



# Flood Risk and Mitigation Public Information Working Group (FRMPIWG) Meeting 2

Friday, May 29, 2026

Virtual via Teams

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## 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). Jessie Miller, with Treasure Island, asked for clarification on the formal process for designating new stakeholders. Maxine Moore, with Pinellas County, explained that municipalities are responsible for identification of stakeholders. Another question posed to Maxine was about whether stakeholders can join meetings without being formally designated. Maxine suggested formalizing those people as a secondary stakeholder, so their presence counts towards the 50/50 split. Additionally, a discussion of adding and orientating new participants to SharePoint, the site used for project documentation, occurred. Maxine Moore and Chelsea Goodman were requested to schedule a virtual SharePoint onboarding meeting for new participants in the working group.

### **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:

- **Brochures and Map Service Change**  
It was stated that the Flood Information brochure and Real Estate Agents Flood Disclosure brochure have no changes needed at this time. Many county maps including the Real Estate Flood Disclosure Map are now migrating to a new Esri/GISP platform but retain same functionality.
- **Real Estate Training with Suncoast Tampa Association of Realtors (STAR)**  
The county hosts a training session for Real Estate Professionals to share updates from the Pinellas County Property Appraisers office. Additionally, Pinellas County staff will discuss floodplain management as well as how realtors can use the Flood Disclosure Brochure and associated web map. Attendees are eligible for Continuing Education Credits (CEC). Chelsea confirmed the upcoming training on Thursday, June 25, 2026. A second training is planned for October 29, 2026.
- **“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 professionals, the June STAR training announcement. Municipalities confirmed no supplemental, municipality-specific versions of the emails were sent out by them.
- **Blue Sky Social Media App**  
Social media posts covering all 10 Community Rating System (CRS)-required 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. A spreadsheet of the scheduled messages with topic frequency and notes for holiday observances is uploaded on SharePoint. Chelsea will verify access and re-send the Blue-Sky social media messaging spreadsheet to all municipalities. New stakeholder, Noah Taylor with the City of Largo, confirmed commitment to the program. Jesse Miller with Treasure Island intends to reinstate “Floodplain Friday” posts after an inactive period from the program. Municipalities were reminded to promote flood map service in their outreach channels.

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

The following municipalities’ actions for the FRMPIWG were reported:

- **Repetitive Loss Area Letters**

Lisa Foster, Pinellas County Floodplain Administrator, completed updates to the repetitive loss area analysis. All municipalities need to plan to mail out repetitive loss area letters out in 2026 per CRS program requirements. Indian Rocks Beach, City of Largo, and Madeira Beach confirmed that their letters were sent. Forerunner is being evaluated for its potential assistance for this letter sending process.

- **Utility Bill Onsert**

The two mass outreach pieces that satisfy the elected official flood insurance encouragement requirement under CRS are the Utility Bill onsert and the Tampa Bay News onsert. The Tampa Bay News onsert, previously on hold, was confirmed to proceed this year. For 2027 onward, budget constraints will require municipalities to plan for alternative approaches to distributing these onserts. Valpak, an envelope mailer with a coupon, was discussed and multiple attendees noted that Valpak is less likely to be opened than utility bills. Valpak offers a standalone letter option. Various combinations of mailers for a lower cost were also considered. Terri Sullivan with South Pasadena, proposed a concern about whether municipalities will still be covered by county-level distributions. Maxine responded that this is uncertain for 2027 and municipalities should begin identifying their own options towards meeting this outreach requirement.

- **StormReady Community Signage**

Pinellas County holds a StormReady designation by the National Weather Service (NWS) authorizing its municipalities for associated signage use. Following significant group and emergency management effort in 2025, Marketing Communications issued a county storm surge signage packet, which is now available for all municipalities. Jesse confirmed that Indian Rocks Beach and Treasure Island installed one sign in the City Hall main lobby and that broader installation has paused due to an ongoing city effort to reduce overall signage. Noah stated that the City of Largo has older signs in place but may need to replace it with updated versions. Maxine shared that for the City of Pinellas Park no storm surge-prone areas were identified. Maxine will send the signage packet for review to Todd Biron with Pinellas Park and Noah Taylor with City of Largo.

- **Hurricane Season Preparedness Week**

Pinellas County Hurricane Preparedness Day is on Saturday, May 30, 2026, and Maxine will present on flood hazard information at the Greenwood Recreational Center. A completed hurricane preparedness week event was the City of St. Petersburg Hurricane Expo on Wednesday, May 27, 2026, at the Lake Vista Recreation Center. Hannah Rebolz from the City of St. Petersburg shared details of the event and emphasized its good turnout. Other municipal expos have occurred prior to this meeting. Further events for the week are on Saturday, June 6, 2026, the Bellair Bluffs Hurricane Expo and St. Pete Beach Hurricane Expo. Emergency Management is planning a push on boater safety messaging during hurricane season. Bellair Beach hosted a U.S Coast Guard Auxiliary presentation on pre-storm and post-storm boater safety. Mary Burrell, with Pinellas County Emergency Management, expressed interest in bringing the Coast Guard Auxiliary to marina-based community meetings.

### **Updated or New Projects**

New project ideas were discussed with an emphasis placed on whether these programs can be completed on an annual basis or if these projects are just addressing a current issue.

- *Storm Surge Visual Marker Poles*

Physical poles installed at key locations throughout the county with color coded incremental markings showing storm surge height expectations. Emergency Management previously had mixed reactions from a concern that this information would lead to a public criticism of continued development in flood-prone areas. Austin Wise with JR Evans Engineering, noted that the pole-based approach may avoid this condemnation concern. Maxine was supportive of the strong visual representation and stated that she will reraise this concept with Emergency Management.

- *City of St. Pete "Protect Your Investment 365"*

A year-round outreach initiative housed in the Office of Sustainability and Resilience (OSR), focused on both coastal and stormwater flooding. This initiative involves a task force for inter-departmental coordination plus community outreach emphasizing what residents can do every day to prevent flooding. The City of St. Pete is currently working with Jacobs as a consultant to conduct individual yard assessments in neighborhoods. Hannah stated that the funding source is still unknown as the project is in early implementation. Maxine suggested that Hannah share the outcomes with the FRMPIWG as other municipalities might want to replicate the model.

- *Shoreline Hardening/Natural Vegetation Protection*

A switch in focus to mangroves and natural shoreline vegetation models for wave attenuation rather than hard sea walls. Maxine responded that physical hardening projects are discussed in Local Mitigation Strategy (LMS) meetings rather than this group, but outreach regarding these projects is appropriate for the PPI. Anamarie Rivera with Pinellas County, shared the active Living Shoreline Program and Beach Restoration/Dune Vegetation Replanting Program. Collaboration with Natasha Dickrell with County social media should be explored.

- *Storm Drain Painting & Placards*

Several municipalities are actively painting storm drains and installing "Only Rain Down the Drain" placards. The Tampa Bay Regional Planning Council (TBRPC) offers grant funding for stormwater education projects like these. The placards have already been grant-funded and are free to municipalities. Sarah Kessler with the City of Clearwater shared Clearwater's established storm drain painting program. Clearwater also runs an Adopt-A-Drain Program where volunteers can maintain a storm drain with grant-funded equipment. Jesse should contact the watershed@pinellas.gov to connect with the appropriate stormwater person per municipality for their placard and explore TBRPC grant opportunities; also connect with Sarah on Clearwater program insights.

- *Dune Rebuilding/Vegetation Restoration Program*

Develop a city program to assist property owners with dune vegetation replanting after beachfront condos have contacted the city about dune restoration after 2024-2025 storms. Sarah will consult with John Bishop with County Coastal Management on regulatory requirements and best practices. Maxine will log as an "identified but not yet implemented" PPI project.

- *Man-Made Dune Core for Kitty Stewart Park*

Kitty Stewart Park reconstruction requires a seawall but is also being evaluated for a man-made dune core structure that promotes natural dune accumulation around it. A private company is involved, and the approach is being treated as a pilot. Marci Forbes with Madeira Beach will continue to share progress with FRMPIWG.

- *Beach Wrack Incorporation into Dune Cores*

Using beach wrack (washed-up organic material) as structural filler in dune cores to bind sand and provide nutrients for dune vegetation. Austin with JR Evans Engineering, acknowledged difficulties with implementing it at scale, but the concept was noted as worth exploring.

- *Vehicle/Bus Wrapping*

The City of South Pasadena is considering vehicle wrapping with stormwater/floodplain messaging. Maxine confirmed that vehicle and bus wrapping is an eligible PPI project if it relates to one of the 10 PPI topics for CRS credit. She also stated that TBRPC grant funding is available. Terri should contact the stormwater person for each municipality. Coordinate through FRMPIWG to ensure CRS topic alignment.

### **Additional Need from Municipalities**

- 2026 Hurricane Preparation Guide  
Wright Flood published a 2026 Hurricane Preparation Guide for homeowners and businesses with an insurance focus. Available for distribution to residents by any municipality. Confirm receipt of Pinellas County 2026 Hurricane Preparedness Guide (contact Mary Burrell if not received).
- Elevation Certificate Upload/Map Application Migration  
Pinellas County maintains a FEMA Elevation Certificate (EC) map application that consolidates ECs from the county, all municipalities, and the state (three layers) in a single publicly accessible interface. The interface is migrating to a new ESRI platform. All previous upload credentials are no longer valid. A new user list must be compiled per municipality and provided to Chelsea. Maxine will schedule training for municipal EC uploaders near the end of June 2026. Municipalities need to send their user list prior to this training. Noah raised a question about whether the new map application is ADA compliant. Maxine responded that she would investigate this and report back to PPI WG. Additionally, Noah asked whether future Forerunner deployment would absorb existing EC data. Maxine clarified that Forerunner implementation is Phase 1: Substantial Damage only, not for EC management function.
- CRS Program Management  
Sarah Kessler is seeking peer input on how other Class 5 communities manage their CRS programs. Amir Warren with Pinellas Park is also interested in peer input. Maxine shared that Pinellas County does not have a dedicated CRS person and instead duties are shared between Maxine and Jones Edmunds. Hannah stated that the City of St. Petersburg has a three-person team (floodplain manager + two floodplain coordinators; recently absorbed two site inspectors) where CRS prep is a shared team effort.

### **Needs from Municipalities:**

- Send user list for EC maps to Chelsea
- Mail out Repetitive Loss Area Letters
- Review Blue Sky Social Media Spreadsheet posting in SharePoint
- Promote flood map service in social media channels

### **Public Comment- None**

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

- Next Meeting is **October 16th**
- Chelsea will schedule a SharePoint orientation for new stakeholders
- Upcoming STAR Training on June 25, 2026
- Elevation Certificate map user training at the end of June

### **Adjourn**