



## MEETING MINUTES

**PROJECT NAME:** Flood Risk and Mitigation Public Information Working Group (FRMPIWG)  
**MEETING DATE:** Friday, May 19, 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 meeting.

### 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 provided an update on the status of the LMS Annual Report and the PPI Progress Report. Both documents have been sent to the Pinellas County Board of County Commissioners as Consent Agenda Items. They also sent out a press release on May 12. Local governments are reminded to make any community specific updates to their own plan and send forward for Consent Agenda Item review with their own elected board. The documents that Pinellas used along with the Press Release are on the PPI SharePoint so reach out to Maxine if you need access or if you have any questions. Maxine reviewed the documents Pinellas County used and the process they followed for submitting the information to the BOCC. No questions were raised.

### ATTENDANCE

- Cece went through the multi-jurisdictional community attendance list asking for any updates. During the roll call, Cece asked any communities that have run into attendance questions with ISO during their review to please contact her with those details.
- Maxine talked about Dunedin and Safety Harbor wanting to join the group.

### REVIEW OF TASKS COUNTYWIDE

- Maxine discussed the projects below that were accomplished Countywide so far this year.
  - Unincorporated Repetitive Loss Area letters going out on June 2<sup>nd</sup>. Municipalities were reminded to send theirs as well.
  - Tampa Bay Newspaper Full Page Spread has gone through for this year.
  - Utility Bill Onserts have gone through for this year. Municipalities that do not utilize Pinellas County Utilities were reminded to complete their own onsert.
  - The "big three" emails will be sent out around June 23<sup>rd</sup>. The "big three" refers to insurance, real estate and mortgage professionals licensed in Pinellas County.
  - The realtor flood disclosure brochure and the Flood Information brochure will be updated in June, which will address the confusion between flood zone, evacuation zone, floodway, and storm surge.

## REVIEW OF TASKS BY MUNICIPALITIES

- Maxine asked if any municipalities wanted to share about their projects. None were shared.

## NEW PROJECT STATUS

- Maxine reviewed the following new projects:
  - Communities sending letters to professional entities within their jurisdiction include City of Oldsmar, City of Tarpon Springs, Redington Shores. Maxine asked them to put those examples on the SharePoint.
  - Pinellas County reaches out to Landscapers and provides training on best practices. HB1383 will extend the requirement for licensing to 2024. At this date, Pinellas County will still offer the training, but it will not be mandated.
  - Social media “Blue-sky” messaging is currently being sent out weekly. The messages are on the SharePoint for June – November with alternative topics. The rest of the year will be added soon.
  - Key Messaging Updates –
    - After having the resilience topic in place for a year, we are recognizing that many municipalities are wanting more with the resilience topic and messaging, so we have asked Hank, the County's Sustainability and Resiliency Coordinator, to attend these meeting from now on and provide about 5 - 10 minutes on ResilientPinellas and resiliency outreach projects as they pertain to this group. With the changing political climate, the county upper management and communications department expressed a need to revise the resiliency key messages to avoid possible controversies that the municipality is facing. Due to this, the county is looking into creating alternate resiliency key messages. The existing key messages will still be there for other municipalities to use but we will also have alternate ones that get the same message across but are less controversial. Those changes will be discussed at the first messaging task force meeting that Cece discussed later in the meeting.
    - CJ Reynolds, Director of Resilience and Disaster Recovery for the Florida Housing Coalition, shared data that for Hurricane Ian, 30% of homeowners that applied to FEMA for assistance did not have ANY type of insurance, both homeowners and/or flood insurance. She was thinking about adding this message to our messages. Maxine shared that we could look at that during the messaging workshop.
  - The Pinellas County website moved many hosted documents to web page format including the New Homeowner Flood Information brochure and flyer. Maxine explained that this project was done back when the committee first started but hasn't been updated since and that unincorporated county does not print these or push this as much as they should. She said that if the group chooses to keep the project, then the information in the flyer and brochure need to be updated; however, we should only keep on of them and discontinue the other. She showed the group both the brochure and flyer, then asked the group which they would use most and if they even wanted to keep the project. Anamarie felt it was important to keep and that Pinellas County may be able to print and stock through her program funding. The group feelings leaned more to keeping the brochure and webpage. Maxine will get with those on the group who showed interest and those who assisted in the original creation of the project to update the brochure and website. Municipalities would need to print their own. Maxine showed everyone where to find the existing flyer and brochure in the SharePoint and discussed some additional information that can be added to the update.

- Maxine talked about the need for outreach on Disaster Assistance. Is another project needed? Suzanne from Pinellas Park thinks this is a good idea and reminded about the Homeowner Expo coming up in June. CJ is happy to participate on this effort as well. Michael Welch as well. Cece will coordinate the effort with everyone to come up with some project ideas.

## **PROJECTS NOT IMPLEMENTED**

- Social Media – Podcasts – Oldsmar identified they are doing podcasts and will do them on an annual basis.
- Home Inspector Training – Maxine will reach out to SmartVent to see if they have any existing outreach on this.
- Insurance and Mortgage Association Training – No movement.
- Veterinarian Email Blasts – Michael Taylor with Gulfport is preparing a letter they are working on and will put that on the SharePoint. Reach out to Mike with questions.
- Storm Surge Inundation Level Signage and Emergency Management Outreach Update –
  - Spencer Shaw with Emergency Management gave us an update on the language for Storm Surge messaging. Spenser shared how messaging will be updated to include storm surge risks. After talking with people in Lee County, they thought the surge was coming inland 15 ft as opposed to being 15 ft high. A new graphic has been created and Spenser was able to show the group the flyer incorporating the Ready Set Protect theme. He showed the new graphic which is being translated into appropriate languages and signage for inside PSTA buses are being installed. There is also a QR code in the signage so effectiveness can be measured.
  - Alert Pinellas currently has over 67,000 registrants and these people get warnings and messages for flood and storm preparedness.
  - Please contact Spencer if you need information on becoming a StormReady community. Each community must have their own to qualify for CRS credit.
  - Spectrum Bay News 9 Diane Kacmarik is willing to present on Hurricane Season and flooding and other weather topics, these are paid for by FEMA.
  - Pinellas will be conducting Hurricane Asher June 2 – 8 exercise that fulfills the requirements for CRS.
  - Maxine also mentioned that the Hurricane Expo for Pinellas County will be held June 3<sup>rd</sup> at High Point Elementary from 10 am to 1 pm. Please put a request in through the Speakers Request if you want Lisa or Maxine to attend your community specific expo.
  - Spenser discussed how storm surge signs can be challenging as they are located high and are typically small. Several communities have signs, but most are very old and need updating. [Mary.Burrell@pinellas.gov](mailto:Mary.Burrell@pinellas.gov) would be the contact to get access to the new messaging on signage. Maxine will reach out to Mary to figure out a process to update the language.

## **Messaging Task Force**

- The Messaging Subcommittee will be meeting May 31<sup>st</sup> at 10 am virtually. Any messages that come out of the messaging task force will be brought back to this group to be voted upon for adoption.

## **PUBLIC COMMENTS**

- None heard.

## **ACTION ITEMS**

- Maxine showed the webpage where the agenda and minutes are located for this group and reiterated where all the resources are on the SharePoint.
- Next Meetings October 20, virtual, 12 – 2pm.
- Cece and Maxine thanked all the communities and stakeholders for all their support.