



MEETING MINUTES

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

MEETING DATE: Thursday January 31st, 2019

LOCATION: Tampa Bay Regional Planning Council

1.0 INTRODUCTION OF PARTICIPANTS AND LATEST STATUS OF CRS PROGRAM & PPI (LISA & CECE)

- Jurisdictions introduced their staff and stakeholders. Meeting participants are listed on the sign-in sheet.

2.0 PPI AND EVOLUTION OF FRMPIWG

- Lisa explained the importance of the 1:1 staff/stakeholder ratio in order to meet requirements for carrying forward the PPI (Program for Public Information) and LMS (Local Mitigation Strategy) Working Group effort. She reviewed the time commitment and attendance requirements.
- Brendan Mackesey, Assistant County Attorney for Pinellas County explained the Sunshine Law and how this group will advertise meetings and conduct themselves outside these meeting in an abundance of caution to meet requirements. We will be treating this group as a Sunshine Body and hold open meetings, where public can attend, minutes are taken and an agenda is published in advance.
 - We will add to future agendas, public comment.
- Lisa presented a diagram (attached) depicting the many applications of this group including PPI (Program for Public Information), FRP (Flood Response Plan), FIP (Flood Insurance Plan) and FMP (Floodplain Management Plan), which is a component of the larger LMS (Local Mitigation Strategy)

3.0 FLOOD RISKS AND FLOODING PROBLEMS

- Lisa reviewed the types of flooding across the County and how each is being addressed through outreach and mitigation.
- Lisa showed pictures of Mexico Beach depicting the flood map vs. storm surge
- Lisa demonstrated the Pinellas County Map Service Center
- It was recommended to update the Pinellas County flood information brochure to for use across jurisdictions to ensure consistent messaging across the county.

4.0 IDENTIFY NEEDS AND GOALS (COUNTYWIDE & MINICIPALITY SPECIFIC)

- Lisa reviewed a spreadsheet she created with Libby Bolling, Pinellas County Public Information Specialist, and May Burrell, Pinellas County Emergency Management Community Education, Outreach & Program Coordinator.
 - Priority Areas such as:
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- Repetitive loss (Eg Shore Acres in St. Petersburg)
- X Zone but still in storm surge Category one or two
- Sea Level Rise / King tide flooding areas
- Flood insurance coverage
- Priority audiences
 - Realtors
 - Buyers of real estate
 - Home Inspectors
 - Recommended additions: Condo and Homeowner Associations, Banks/Lenders – Brochure development (Nelson Garcia), Large data companies
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- Other efforts
 - Flood services provided by county and munis (map info service, property protection investigations and consults, flood insurance technical assistance, websites, storm drain marking, Alert Pinellas, etc...)
 - USF – Email blast annually
 - Flood insurance writers – email blasts to agents
 - PRO member newsletters
 - TBRPC

5.0 **FORMULATE FLOOD INFORMATION MESSAGES**

- Libby discussed the tools they have created for messaging and when/how they will be distributed to the municipalities for their use
- Messages from existing PPIs will be consolidated and sent to working group for review

6.0 **IDENTIFY OUTREACH PROJECTS AND INITIATIVES**

- St. Pete/Clearwater Airport as target for visitors
- Faith Based Organizations
- Schools – St. Pete Science Fest – Elementary Students
- Public Transportation Wraps (Anamarie Rivera)
- Newsletter from Elected Official
- Insurance Advocates on Website

7.0 **FLOODPLAIN MANAGEMENT PLAN**

- Public Meeting in March
- Chris Zambito, Senior Planner from Atkins, briefed the group on the Local Mitigation Strategy efforts and how our group will feed into that process (presentation attached)

8.0 **REQUESTS**

- Create a mission statement for the group to help better understand goals
- Create something local government staff can use to explain to their managers how this effort will help them – Flood Economics



FRMPIWG meetings for 2019 will be June 13 and September 12. Cece will send Outlook invitations for 2019 as the venue and times are confirmed. Jurisdictions with currently adopted PPIs will continue to implement those plans in tandem with development of the multijurisdictional plan.

Adjourn