



## MEETING MINUTES

**PROJECT NAME:** CRS Support/Flood Risk and Mitigation Public Information Working Group (FRMPIWG)  
**MEETING DATE:** Friday, January 26, 2024  
**LOCATION:** Virtual GoToMeeting  
<https://meet.goto.com/CeceMcKiernan>  
Dial: +1 (646) 749-3131  
Access code: 812-108-797 #

**NOTE:** This meeting is used as the official review of the LMS and PPI Annual Reports.

### IDENTIFY COMMUNITIES

- Cece McKiernan, consultant for Pinellas County welcomed everyone to the 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 then turned the meeting over to Maxine Moore, Floodplain Technician with Pinellas County.

### REVIEW LMS AND PPI ANNUAL REPORTS

- Maxine welcomed all the communities, especially the new people joining us for the first time. In addition to the CRS PPI work this group serves as the floodplain outreach arm of the Local Mitigation Strategy (LMS) effort. She reiterated the purpose of this working group is to gather outreach and messaging related to flooding, we've identified topics and messages and freely share that information to provide common similar messaging throughout the County and all municipalities. The stakeholders provide the connection to the community and are not part of local government.
- Our first topic covers review of the LMS Annual Report went to along with the PPI Annual Report for 2023 which is included as part of the LMS. Every 5 years we must revise the plan but each year we do a report of the progress. The LMS report has been approved by the LMS working group.
- The PPI is an appendix to the LMS. The PPI report was reviewed by this group. All new information was updated. Highlighted information in the yellow and green are updated areas. Status of the PPI projects was also updated. Yellow is revised, green is new, and orange is on hold.
- We have also reviewed our Flood Insurance Coverage Assessment and included it in the report. Data up to September 2023 has been included and will be shared with each community via the SharePoint Toolkit.
- We appreciate your participation. This meeting will cover everything for our Annual Report covering everything we have done in 2023. Next year we will have to do a complete review of everything and write the new PPI document.
- Maxine explained that next year we will have to produce a new PPI document which once finalized will get approved by their Board of County Commissioners with a Consent Agenda item. We will share this document with everyone, and each community will have to put their customized document through their own approval process. All documents used by Pinellas County will be made available for local governments who can modify them to meet whatever needs from your own governing bodies.
- Pinellas County also does a press release which will also be shared.
- The County is waiting for State approval for the LMS and then will bring it before their Board (usually in April) and will let the communities know when that is complete.

## **LMS AND PPI 5-YEAR UPDATE FOR 2025**

- These 5-year updates typically coincide. We will start the update this year. We will have more meetings, probably one more, totaling 4 as many topics need to be completely reviewed.
- Maxine specifically highlighted the ongoing messaging task force and invited anyone to join us. Reach out to Cece or Maxine if you want to be added.

## **LMS NEW STATE REQUIREMENTS**

- The LMS has a new state requirement. Communities must look at Severe Repetitive Loss areas as well as repetitive loss properties and have a substantial improvement/substantial damage plan in place. Pinellas County has one so this will be reviewed and shared with this group for production of their own plans. Chris Zambito mentioned this does not have to be as specific as the plan that can get you 140 points in CRS. If you already have this for CRS, you can use it. LMS is a truncated process if a community doesn't have them. Smita, who is working on the LMS, will be reaching out to communities for any additional requirements. Vulnerability Assessments and impacts to Climate Change are new to this process but Pinellas County either already has done these assessments or are in a good position to finish these. All this information will be shared with the communities.

## **PPI REQUIREMENTS**

- We must have formal adoption by each municipalities governing body for the PPI to "count" in that jurisdiction.
- We will be doing a needs assessment update.
- We will do a complete review of Topics, Key Messages and Outcomes (using the current Messaging Task Force), we will evaluate projects including wish list items, we will review the stakeholders and their contributions.
- We will do a thorough review of the Flood Insurance Improvement Plan which now included the requirement of having 2 or more insurance agents, one of those being ANFI certified (which we already have). Communities with a chance to add a stakeholder should consider having a local insurance agent on their team.

## **PROJECTS**

- We reviewed the Countywide projects.
  - Real Estate Agents Flood Disclosure and Information Brochure
  - Updated the Flood Guide
  - Pinellas/Pasco Realtor Organization Newsletter
  - Blue-Sky Social Media Messages (#floodplainfriday) February Only is complete, we will do March – June and July – December. These will be on the SharePoint spreadsheet. Maxine explained the process and spreadsheet color key. You will get these two times/year.
  - Flood Map Service Training
  - Tampa Bay News Ad
  - Flood Map Service Promo (email blast on Everbridge)
  - New Homeowner Brochure Update
  - Pinellas County Speakers Bureau
  - Natural Functions Projects
    - Landscape Training and Certification (ending July 1, 2024) after July the course will be offered Nov and Dec and will be free and voluntary. The practice of proper landscaping is not going away, just the licensing process.

- Bus Wraps will be done in 2024 – we will share the information to do the shelter wraps. A discussion regarding how Pinellas County can provide content for all your outreach needs for flyers and can help. PSTA bus shelter last contact was Dec 2022 - Jack Llewellyn Senior Sales associate Mobile: (727) 423-1669 jllewellyn@insitesm.com Insite Street Media. PSTA bus wrap vendor: Lamar Transit of Pinellas County, Wendy Lang - Market Manager Pinellas County [wlang@lamar.com](mailto:wlang@lamar.com) (Cell: 561-512-2282)
- Hurricane and Pet Preparedness Projects (Emergency Management)
  - Hurricane Guide 2024 - major project each year. Currently editing and getting input. Focus on not being “Cone Focused”, special needs registry is being updated (need volunteers, reach out to [Maryburrell@pinellas.gov](mailto:Maryburrell@pinellas.gov)). The County is working on a page for pet services. Also working boater safety brochures as well as a campaign.
  - Hurricane Event June 1 in Tarpon Springs. The County is willing to participate in any other community events.
  - Hurricane Season Press Release

**REVIEW OF FRMPIWG TASKS MY MUNICIPALITIES**

- Pinellas will be putting information into their Utility Bills and happy to provide content to any municipalities. They will be including the Commissioner Insurance Article in this mailing in February/March to catch the seasonal residents.
- Repetitive Loss Area Letters going out in March/April.
- NEA Our Town Grant Due 8/3/2024 ([www.arts.gov/grants/our-town/program-description](http://www.arts.gov/grants/our-town/program-description)) is an art related grants for Resiliency.
  - Municipal Vehicle Wraps
  - Storm Drain Markers or Murals
  - Parks & Recreation Education Materials
- StormReady Community Signage – you can get signage from the weather service to use if you are certified.

**REVIEW OF UPDATED OR NEW PROJECT STATUS**

- Storm Surge signage is being updated and will be shared.

**VULNERABILITY ASSESSMENT UPDATE**

- Ali Reiman, Pinellas County Public Works gave us an update on the current Vulnerability Assessment being done my Pinellas County.
- We may become a commenting working group to this effort, but it will only be a portion of this group.

**PUBLIC COMMENTS**

- No public comments were made.
- Maxine thanked everyone, especially our stakeholders.

**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.

**ACTION ITEMS**

- Next Meeting May 10, noon, online.