



## MEETING MINUTES

**PROJECT NAME:** CRS Support/Flood Risk and Mitigation Public Information Working Group (FRMPIWG)  
**MEETING DATE:** Friday, January 31<sup>st</sup>, 2020  
**LOCATION:** Tampa Bay Regional Planning Council

### 1.0 INTRODUCTION OF PARTICIPANTS (CECE)

- Cece went through the sign in sheet and had jurisdictions stand with their stakeholders. Meeting participants are listed on the sign-in sheet.
- Cece reiterated 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.
- Cece also discussed future meetings this year (May & October, and perhaps one in late summer) and asked for a commitment from participants. All agreed.
- Cece also introduced the Flood Insurance Advocates as a resource for everyone and Lisa reminded them that they must attend this meeting for a year to qualify to be listed on the Pinellas County website. We also discussed how they keep a log of the calls received for documentation purposes.

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

- Lisa explained the additional applications of this group in addition to the PPI (Program for Public Information). This group will serve as the working group for the FRP (Flood Response Plan), FIP (Flood Insurance Plan) and FMP (Floodplain Management Plan), which is a component of the larger LMS. This is available for each local jurisdiction to use in their CRS reviews.
- Chris Zambito, Atkins Global, provided an overview of the current status of the LMS and the "official" version of that presentation is attached. We saw the "fun" version.
  - Chris indicated that the draft update had been submitted to Florida Division of Emergency Management (FDEM) and that FDEM has provided recommended and required revisions.
  - The revised version with updated language is scheduled to be resubmitted to FDEM before the end of February.
  - The FRMPIWG had no additional comments regarding the 5-year update.
  - Chris noted that Pinellas County also received their notice from FDEM indicating that the annual LMS status update (required by Florida Administrative Code) is compliant for the 2020 year.
  - Chris and Lisa Foster demonstrated the online [StoryMap](#).
  - Lisa noted that the LMS had also been submitted to ISO for review
- Khan Bopha, Jones Edmunds, explained the latest activities regarding the Community Rating System (CRS)/Insurance Services Office (ISO) review of the new PPI document. We are waiting for the results of that review. Pinellas County is hoping to adopt the document at the March Commission Meeting. Municipalities can move forward with their own adoption processes at that time as well.

- We have been asked by ISO to come up with our own scoring sheet that will be used by the County as well as the municipalities. The score sheet is under development and will be shared with the communities once completed.
- Khan explained that the PPI report can serve as the official multi-jurisdictional PPI, but the communities still need to track their activities. He highlighted examples of how communities should document their activities.

### 3.0 IMPLEMENTATION

- PINELLAS RESOURCES TOOLBOX
  - Lisa demonstrated the new and improved toolbox which will allow all the participating communities to not only access the sharable resources compiled by Pinellas County but also upload their documentation of completed projects making Community Rating System (CRS) reviews by Insurance Services Office (ISO) easier and automated! Webinar training will be planned in the coming weeks.
- FRMPIWG NEEDS
  - Municipality project sheet – Cece reviewed the following items
  - Review of priority areas and audiences
    - The committee discussed an additional audience of condo associations and their residents, and how best to reach them. Options included a combination of contacting the condo management agencies as well as providing links and/or attachments in the emails sent out to utility bill customers.
    - Community Newsletter/Beach Newspaper – This is a project that targets multiple audiences and areas, including the priority areas along the Gulf Coast. Need content and coordination – Cece will take the lead on this (May/Anamarie)
    - Veterinarian Email Blast – The committee will develop, and review PPI messages targeted for pet owners. Need content and documentation steward – (Sarah Kessler)
    - Small businesses were identified as a target audience and a potential project was discussed by Mary Burrell (see below).
  - Review of other public information efforts
    - Annual Community Meetings – Document Topics, Agenda and Photo – Mary Burrell offered Pinellas’ Speaker’s Bureau to all the Municipalities for their use.
    - She also mentioned Small Business Workshops will be offered which Municipalities may get credit for if they are held in their communities.
  - Review of projects all municipalities have committed to:
    - Utility Bill Insert
    - Repetitive Loss Area Mailing
    - Flood Guide
    - Hurricane Guide – Mary Burrell provided and update
    - Real Estate Flood Disclosure Brochure
    - Library Materials
    - Web Content – Muni links to County Flood website
    - Only Rain Down Drain – storm drain markers, publicity – Anamaria mentioned the TBRPC funding opportunity for Municipalities to get copies of Door Hangers and Placards.
    - Providing flood map information – keep log

- Providing property protection information and site visits as needed – keep log
- Social Media – blue sky and gray sky
- Flood Warning Response Plans

4.0 **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

5.0 **NEEDS/TASKS**

- Cece asked if the communities had any additional needs, none were heard.
- The floor was opened for public comment, no comments were heard.
- Please provide any feedback on the Floodplain Management Plan, Flood Response Plan and PPI to Lisa asap!

The FRMPIWG meetings for 2020 will be held May and October (with one late summer meeting possibly). You will be notified once the dates are selected and finalized.

Adjourn