



MEETING MINUTES

PROJECT NAME: CRS Support/Flood Risk and Mitigation
Public Information Working Group (FRMPIWG)

MEETING DATE: Friday, October 20, 2023

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. The LMS Annual Report went to the Board of County Commissioners (BOCC) on May 24th, 2022, along with the PPI Annual Report which is included as part of the LMS. Communities, remember, these reports need to go to each of your individual governing Boards for approval for you to receive Community Rating System (CRS) credits. These reports can be found on the SharePoint Toolkit.

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.
- Maxine welcomed all the communities, especially the new people joining us for the first time. 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. 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.

PLANNING COMMITTEE

- Maxine reviewed the municipal members, are there any updates? The City of Safety Harbor will join starting with this meeting. Specific staff names are being updated by Cece and will be shared with Maxine.

PUBLIC INFORMATION NEEDS

- The Flood Insurance Coverage Assessment will begin in 2024. We will look at all the flood insurance policies in the County and do an assessment of rise or fall in count. We will then look at what type of outreach might be needed.

TARGET AUDIENCES

- Maxine reviewed the audiences currently listed in the table. In going through the Audiences, Maxine also provided updates on the projects associated with those projects. She took input and asked communities about any items. Maxine is highlighting the Audience table, and this document will be sent out to all the communities for input as part of the draft annual report. Maxine and Sarah discussed high water mark collection and how to make that a project. Still in development. There was a discussion on utility bill distribution. Sending messages to doctors and dialysis facilities was discussed and Mary talked about what they do through Emergency Management to educate residents. Discussion on boat owners. Damon Lister thought marina owners would be a good addition to this group. Sarah Kessler felt this could be grouped into the boat owners. Mandi suggested a possible link to dock permits. Discussions on Pet Owners and veterinarians were mentioned, Mandi asked about putting messaging up in the dog parks. John thought we might provide information at pet stores. Maxine suggested we create a flyer for stores/kennels. Cece mentioned that we need a champion to take this project and run it. Condo association meetings, MHP and neighborhood meetings that are held annually should be counted as a project. Maxine asked Mandi to provide details to list in the Annual Report. Maxine reminded everyone that a project must be done annually to count toward outreach in the CRS program. Maxine asked about projects at local vocational programs, colleges and universities and recommended we take up a project. Discussion on an outreach project for bankers and mortgage brokers. Oldsmar sends a letter and Cece asked if they would share so we can put that on SharePoint. CJ spoke about Fannie Mae who does outreach annually because storm damage may delay mortgage payments, forbearance. We've listed the local Bar Association and the County works with them but not annually on flood. Any outreach to large companies? A question came in to see if we could see if the County can put a coupon in Valpak. We need to investigate this. We can reach out to the Chamber of Commerce. Mary from Emergency Management works with them, Sarah from Clearwater does. Cece suggested we bring a Chamber member into the Working Group. Maxine asked Mary to suggest a name. A name from St. Pete Chamber was shared. Michael will connect us with that person. Damon with Safety Harbor is on the Chamber there. Maxine suggested we have a side meeting with Safety Harbor to answer all their questions about the Working Group activities since they are new. Schools are on our list; we do some work with schools. PSTA/Trolley put signs up with QR codes on the vehicles, it was asked if signage in the shelter areas an option would be. We can investigate that. Mary said they are looking into sandwich boards but need help with funding. Communities are encouraged to help. Sarah in Clearwater is open to provide funding within the City of Clearwater. We added Churches and Houses of Worship. We also added private schools and daycare facilities and another audience. Suggested to potentially use Peach Jar for messaging with schools and Mary said they have started work with them since it goes right to the parents. Possible to do an annual message. Hurricane Guides are distributed to schools from Pinellas County by Emergency Management. New homeowner flyer will be updated to include renters. Added Boy Scout/Girl Scout badge possibility, anyone know of a connection?

MESSAGES AND OUTCOMES

- Pinellas County is continuing to review high water mark signage and ask communities to send us pictures of the signs and locations so we can make an inventory and decide if messaging needs to be updated.
- We have started working with a Messaging Task Force that is reviewing messaging for clarity. We will send these to communities for final review.
- Maxine showed the spreadsheet on messages and when to use them. We are updating it and want to add hyperlinks to make finding things easier. We will add this to the SharePoint once we have updated it.

PROJECTS

- We reviewed the Outreach Projects Matrix and Maxine pointed out what the shading means. We ask communities to review this table and respond with what you have done and make any other changes necessary.

REVIEW OF LOCAL MITIGATION STRATEGY

- Maxine familiarized the group with the Local Mitigation Strategy (LMS) which defines the hazards to the community and was last updated in 2020 so next year we will increase meetings as this work also serves as the Floodplain Management Plan, CRS 510. All updated documents including the project list and scoring sheets will be due November 30th, 2024, anything remaining, and confirmation of the updates are due December 17th.
- This group serves as the outreach review for flood hazards for the LMS.
- The PPI Annual Report is an appendix in the LMS.
- The LMS Working Group is currently updating the list of projects.
Harold's Lake Dredging Project (Town of Belleair); Tarpon Springs Sponge Docks Flooding Abatement (City of Tarpon Springs); and City of St. Petersburg Infrastructure Resilience - Wet Weather Storage Tank (City of St. Petersburg). Contact Maxine for details.
- We will send everyone a link to the current LMS for review.
- Also reviewed in this process is CRS 610 Flood Warning and Response Plan and added it to their Comprehensive CMP. If you do this for your municipality for your CRS program it must be approved by your governing body, they can go through as a Consent Agenda Item but must have your specifics inserted.
- Remember the PPI Annual Update and the Repetitive Loss Annual Analysis (RLAA) must be done by the individual municipalities as well. You must add your individual RLAA information.

ADDITIONAL NEEDS OF THE MUNICIPALITIES

- The SharePoint is available to everyone.
- Real Estate Brochures continue to be uploaded for all municipalities.
- A new training with Property Appraisers class has been added. Maxine added in the Property Appraisers as an audience.

PUBLIC COMMENTS

- No public comments were made.
- Maxine thanked everyone, especially our stakeholders!
- Frank asked about the multi state lawsuit with flood insurance, Gerry mentioned a contacts and provided that in the chat.

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

- Homework coming your way.
- Next Meeting January 26th. A question came up about being in person for the meeting. Due to efficiency, we may do a social gathering and keep the meeting online. Maxine asked Cece to do a poll.