



# Flood Risk and Mitigation Public Information Working Group (FRMPIWG) Meeting 1

Friday, February 6, 2026

Virtual via Teams

---

## Meeting Minutes

### **Introduction/SharePoint Access:**

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). She requested that all stakeholders note their respective municipalities in the chat.

### **Participant Introduction and Meeting Overview**

Since there were many new members this year, Maxine with Pinellas County provided an overview of the Program for Public Information, which aims to ensure consistent messaging about flood risks through collaboration among government staff and stakeholders. The initiative is part of the National Flood Insurance Program's Community Rating System, which enhances community resilience and promotes flood insurance. The working group has successfully implemented outreach activities over the past decade, including newsletters and social media campaigns, contributing to improved insurance premium classifications for many communities. She further outlined the group's objectives, focusing on effective messaging for floodplain management and the importance of stakeholder involvement in bridging municipal perspectives and public needs. Maxine Moore explained the group's role in developing key messages related to floodplain management, noting that they have identified ten topics over the past years. She emphasized the importance of consistent messaging across the County to reduce confusion among residents and the value of stakeholder participation in providing insights from their communities.

### **LMS/PPI Annual Reports for 2025**

Pinellas county completed the PPI annual report for 2025 as well as updating the 330-outreach project spreadsheet with any comments provided by the municipalities. In 2025, Unincorporated Pinellas County and 19 municipalities participated in the program. The group discussed the annual report update document including the target audiences, messages and outcomes. Additionally, Chelsea updated all the current planning committee members and municipal stakeholders.

### **Review of FRMPIWG tasks Accomplished Countywide**

The Flood Risk and Mitigation Public Information Working Group (FRMPIWG) reviewed the updates and action items for the following tasks:

- **Real Estate Agents Flood Disclosure and Information Brochure**  
The Flood Information brochure and Real Estate Agents Flood Disclosure brochure have no changes needed at this time.
- **"Big Three" Emails**  
Pinellas County will send targeted emails to real estate professionals, mortgage/lender

professionals, and insurance professionals (“Big Three”) licensed in Pinellas County. This email will include the notification of flood map service change and, for real estate, the Flood Disclosure training announcement at Suncoast Tampa Association of Realtors (STAR).

- **Blue Sky Social Media App**

Social media posts covering all 10 Pinellas County PPI topics are pre-drafted with a structure of premise, call to action, and reason why. These posts are published on “Floodplain Fridays” on Pinellas County social media channels. John Carkeet, the Pinellas County PIO provided a link to one of the Facebook posts.

- **Repetitive Loss Area Letters**

Lisa Foster, Pinellas County Floodplain Administrator, is working on completing the repetitive loss area analysis for the unincorporated County. All municipalities need to plan to mail out repetitive loss area letters out in 2026 per CRS program requirements.

### **Review of FRMPIWG tasks Accomplished by Municipalities**

The following municipalities’ actions for the FRMPIWG were reported:

- **Utility Bill Onsert**

Maxine explained that the utility bill onsert project is designed to inform residents about the importance of flood insurance and provide seasonal residents with relevant information. Debb Vitraelli from the City of Oldsmar proposed that we can include this information in the Valpak and that they might have a specific mailer.

- **StormReady Community Signage**

Pinellas County holds a StormReady designation by the National Weather Service (NWS) authorizing its municipalities for associated signage use. Pinellas County issued a county storm surge signage packet, which is now available for all municipalities. Mary Burrell from Pinellas County Emergency Management provided a Dropbox link to the signage. Additionally, Maxine clarified that while Pinellas County is designated as a storm-ready community, individual municipalities must also apply for this designation to receive credit.

### **Updated or New Projects**

Maxine highlighted the importance that projects implemented must be done on an annual basis and that it must be relatable every year, not just a current issue.

- A potential project has been identified to document High Water Marks. The City of Oldsmar has begun developing informational videos on this topic.
- The City of Clearwater proposed installing signage at bus stations. Pinellas County’s existing hurricane preparedness signage at bus stations may serve as a useful reference.
- A potential for collaboration was discussed with Boy Scouts and Girl Scouts of America. Debb from Oldsmar highlighted Daliah Dangerfield of Bay News 9 and her troop’s hurricane evacuation video produced for Oldsmar. Additionally, Gerry Evenwell from National Flood Experts noted that existing badge programs are in place and shared the following resource:  
[https://www.gssef.org/content/dam/gssef-redesign/girl-experience/council%27s-own-badges/Storm%20Ready\\_Updated%20Fall%202025.pdf](https://www.gssef.org/content/dam/gssef-redesign/girl-experience/council%27s-own-badges/Storm%20Ready_Updated%20Fall%202025.pdf)

### **Needs from Municipalities –**

- Communities should inform Pinellas County or Maxine if they require any support for their upcoming hurricane expos. Please request this through the Pinellas County Speakers Bureau.
- Please notify Chelsea or Maxine if anyone needs access to the new SharePoint site.

### **Public Comment- *None***

### **Action Items/Next Meeting**

- Next Meeting is **May 22nd**
- Upcoming STAR Training – Dates TBD

### **Adjourn**