



MEETING MINUTES

PROJECT NAME: CRS Support/Flood Risk and Mitigation Public Information Working Group (FRMPIWG)
MEETING DATE: Friday, May 21, 2021
LOCATION: GoToMeeting

1.0 INTRODUCTION OF PARTICIPANTS (CECE)

- Cece welcomed everyone to the Virtual meeting and Lisa encouraged participants to share their cameras so we could see as many participants as possible.
- Cece assessed the RSVP list to assure the 1:1 staff/stakeholder ratio. Upon review of attendees, all communities met this requirement.

2.0 REVIEW PPI ANNUAL REPORT AND PROJECTS

- Maxine Moore, Pinellas County, welcomed the City of Belleair Beach to the group as they have just recently joined. Khan Boupfa, Jones Edmunds, reviewed the PPI Annual Report that was submitted to the Pinellas County BOCC on April 27th. Khan will update the PPI as needed based on projects that have been added in SharePoint. Khan highlighted that information sharing is going on with Sarasota County to help inventory other public information efforts as well as provide opportunities to coordinate messages.
- Maxine presented the LMS annual report submittal to the BOCC. The PPI is included in Appendix H of the LMS.
- Maxine discussed the project matrix for OP and FRP, showed the matrix and asked the communities to make changes to reflect what was accomplished and the status of the projects. Not all projects in the PPI are required for each community and communities can add their own specialty projects. Maxine will send the updated projects list out to the communities to plan for 2021 projects. FRP projects implemented by Pinellas County are usually countywide initiatives; however, local governments can also implement their own using the tools provided by the County. Lisa asked the group to look at the flood response package and add any additional activities that are being done. The matrix is great for the community to give to their public information staff to use for different situations. The flooding recovery tab was added this past year and Maxine encouraged people to add to the matrix. Some new messages were created based on lessons learned from Hurricane Eta.
- Maxine updated members about the Blue-Sky Social Media Messaging Toolkit, which the committee was in support of developing, to help with pushing out regular messages throughout the year. Local governments can use this schedule or make their own, but it is coded (#FloodplainFriday) to make the messaging easier to identify. The messages often incorporate upcoming holidays to allow for the general public to easily relate to the message as well as providing a shortened web link for more information. Communities may contact Maxine if they have difficulty accessing these messages.
- Maxine showed the Pinellas County Flood Map Service site, which is easy to view on tablets and phones based on the latest update. She highlighted the Real Estate Disclosure app as well as the Elevation Certificate upload site. Maxine provided the link to the communities and asked for feedback on use of site. Lisa mentioned that Pinellas County received the new FEMA FIRM data and that it will be getting loaded on the website soon.

- Maxine talked about Pinellas County's collaboration with Sarasota County. One of the collaborative initiatives is the use of Floody the Frog for messaging for Flood Awareness Week. Pre-scripted messaging from the Florida Floodplain Managers Association (FFMA) was used for the week. If communities would like to use Floody the Frog messaging throughout the year, they can reach out to Sarasota County. Contact Maxine for the specific person to connect with.
- Maxine shared the engagement stats for all the social media messaging.
- Hurricane Awareness Week, starting May 9, 2021, was recapped by Mary Burrell of Pinellas County Emergency Management (PCEM). Using the National Weather Service (NWS), Pinellas County pushed consistent messages out during the week and provided messages in Spanish. Other municipalities can use the messaging and can add their website customization. Pinellas County uses #GetReadyPinellas for emergency-related planning messages. Mary discussed ways to get messages across to the general public and continuously reinforce them through multiple opportunities. Maxine took the messages Emergency Management released during Hurricane Awareness Week and put them into the SharePoint toolkit along with the associated images. The Hurricane Tax Free Holiday starts May 24, 2021. During this period, Pinellas County will be pushing out those messages too.

REVIEW OF FRMPIWG TASKS ACCOMPLISHED BY MUNICIPALITIES

- Maxine discussed the Real Estate Disclosure Program, which is an effort to work with our Stakeholder, Pinellas/Pasco Realtor Organization (PRO). The next training is June 15, 2021 at 9am and includes the Property Appraiser, Pinellas County Floodplain staff, and Flood Insurance Advocates as speakers. The training informs real estate professionals on how to use flood information to inform potential buyers of flood risk. Cece and Lisa both discussed the importance of each community connecting with local realtors to get training and become a community real estate stakeholder. This relationship will help to add value to the real estate professional's services to their clients as well as help the community spread the PPI messages. In addition, this will provide opportunities for the community to collect the brochures which apply to this project in the PPI and, in turn, allow the community to gain additional CRS credits. Lisa mentioned that Pinellas County reaches out twice a year to agents.
- Maxine discussed the recent SharePoint Toolkit Training and where to find the recording as well as highlighting the discussion board. Please reach out to Maxine if you still have questions.
- Mary Burrell discussed the Emergency Management Annual Summits which PCEM has been hosting and providing to various groups as in-person, virtual, or hybrid events. These summits bring experts together to talk with attendees about hurricane preparedness, provide resources such as hurricane guides, discuss past experiences, and lessons learned. Each summit is focused on a targeted audience such as barrier islands, mobile home parks, condominiums, businesses, small-lodging, and faith-based organizations. Pinellas County received several calls after the events asking for resources and provided positive feedback, which is an indication that the summits were effective. The Small-Lodging Summit will take place in June. Mary stated that these summits will occur annually since there was such positive feedback from the attendees. Lisa stated that since these events are targeted, will be occurring on an annual basis, and provide messaging supported by the PPI, communities could possibly receive CRS credit for them. The PPI will be revised to update the priority areas and audiences as necessary. Lisa wants to investigate how crediting would work for

these events and how the virtual events will be credited. Khan will check with ISO. Lisa asked for Mary to pull together a list of annual events PCEM provides/hosts/attends and to identify which ones will be virtual, in-person, or hybrid.

- Maxine talked about the Elevation Certificate (EC) Upload Application and told everyone about the training provided as well as upcoming trainings. Right now, bulk download of all attached certificates per municipality is not a capability, but Pinellas County will try to facilitate this in the future. Maxine reminded everyone that municipalities must keep track of their floodplain-related construction certificates, such as ECs, to satisfy the CRS requirement. Pinellas County is developing Standard Operating Guidelines (SOG) for how floodplain-related Construction Certificates are collected, maintained, and reviewed which is a new pre-requisite for a CRS Class 9 status. The County will share this once it is finalized. Lisa stressed that our Local Mitigation Strategy (LMS) is used as the Floodplain Management Plan and includes with it our Flood Warning and Response Plan, both of which are available through the SharePoint toolkit. Therefore, the toolkit is beginning to go beyond just outreach.

3.0 **NEW PROJECTS**

- Map update outreach plan under development
- Risk Rating 2.0 outreach plan to be developed
- Hurricane Guide for 2021 will be distributed May 27th.
 - Local governments shared their meetings as well.
- Maxine reviewed the Flood Response Program Toolkit (Tropical Storm Eta)
- The group is wanting to hold a Home Inspector training. If any municipality has a contact or knows the best way to get ahold of Home Inspectors, please let Pinellas County know.
- Pinellas County talked to Insurance and Mortgage Associations about flood hazards, maps, and development requirements. They may make this an annual event.
- The newspaper insert will start Fiscal Year 2021-2022 (FY22).
- Municipalities are looking for examples of permanent storm surge signs or markers. Several communities were mentioned such as Gulfport, Pinellas Park, Redington Shores, and Tarpon Springs. This will be added as a project in the PPI and will be added to the SharePoint for implementation documentation for communities that elect to implement.
- October 25, 1921 was the last major hurricane to hit Pinellas County. This was a literal 100-year storm event. This event created John's Pass and we should not maintain complacency. PCEM would like to use this as a teaching tool for the public and stress how important storm readiness is.

4.0 **REMINDERS**

- We continue to follow Sunshine Meeting Standards.
- All documents on the web must be ADA compliant per law. If a municipality or stakeholder is linking to the Pinellas County website for communication of your flood risk information, then the ADA requirement is met.

5.0 **ADDITIONAL NEEDS FROM THE MUNICIPALITIES**

- Make a list of floodplain-related awareness weeks with dates such as Hurricane Preparedness Week or Flood Awareness Week. Maxine will create an on-going list of the awareness weeks and place it on the SharePoint. Please send in any new ones and check out Ready.gov.

6.0 **PUBLIC COMMENT**

- There was no public comment.

7.0 **ACTION ITEMS**

- Maxine will send the updated projects list out to the communities to plan for 2021 projects.
- The next FRMPIWG notice for October 22nd, 2021 will be sent out after an assessment of meeting conditions is made at the end of the summer.