



MEETING MINUTES

PROJECT NAME: CRS Support/Flood Risk and Mitigation Public Information Working Group (FRMPIWG)
MEETING DATE: Friday, October 16, 2020
LOCATION: GoTo Meeting

1.0 INTRODUCTION OF PARTICIPANTS (CECE)

- Cece welcomed everyone to the Virtual meeting and Lisa encouraged participants to share their cameras so we could see as many participants as possible.
- Cece assessed the RSVP list to assure the 1:1 staff/stakeholder ratio. A review after the meeting indicated that all communities met this requirement.
- Cece reiterated the importance of the 1:1 staff/stakeholder ratio to meet requirements for carrying forward the PPI (Program for Public Information) and LMS (Local Mitigation Strategy) Working Group effort.
- Cece shared that the January meeting for 2021 would most likely be Virtual as well. A date of January 15th from 12:00 – 2:00 was tentatively set.

2.0 STATUS OF PPI

- Khan Bopha, from Jones Edmunds, reviewed the current messaging in the PPI document. There were comments on the following messages:
 - Insurance
 - Road Flooding and DOT (we were given contact information for this issue)
 - Safety Tips
 - Resiliency messaging will replace the additional insurance-related topics for messaging which we currently have. All insurance messaging will be combined into one topic.
- Khan discussed the need for municipalities to give us feedback on the projects they implemented this year. An Excel spreadsheet will be sent to everyone to make it easier to report this information. Once Khan receives that information, he will create the Annual Evaluation Report.
- Documentation for each municipality's projects should be entered in the Pinellas County SharePoint site to assist with facilitation of ISO reviews of communities.
- Each jurisdiction's Annual Evaluation Report must be submitted to their own governing body for approval and submitted as part of their Annual Recertification.
- Feddy Azoifeifa from Pinellas County demonstrated the Social Media Messaging Toolkit that is available to all municipalities. Mary Burrell highlighted the wide variety of messages available in the Toolkit.

3.0 STATUS OF LOCAL MITIGATION STRATEGY (LMS) AND FLOOD RISK AND MITIGATION PUBLIC INFORMATION WORKING GROUP (FRMPIWG)

- Khan talked about the LMS report updates. The documents were provided as attachments to the meeting invitation. Municipalities were asked to review the report to see if there were projects missing from each municipality and to review the project rankings.

- A web story map was created for the LMS to improve the LMS goals and objectives, current status and other hazard-related information to the public.
- Khan recently reviewed the LMS report with ISO. It received a very good score compared to previous versions. Congratulations to everyone that have contributed to the report.

4.0 **POTENTIAL PROJECTS**

- Tampa Bay Newspaper – Commissioner Robinson explained what they did in Redington Shores.
 - This weekly newspaper could be used for one of the publicity projects.
 - Cost share ideas were raised.
 - Prices will be determined and sent out via email at a later date.
- Mary Burrell talked about an effort to work with Businesses to have them assist with flood and hurricane outreach messages
 - CJ Reynolds from Tampa Bay Regional Planning Council (TBRPC) is interested in getting involved in this effort, especially for minority businesses.
- Lisa asked Cece to research the letters to utility companies project idea further.
- There was discussion about connecting with Home Inspectors regarding flood risk so they could assist in communicating information through their inspection reports.
 - It was recommended to first contact the people that serve as instructors for the Home Inspector program to find out how to make this part of the inspection reporting basics.

5.0 **MAP SERVICE**

- Lisa demonstrated the new Pinellas County Flood Map Service that provides simplified access to flood risk and other important information.

6.0 **NEEDS/TASKS**

- Cece asked if the communities had any additional needs, none were heard.
- The floor was opened for public comment.
- Lisa asked if municipalities needed the information page on the website that was created to explain the FEMA letters that residents have been receiving about insurance. No communities are sending residents to this page anymore and FEMA has stopped sending the letters out.
- CJ Reynolds from TBRPC invited participation in their Regional Resilience Plan Working Group. Interested parties can contact CJ at cjreynolds@tbrpc.org.

7.0 **REMINDERS**

- We continue to follow Sunshine Meeting Standards.
- All documents on the web must be ADA compliant, linking to the Pinellas County website for communication of your flood risk information meets requirements.

The next FRMPIWG notice for January 2021 will be send out as soon as the date is confirmed.

Adjourn