



Flood Risk and Mitigation Public Information Working Group (FRMPIWG)

Friday, October 24, 2025

Virtual

Meeting Minutes

Identify Communities/Introduction:

Chelsea Goodman, consultant for Pinellas County, welcomed everyone to the meeting and stated that she will review attendance, ensuring that all participating communities maintain a 50/50 staff/stakeholder split to qualify for the Program for Public Information (PPI). Khan Boupou, consultant for Pinellas County, welcomed attendees, noting the group's growth from about 10 members in 2013 to over 50 participants today. He provided background on the PPI and its purpose within the Community Rating System (CRS). Khan highlighted the program's success in improving flood awareness.

PPI Annual Report Review:

Maxine Moore, with Pinellas County, explained that this end-of-year meeting focuses on preparing materials for the PPI Annual Report. A 5-year update occurs periodically, but annual updates document yearly accomplishments. The Report will be distributed for review by the end of the year before submission and inclusion in the Local Mitigation Strategy (LMS) Annual Report packet to the Board of County Commissioners early next year.

- **Planning Committee and Membership Updates**

Chelsea presented the PPI membership tables, noting that updates are needed for the municipal and stakeholder contacts. Maxine requested that each municipality review and confirm membership information within 2 weeks. Chelsea will distribute the tables and collect updates via email.

- **Public Information Needs**

Lisa Foster, with Pinellas County, is preparing updated data for the 2025 Flood Insurance Coverage Assessment, including policies in force, premium totals, and loss history by jurisdiction. Municipalities that want to include localized data must provide it. Lisa confirmed the methodology remains consistent with prior assessments. Municipalities with a Repetitive Loss Area Analysis (RLAA) credit must provide updated plans for incorporation into the LMS appendix. Each jurisdiction is responsible for delineating their repetitive loss areas. The LMS Annual Update and PPI Annual Report will be sent to the Commission as one package in early 2026.

- **Outreach Projects, Target Audiences, and Messaging**

Maxine led a detailed review of Table 4-1 (Target Audiences and Outreach Projects) and the Outreach Project (OP) Matrix, which tracks outreach activities eligible for CRS credit. Municipalities must complete their sections by confirming which projects were implemented this year and

identifying new or pending initiatives. This document was provided in the meeting agenda for municipalities to send back with updates.

Projects:

Storm Surge Signage – Implementation was completed; standardized signage toolkit was developed in collaboration with Pinellas County’s Emergency Management group.

Podcast and Social Media Outreach – Clearwater’s participation in sharing FFMA podcasts prompted discussion on whether sharing third-party flood education content qualifies for CRS credit; Chelsea will verify with the (Insurance Services Office) ISO.

Home Inspector and Mortgage Association Training – St. Pete Beach conducted post-storm outreach to mortgage associations; the community discussed potentially making this an annual event.

Veterinarian Outreach – Gulfport sends annual letters to local veterinarians about pet preparedness; the group agreed to expand the project name to *Veterinarian Email Blasts/Letters*. Gulfport will share sample materials, and Chelsea will send to FRMPIWG members.

DIY High Water Mark Flyers – Members supported the idea but noted limited resources; remains a future project.

Boat and Dock Handouts – Pinellas County’s Emergency Management’s boating safety materials are being distributed to marinas and libraries. Multiple coastal municipalities perform this outreach activity. Discussion included distributing the information through dock permits or marina signage required by multiple agencies, including US Fish and Wildlife Service (USFWS), Florida Department of Environmental Protection (FDEP), etc. Chelsea will send out Pinellas County’s Emergency Management boater safety brochure to the group.

Letters to Homeowners Associations (HOAs) – Several jurisdictions plan to implement or expand this outreach. The City of Oldsmar discussed post-storm letters educating homeowners about flood vents and breakaway walls for HOA communities that are directly on the water; Maxine noted this might be better as a new key message under 'Protect Your Property.' **Chelsea will organize a task force to discuss consistent flood-proofing messaging and flyer (wet vs dry).** Maxine to add new project for neighborhood meetings/workshops on floodproofing (see Floodproofing Vendor Flyer).

Bus/Trolley Flyers – The County has implemented this activity in the past using the key message “Only Rain Down the Drain.” Although it has not been done in a few years, a reintroduction would be relatively easy. Municipalities could also consider incorporating the campaign through their local transportation systems, such as trolleys and buses. St. Petersburg noted that pre-storm and post-storm buses may not be available for this purpose, as they are typically used for emergency management operations. If the City decides to move forward with the campaign, Maxine recommended coordinating with County Emergency Management to ensure consistent messaging.

SharePoint Migration – The County has launched a new SharePoint site. The new site serves as a centralized hub for municipalities and stakeholders to upload and manage CRS-related materials such as outreach records and reports. Each municipality can access its section to download annual documentation for CRS reporting. Invitations to the new SharePoint were sent out. Municipal representatives who have not received access should contact Chelsea or Maxine, and stakeholders interested in access should coordinate with their municipal representatives. A training session on the new SharePoint covering navigation, uploading, and file management will be scheduled soon, recorded, and posted for future reference. Members were encouraged to reach out with any access issues or questions about the migration process.

Review of LMS for Annual Report:

Maxine discussed FRMPIWG’s role as the stakeholder working group for the County’s LMS, which identifies community hazards and serves as the floodplain management plan for most municipalities. The LMS is a multi-jurisdictional 5-year plan (last updated in 2025) involving participation from all municipalities at varying levels. This working group functions as the outreach arm for flood-related hazards, and the LMS addresses all natural hazards. Maxine serves as the liaison between FRMPIWG and the LMS Working Group, coordinating updates, communication, and alignment with CRS requirements. The LMS Annual Report follows the same schedule as the PPI Annual Report and includes updated scoring sheets and project lists. Once reviewed locally, it is submitted for approval to the Board of County Commissioners. Table D-1 lists active mitigation projects required for FEMA and other grant eligibility and Table D-2 tracks completed projects. Projects completed in 2025 included the Madeira Beach Fire Department’s drainage and fire apparatus upgrades, Pinellas Park’s Public Safety Complex, and Tarpon Springs’ Mango Street and Mango Circle flood abatement project. Approximately 99 projects were updated this cycle, and Chelsea will distribute the latest Table D-1 for municipal review and feedback.

The LMS also includes a section on mitigation outreach initiatives that incorporate the PPI and FRMPIWG as components for flood-risk education. The Flood Warning and Response Plan (CRS 610) is being relocated from the LMS to the Comprehensive Emergency Management Plan (CEMP) to better align with emergency operations, although flood-related outreach will remain coordinated through this group.

Municipalities continue to conduct ongoing outreach through social media, community meetings, and public education, with Pinellas County’s Building and Development Review Services hosting sessions with mobile home and condominium communities after recent storms.

The City of Oldsmar introduced a new “Pledge to Evacuate” campaign, developed with Mike’s Weather Page, encouraging residents to commit to evacuation when ordered. The campaign, which includes a video and public pledge, will run annually and be added to the outreach project list for other municipalities to adopt.

Chelsea and Maxine will share the updated project list and outreach table with members. Municipalities were asked to review and submit any updates or new projects.

Needs from Municipalities:

- Update Outreach Project list.
- Review Key Messages list – *any new messages to add?*
- Update PPI Core Members and Additional Members Tables.
- Review LMS Table D-1.

Public Comment – None

Action Items/Next Meeting:

- Chelsea will distribute updated membership tables and the Outreach Project Matrix following the meeting.
- Municipalities to return updated membership information within 2 weeks.
- Lisa will finalize and circulate the draft Flood Insurance Coverage Assessment and RLAA documents.

- Chelsea will confirm with ISO whether external podcast sharing counts for CRS credit.
- Gulfport (Mike Taylor) will share a sample veterinarian letter for reference.
- Maxine and Chelsea will upload the storm surge signage toolkit and boating safety materials to SharePoint.
- Anamarie Rivera, with Pinellas County, will coordinate with Water & Navigation incorporating flood safety signage into marina permit requirements.
- Jones Edmunds team will compile the draft PPI/LMS Annual Report for review by December.
- Chelsea and Maxine will set 2026 meeting dates and send out Teams meeting invitations.

Adjourn