



## MEETING MINUTES

**PROJECT NAME:** CRS Support/Flood Risk and Mitigation Public Information Working Group (FRMPIWG)  
**MEETING DATE:** Friday, January 28, 2022  
**LOCATION:** GoToMeeting

### IDENTIFY COMMUNITIES, LMS Annual Report and PPI Progress Reports for 2022

- Maxine Moore, Floodplain Technician with Pinellas County welcomed everyone to the Virtual meeting, introduced Lisa Foster, Pinellas County Floodplain Administrator and Cece McKiernan, consultant and mentioned that Cece takes care of making sure all the participating communities maintain a 50/50 staff/stakeholder split to qualify for the PPI. Maxine invited everyone to open their microphone, put a comment in the chat or email any one of the three meeting leaders with any questions or comments.
- Cece assessed the attendance to assure the 1:1 staff/stakeholder ratio. Upon review of attendees, all communities met this requirement.
- Maxine mentioned that the agenda was just sent to everyone via email, was also up on the screen and will be available on the Pinellas County Flood Information Website.
- Maxine explained that this meeting is used as the official review of the LMS and PPI Annual Reports. The PPI Report is submitted as part of the LMS Annual Report. We have circulated the PPI Report and asked for any comments that have not already been addressed. No additional comments were mentioned. The LMS report was approved last week by the LMS Working Group and is submitted to the State.
- Maxine discussed the Outreach Project Matrix spreadsheet and reminded the communities of the importance of keeping this list up to date. This group has identified projects we think are important, but each community does not have to complete all these projects. Communities only get Community Rating System (CRS) points for the projects they complete but will also get points for projects that Pinellas County completes for the entire County. Maxine encouraged communities who have not provided updates to the sheet, to do so and add dates to assist with documentation and tracking.
- Maxine highlighted and demonstrated the SharePoint toolkit which keeps track of all the documents, projects, and schedule of what will be accomplished throughout the year. Maxine has updated the SharePoint with events for 2022. Community leads can add their own event or send it to Maxine to add.
- Maxine also discussed the Flood Response Project Matrix and showed how to review it.
- Anyone can get view access to the SharePoint, so please email Maxine or Cece to be added to the site.

### REVIEW OF TASKS ACCOMPLISHED BY MUNICIPALITIES

- Maxine talked about the Real Estate Disclosure Program and the next training is scheduled for February 15<sup>th</sup>. Send any Real Estate agents to the Pinellas Realtor Organization website to sign up. An updated brochure will be ready for this meeting and shared with the group.
- The FRP Messages Toolkit has been updated with Gage Messaging. Messages are categorized by event and can be used by all communities. Requests have been made to make messaging searchable for ease of use. The committee decided to revamp this toolkit after hurricane season this year.

- The Flood Guide will be updated to reflect requests from past meetings and will be distributed when ready.
- The Blue-Sky Social Media Toolkit is also being updated and Maxine will share that with the group when ready.
- Maxine asked if there were any comments on the Elevation Certificate entry program and none were provided during the meeting.
- Mary Burrell talked about the schedule for the Annual Summits. Series of Annual Webinars from 1 – 2 pm, Feb 23<sup>rd</sup> will be for Mobile Home Parks. March 23<sup>rd</sup>, condominiums, April 27<sup>th</sup> will be general business and May 25<sup>th</sup> for Faith Based. They will be recorded and put on the YouTube channel. Maxine will add this information to the events calendar on SharePoint.
- Severe weather preparedness will be held Feb 9<sup>th</sup>. The Great Tornado Drill will also be conducted again this year.
- The Hurricane Guide will be updated along with the website, weather radios will be distributed to residents.
- Lisa reviewed the Flood Map Service website to show where the data is stored along with links to a survey, we are asking everyone to participate in that looks at what municipalities use for their data.
- Noah Taylor, CRS Coordinator for St. Petersburg mentioned that using the FEMA data can be an issue as their website is often down so links from Pinellas County to that data can be impacted. Pinellas hesitates to not keep a direct feed of the FEMA data because they do not want to provide data that is not the most recent from FEMA. Lisa will discuss this again with Pinellas County BTS to determine best approach and data practice. Housh Ghovaei, President & CEO of Northside Engineering, Inc, asked about the use of the vulnerability studies. Pinellas County uses best available data to ensure development is reasonably safe from flooding from up to the 100-yr storm event. The FEMA maps are based on data that was available in 2012; Pinellas' maps are based on data that was available in 2018.

#### **NEW PROJECT STATUS**

- Pinellas will continue to update the group with Risk Rating 2.0 impacts.
- Still looking for Home Inspector contacts as well as Insurance and Mortgage training.
- Sarah Kessler, CRS and MS4 Coordinator for the City of Clearwater, has continued gather veterinarian contacts to work on that project.
- Tampa Bay Newspaper inserts are underway, Maxine showed an example. The Pinellas County graphics team is working on three, check out the events calendar for a schedule. Not all locations will be covered. Not all messages will be covered every time, but a few editions will have the entire page and cover all messages. We will highlight an edition that targets our seasonal residents. Proofs will be shared with the team.
- Storm surge signage was added as a new project so those communities that have them can start getting credit through the PPI. We ask communities that have those signs, please share pictures to give examples to other communities.

#### **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.

### **FORMING A MESSAGING TASK FORCE**

- We still plan to form this task force, please send an email to Cece if you are interested in participating on the Messaging Task Force and we will schedule a working session for later this year.

### **ADDITIONAL COMMENTS**

- One more request to show the SharePoint, we ask anyone that wants read-only access, please let us know. Maxine also mentioned the online training session that is available. She showed additional 310 information. Automatic emails are sent out when the calendar is updated.
- Maxine also mentioned the Discussion Board which is another great resource for everyone.

### **PUBLIC COMMENTS**

- There were no public comments during this meeting.

### **ACTION ITEMS**

- Send any ideas about meeting places to Cece where we can hold a hybrid meeting, preferably a large room with good sound, Wi-Fi, and technology. Pencil this meeting in for May 6<sup>th</sup> at noon.
- Once the PPI and LMS are back from the State and approved, each community must get it on their elected officials' agenda as a consent agenda item to be recognized by ISO as approved. Save that agenda and minutes saying they approved the reports as documentation. Communities just need to produce the Pinellas report and can show their elected officials their own projects. Pinellas will send everyone an email once the reports are approved and tell the communities what is needed.
- Mary asked any community that will be doing a Hurricane prep event, bring it to the May 6 meeting so Pinellas County can cross promote it.