



MEETING MINUTES

PROJECT NAME: Flood Risk and Mitigation Public Information Working Group (FRMPIWG)
MEETING DATE: Friday, February 17, 2023
LOCATION: **Virtual GoToMeeting**
<https://meet.goto.com/CeceMcKiernan>
Dial: +1 (646) 749-3131
Access code: 812-108-797 #

IDENTIFY COMMUNITIES

- Cece McKiernan, consultant for Pinellas County welcomed everyone to the Hybrid meeting and stated she will review attendance making sure all the participating communities maintain a 50/50 staff/stakeholder split to qualify for the PPI. Cece also showed the new website for this group showing all the meetings, the link for the meetings and past agendas and minutes. Cece then turned the meeting over to Maxine Moore, Floodplain Technician with Pinellas County.

PURPOSE

- Maxine reminded everyone that this group's purpose is to review items in the LMS, identify outreach projects pertaining to flood topics as well as identifying flood insurance projects as well.

LMS AND PPI

- **NOTE:** This meeting is used as the official review of the Local Mitigation Strategy (LMS) and Program for Public Information (PPI) Annual Reports. The PPI Annual Report is included as part of the LMS. Communities must submit these reports to their individual governing Boards for approval. These reports can be found on the SharePoint Toolkit.
- Maxine also showed the list of all the projects on the SharePoint in addition to the key messages. Refer to the color coding for additions and deletions.
- The Pinellas County Flood Warning and Response Plan has also been updated. Local governments can update their own plan and can add their own for their review with their own elected board. Be sure to use your documentation as well for CRS purposes.

REVIEW OF TASKS COUNTYWIDE

- Maxine discussed the projects below that were accomplished Countywide reminding everyone that the Flood Guide and Real Estate Disclosure brochures have been updated and will probably be updated again this year.
 - Flood Guide available at County Libraries
 - Hurricane Guide 2022 Available at County Libraries
 - ESOL (Spanish)
 - ESOL (Vietnamese)
 - Flood Map Service Training
 - Real Estate Agents Flood Disclosure and Information Brochure (English & Spanish)
 - Pinellas/Pasco Realtor Organization Newsletter
 - Landscape Training
 - Bus Wraps
 - LMS and PPI Annual Update Press Release
 - CRS Users Group Meetings
 - Pinellas County Speakers Bureau

- Hurricane Season Press Release

TASKS ACCOMPLISHED BY MUNICIPALITIES

- Maxine reviewed these tasks and described how items provided by the County to Municipalities still need to be documented by local entities and shown during their own ISO reviews.
- Maxine highlighted the Flood Insurance Community Meeting. Redington Shores holds this meeting and we wanted to hear about their meeting as a possible example of what other communities might do. Kim Harr, stakeholder for Redington Shores, talked about this meeting, the Small Business Association spoke about services available after a storm, low interest loans and grants. The meeting was in person and there was a good turnout. They provided pizza! Contact Redington Shores if you are thinking of holding a meeting like this.
 - Flood Guide available at County/City Buildings
 - Hurricane Guide 2022 Available
 - ESOL (Spanish)
 - ESOL (Vietnamese)
 - Utility Bill Insert
 - Commissioner/Mayor Article in Utility Bills or Mailed letters
 - Flood Map Service Promo Email Blast (via Everbridge)
 - Storm Drain Markers
 - Storm Drain Murals
 - Vehicle Wraps
 - Scheduled Social Media Posts (Facebook, Instagram & Twitter)
 - E-News/E-Lert
 - Newsletter(s)
 - New Homeowner Brochure and Flyer
 - Parks & Recreation Educational Materials
 - Informational Videos
 - Homeowners Association Meetings
 - Community Workshops/Meetings
 - Only Rain Down the Drain Posted Signage
- Maxine asked if there were any other updates to the projects the municipalities accomplished for last year. None were heard.

NEW PROJECT STATUS

- Maxine moved on to new projects for discussion. Municipalities need to make sure that all messages that are required for CRS are being shared in your communities. Between the Utility Bill and the Tampa Bay Newspaper, all publicity prerequisites are covered. Maps that show where these are distributed are located on the SharePoint. If a community is not covered, they must find their own means of information distribution.
 - Flood Awareness Week was mentioned by Deb Vitrali and is spearheaded by the Florida Floodplain Managers Association. The second week of March each year is designated, [Florida Flood Awareness Week – Florida Floodplain Managers Association \(ffmaconference.org\)](https://ffmaconference.org) The character “Floody the Frog” has been approved for use from Sarasota County to promote Flood Awareness Week. Any changes to the image or messaging will need to be approved by Sarasota County
 - Tampa Bay Newspapers Full-Page Spread, these are going out. Not all areas are covered so check SharePoint. We want to make sure we are touching the seasonal residents.
 - Letter to Real Estate Professionals
 - Letter to Insurance Companies

- Letter to Landscapers
 - Anamaria Rivera talked about the in-person class they hold for landscapers but the program to require this training is being cancelled due to legislative directive. Lisa expanded on the negative impact this will have on our water quality. Anamaria mentioned how this has been reduced from all landscapers that handle debris and is just being focused on fertilizer application. The Florida Stormwater Association is working on getting this legislation modified so get in touch with them to voice your concern. The class will continue to be held so please promote it.
- Maxine also highlighted the messaging and schedule calendar on the SharePoint that are available to all municipalities.

UPDATED MESSAGING FOR HURRICANE SEASON FROM EMERGENCY MANAGEMENT

- Mary Burrell shared some statistics from Hurricane Ian and how few people evacuated. Messaging is being revised and recommendations are welcome.
- Mary showed a video of how the storm and associated surge moved into Ft. Myers Beach and swept a building away.
- Taking a harder stance on messaging this year. A study is being conducted by USF to assess evacuation numbers. There is concern about evacuation complacency. Timing will be concentrated on to emphasize urgency of preparing and then evacuating, using sand in an hourglass. Pinellas County wants to give people information that is actionable. Ready will be implemented when they are in the cone of uncertainty. Set will focus on the evacuation orders and then Protect will be shelter in place, not safe to move around anymore. Try not to concentrate on the cone of uncertainty, it's the evacuation zone that requires more focus on preparation. We are currently in the Ready phase. Emergency Management wants to participate in all the area events to inform residents.
- Mary talked about a planned Expo June 3 in the High Point area and will be doing the webinar series at MHPs 2/23, General 3/23 translated to Spanish, Business 4/13 and Faith Based Organizations 5/25

PROJECTS NOT IMPLEMENTED

- Social Media – Podcasts – Oldsmar is doing podcasts and will do them on an annual basis.
- Storm Surge Inundation Level Signage – Pinellas Park, Redington Shores, Gulfport, Tarpon Springs (need update), this will be added as a topic for next meeting. Communities can use NOAA data and Pinellas County Emergency Management.
- Home Inspector Training – Could get help from SmartVent
- Insurance and Mortgage Association Training
- Veterinarian Email Blasts – Could get help from SmartVent

PUBLIC COMMENTS

- Bill Johnson, Clearwater Citizen, reiterated that the public does not understand the difference between the flood zones and evacuation zones.
- Chris Hollands shared about the community confusion when the law enforcement announces bridges are closing which causes concern about leaving and getting back on Pass a Grille for instance. This group will try to get a representative from law enforcement or the Sheriff's PIO to help us understand what the best way is to handle it.
- Lisa Foster thanked everyone, especially our stakeholders! Maxine chimed in with agreement.

ACTION ITEMS

- Forming the Messaging Subcommittee
- Next Meetings May 19 and October 20