Census 2020, will be the twenty-fourth United States Census. National Census Day is April 1, 2020.



## **Florida left close to \$200M on the table during the last census in 2010**

These funds are used to support 16 federally funded programs (e.g. Medicaid, Medicare, Highway Planning & Construction, and SNAP). The shortfall may double during this next count! Please be aware we will lose approximately \$1445 per person for those not counted.

# Community Input

**Estero High School  
Assistant Principal  
Mike Amabile**

# **ECCL Executive Management Team (EMT)**

# Filling the New Board

# Speakers Panel

Reforming. Contact Judy Freedman  
([judithannfreedman@gmail.com](mailto:judithannfreedman@gmail.com)) if  
you are interested

# Arts & Entertainment

**Need a Chair - Next Committee meeting:  
Monday, Aug 19<sup>th</sup>, 4pm, Lee County South  
Library (Three Oaks)**

# Community Planning

**Jim Tatoes**  
**jetatoes@prodigy.net**

**Need Committee Members – Please  
contact Jim**

# Education Council Report

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# Points of Interest



Junior Achievement



Estero area  
schools/Community  
involvement



## Volunteers Needed

- 2<sup>nd</sup> Grade-Our Community
- Introduces students to work readiness
- Demonstrates how citizens contribute to community success
- Three Oaks Elementary and Pinewoods Elementary



## Volunteers Needed

- 5<sup>th</sup> Grade-Our Nation
- Introduces the concept of a free market system and its effects on business
- Promotes entrepreneurial and innovative thinking
- Three Oaks Elementary and Pinewoods Elementary



## Volunteers Needed

- 11<sup>th</sup> Grade-Career Success
- Promotes skills associated with work readiness
- Aid in the creation of personal branding and job-hunting tools
- Estero High School

# Estero Area Schools

- Estero High School
- Three Oaks Middle
- Three Oaks Elementary
- Pinewoods Elementary
- Discovery Day Academy
- Athenian Academy





**School  
is back in  
Session!**

# Education Council Meetings

3<sup>rd</sup> Wednesday of the month

Next meeting August 21, 5:00-  
6:00pm

Location: NavaED 10600  
Chevrolet Way #107

All are welcome

# Contact Information

Jeremy M. Jasper, M.Ed

[Jeremy@navaed.com](mailto:Jeremy@navaed.com)

(239) 317-2906



# Environmental

**Derrick Botana**

[derrick@bwboatclub.com](mailto:derrick@bwboatclub.com)

**Next Committee meeting: Monday, 12 Aug 2019, Noon**

Pelican Landing Community Association Center (24501 Walden Center Drive Bonita Springs 34134)

# **Health Committee**

**Lowell Gerson**

**[lwgerson@gmail.com](mailto:lwgerson@gmail.com)**

**Next Meeting: Friday, 23 Aug 2019, 2:30pm, Lee  
Health Coconut Point**

# Transportation

**Lou Frattarelli**

**lfratt@embarqmail.com**

**Next Meeting Thursday, August 15<sup>th</sup> 9:30 a.m.**

**FineMark Bank Coconut Road**

# Weeks Fish Camp – Bayview - update

- Spoke with President of London Bay Homes (Danville Leadbetter)



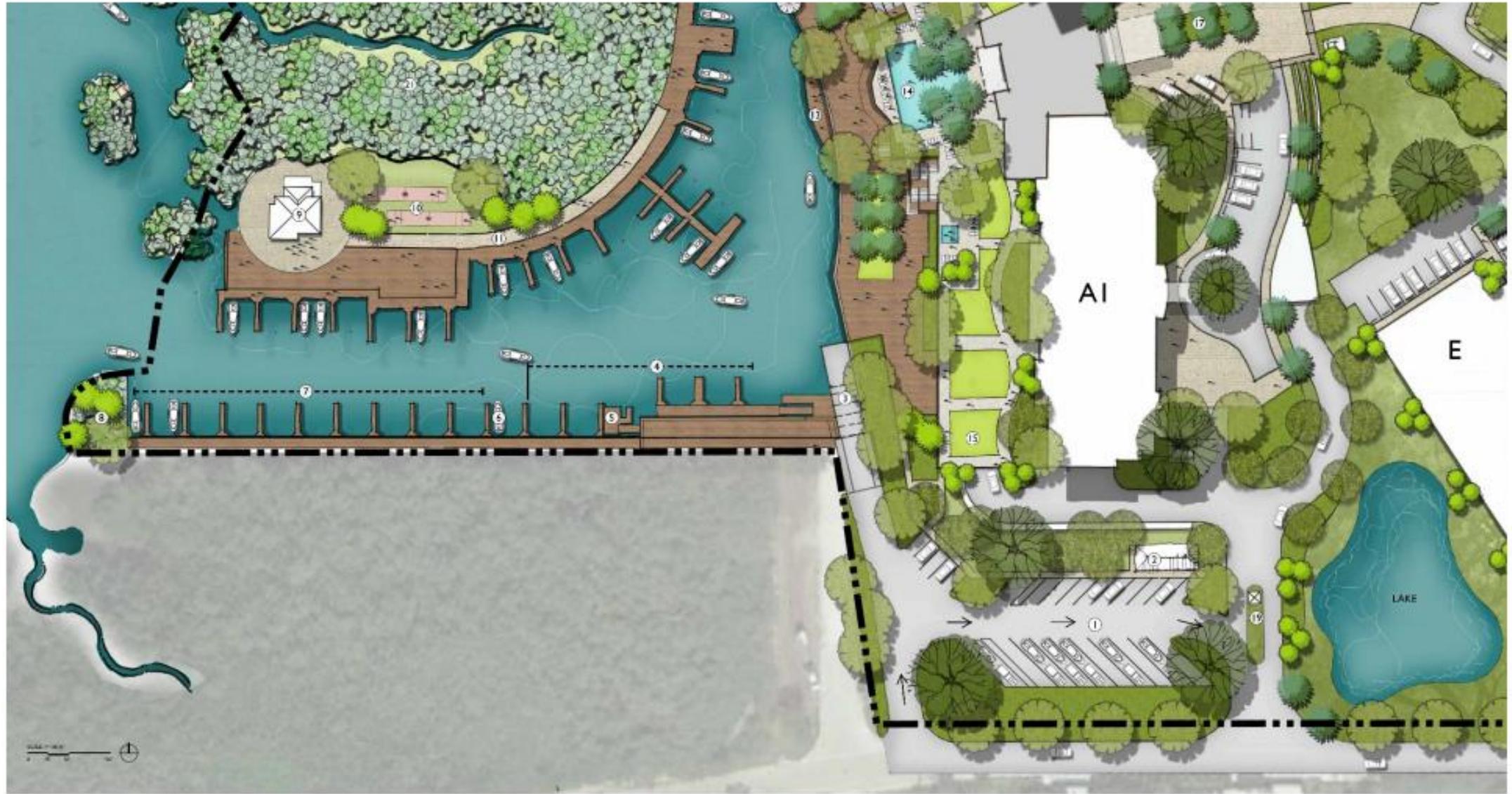
**The boundary of the site for Bayview at Estero Bay is shown in red, looking out toward the bay.**



BONITA SPRINGS, FL  
 CONCEPTUAL MASTER PLAN  
 OCTOBER 18, 2018

**LEGEND**

- |  |                                     |                            |   |
|--|-------------------------------------|----------------------------|---|
| 01 Public Parking (10 Truck/Trailers, 15 Cars) | 08 Public Park                      | 15 Amenity Deck            | A1 6 Stories of Residential Over 2 Amenity Floors Over 2 Floors of Parking (115' to Roof) |
| 02 Public Restrooms and Possible Shipstore     | 09 Private Dining for the Community | 16 Sport Courts            | A2 20 Stories of Residential Over 2 Stories of Parking (245' to Roof)                     |
| 03 Public Boat Ramp                            | 10 Bocce Courts                     | 17 Clubhouse Arrival Plaza | B,D,E,F 6 Stories Over Parking (75' to Roof)  |
|  |                                     |                            | AL/MC 4 Stories Over Parking (+/- 55' to Roof)  |





**The boat launch at the marina would be open to the public in perpetuity.**

# Corkscrew Road Widening

<http://corkscrewroadwidening.com/>



# Committee Reports

# Membership

**Barry Freedman**

**ecclmshp@gmail.com**

**Need Committee Members – Please  
contact Barry**

# Finance & Fundraising Committee Report

Larry Jones

[lawrence1020@aol.com](mailto:lawrence1020@aol.com)

# SUMMARY FINANCIAL REPORT

## FOR THE MONTH ENDED JULY 31, 2019

<b>Income</b>	
Community Dues ( Bonita Bay )	\$ 500
Digital Marketing - net	825
Lee Health Dues	1,000
<b>Total Income</b>	<b>2,325</b>
<b>Expenses</b>	
Website, media, & communications	1,417
Internet Communications	347
Media & Public Relations	300
<b>Total Expenses</b>	<b>2,064</b>
<b>Excess of Income Over Expenses in June</b>	<b>261</b>
<b>Excess of Income Over Expenses Year to Date</b>	<b>3,467</b>
<b>Cash Balance as of July 31, 2019</b>	<b>\$ 10,341</b>

**For further  
detail, see  
the financial  
statements  
at  
[www.Estero  
Today.com](http://www.EsteroToday.com)**



ECCL  
Advocacy  
Foundation  
Website

**Jim Gilmartin**

**[jimgilm@gmail.com](mailto:jimgilm@gmail.com)**

Announcing the New

**ECCL**  
**ADVOCACY**  
Foundation  
a fund of the SWFL Community Foundation



**DONATE**



Endorse Batos for County Commission! [Act Now](#) ×

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## WHAT IS THE ECCL ADVOCACY FOUNDATION AND WHAT IS ITS PURPOSE?

The *ECCL Advocacy Foundation* was established to provide resources to the ECCL when advocating to improve the quality of life in the Estero area. It is a fund managed by the *Southwest Florida Community Foundation (SWFCF)*, a Florida nonprofit corporation exempt from federal income taxes under Internal Revenue Code ("Code") section 501(c)(3), a public charity. The *ECCL Advocacy Foundation* is a component part of the SWFCF.

## WHAT WE DO

We serve all Estero area stakeholders as the *"Voice of the People"*. We are a grassroots civic engagement group of volunteers that listen to the concerns of all Estero residents and provide a forum for community-wide support for their concerns. The ECCL presents the consensus of its members' opinions to the appropriate local, county, and state decision makers for action.

↑



# ECCL Advocacy Foundation (EAF) Promotion Plan

- **August 2019:**
  - Launch Donation Page
  - Press Release
  - Email blast soliciting donations
    - Ongoing periodic email blasts
- **October/November 2019:**
  - Introduce Charitable Gift Annuities through EAF
    - Promote small group gatherings to explain the financial benefits to donor and community
    - *Southwest Florida Community Foundation* will participate



ECCL  
New ECCL  
Website  
August 2019

**Jim Gilmartin**

**[jimgilm@gmail.com](mailto:jimgilm@gmail.com)**

Act now to protect your water quality! [Act Now](#)

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# PROTECT YOUR WATERSHED

Speak out against changes to the wetlands plan.  
Learn more about the upcoming changes and how to help >

**TOGETHER, WE REPRESENT:**

Stay informed on issues important to Estero.

\* Email

[Sign Up!](#)

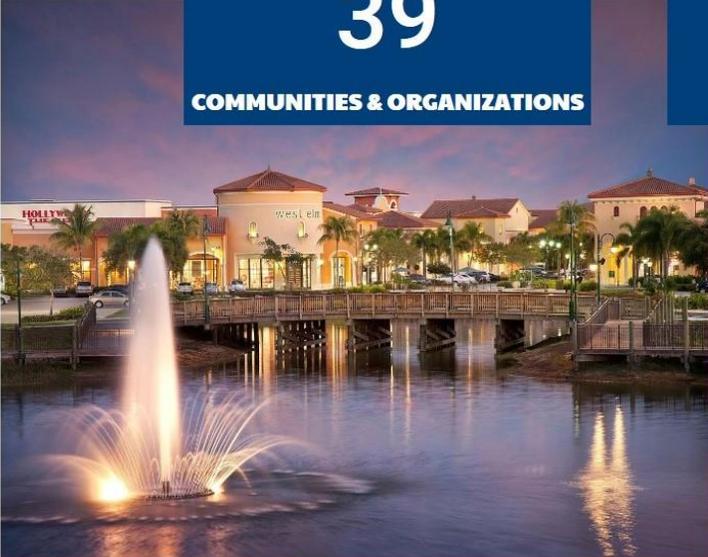
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**39**  
**COMMUNITIES & ORGANIZATIONS**

**33,048**  
**ESTERO RESIDENTS**

**1186**  
**BUSINESSES**

The Estero Council of Community Leaders (ECCL) is a network of communities working together to serve as the "Voice of the People" to advocate for positive change. Because there is strength in numbers and no Sunshine Law restrictions, the ECCL is able to openly address and affect the outcome of both challenges and opportunities facing the community, some of which are outside of the Village Council's purview.

[More about What We Do >](#)

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**SEE WHAT WE'RE DOING** [Our Advocacy Efforts >](#)

-  **ENVIRONMENT** [→](#)
-  **COMMUNITY DEVELOPMENT** [→](#)
-  **EDUCATION** [→](#)
-  **TRANSPORTATION** [→](#)
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### GET INVOLVED...

#### FIND YOUR REPRESENTATIVES

Here you can find your representatives, and how to contact them.

[Find Your Representative >](#)

#### VOLUNTEER

The ECCL is manned entirely by volunteers who donate time, skills, and energy to protect Estero. Join us.

[Join the Action Team >](#)

#### DONATE

Your support is critical to the continued efforts in protecting your voice and quality of life in Estero.

[Donate >](#)

### TAKE ACTION WITH US

#### SUPPORT EDUCATION

Volunteer or donate supplies to the Junior Achievement 2-5-8 Graduate program which teaches economic literacy at all stages of education.

#### PROTECT THE DR/GR FROM NEW MINES

Tell legislators to oppose unnecessary mining and to protect water quality for Lee County.

#### STAY INFORMED ON ESTERO ISSUES

Attend a meeting. Subscribe to our emails. Read our reports and publications for the latest research on the direction Estero is heading.

[Manage](#)

# New ECCL Website

- Used friendly
- More modern look
- Better Organized
- Easy to find content



# ECCL Email Database Growth Program

**Jim Gilmartin**

**[jimgilm@gmail.com](mailto:jimgilm@gmail.com)**

# Email Database Growth Program

- **June 2019**
  - Approximate number of email addresses: 4000
- **August 2019:**
- Estimated number of email addresses: 17,000
  - A whopping 13,000 increase
- Continuing efforts to increase email database
  - Influence increases as numbers increase



A CIVIC ADVOCACY ORGANIZATION

**Next Meeting**

**Sep 13th, 2019, 10am**

**Lee County Library South, Three Oaks**