



# Flood Risk and Mitigation Public Information Working Group (FRMPIWG)

Friday, July 18, 2025

Virtual via Zoom

## Meeting Minutes

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

### Call meeting to order

- Chelsea Goodman opened the meeting and asked stakeholders to list their organizational affiliation in the chat. Attendance was used to confirm that each community maintained the required 50/50 staff-to-stakeholder ratio.

### Updates on status of LMS Annual Report and PPI Progress for 2025

- Maxine Moore shared that the 5-Year Update to the Local Mitigation Strategy (LMS) has officially been adopted by the Board of County Commissioners. She reviewed the recent LMS project ranking vote, which will inform Hazard Mitigation Grant Program (HMGP) applications due at the end of the month.

### FRMPIWG tasks accomplished Countywide

- Maxine gave a brief overview of the countywide activities accomplished since the last meeting.

### FRMPIWG tasks accomplished/coming up by municipalities

- Utility Bill Onsert: Maxine previewed the finalized utility bill onsert, which is scheduled for release at the end of July. Chelsea will email the final onsert to participants following the meeting.
- Pinellas County Real Estate Flood Disclosure Program & Property Appraiser Essentials Training – Tuesday July 29<sup>th</sup>: Scheduled for **Tuesday, July 29<sup>th</sup>**, now hosted at the STAR facility (formerly PRO). Approximately 20 participants have registered. Outreach is ongoing, and there's hope for future collaboration with Hillsborough County, particularly as STAR now includes Pasco County and City of Tampa.
- Blue-Sky Social Media Messaging – Floodplain Friday Overview:
  - The group confirmed that the #FloodplainFriday hashtag will be included in the upcoming Blue-Sky social media messaging. Maxine noted that all messaging platforms—Blue Sky, Grey Sky, and the FRP toolkit—were reviewed by the messaging working group.
  - Chelsea shared the Blue-Sky messaging in the original meeting invite.
- Mailouts: Several jurisdictions discussed recent mailings, including Repetitive Loss letters. Some communities noted they had not yet received updated data from FEMA and instead relied on the previous year's information.
- Real Estate Disclosure Forms: Maxine displayed the newly updated flood disclosure form during

the meeting.

- Maxine discussed that SharePoint has undergone updates and is currently under review. Once finalized, Maxine and Chelsea will re-invite users who need access. In the interim, participants can request specific documents directly from Maxine or Chelsea.

### **Updated or New Project Status**

- Flood Surge Signs: Maxine displayed the newly designed surge signs. Proposed language for evacuation zones - (Deadly for A & B; Dangerous for C, D & E).
- Clearwater Flood Response & Messaging: Clearwater is working on updating its flood response plan and social media messaging. Maxine referenced the County's FRP Toolkit, which will be added to SharePoint. Chelsea will distribute supporting materials.
- New Messaging Based on Gauge Levels: The County is considering new messaging strategies tied to gauge readings, which would trigger outreach when certain thresholds are reached.
- Surge Awareness through Art Installations (St. Petersburg): St. Pete shared a potential project idea to place public art at various storm surge elevations. Maxine noted this would be a strong candidate for (NEA) - Our Town Grants, though it may not be ideal for PPI credit due to the annual outreach requirement.
- Housh, Pinellas Park's stakeholder talked about projects in the floodway or waterway.

### **Discuss any additional needs from municipalities**

- Housh, Pinellas Park's stakeholder asked about access to peak stage data from County flood modeling. Maxine indicated this data could be provided by the County's stormwater team upon request.

### **Discuss upcoming events**

- Storm mitigation events- coming up on July 19<sup>th</sup> in Tarpon Springs and on August 2<sup>nd</sup> in St. Pete Beach. Chelsea to provide flyers after the meeting.
- Pinellas County Real Estate Flood Disclosure Program & Property Appraiser Essentials Training – Tuesday July 29<sup>th</sup>.
- Clearwater discussed the public engagement event at coachman park to discuss coastal flooding. They also highlighted the **USF Flood Hub** as a potential presenter for future meetings due to their strong visual modeling and community tools.
- PDCC (Preliminary DFIRM Community Coordination): Five communities are preparing for their DFIRM coordination meetings regarding updated Flood Insurance Rate Maps.

### **Public Comment**

- No public comments were made.

### **New Action Items/Tasks**

- **Next Meeting:** Scheduled for **October 24th at 12:00 PM**
- No new action items.

**Adjourn – 1:45PM**