



NOTES

UNIFIED PROGRAM FOR PUBLIC INFORMATION (PPI) COMMITTEE MEETING

April 10, 2019 @ 2:00 p.m. – 3:00 p.m.

Sarasota County Operations Center, BOB, Conference Room 1

1001 Sarasota Center Blvd., Sarasota, FL 34240

INVITEES:

Official Members	Representing
Donna Bailey, dabailey@scgov.net	Public Works, Sarasota County
Des Companion, dcompani@scgov.net	Public Works, Sarasota County
Ed McCrane, emccrane@scgov.net	Emergency Services, Sarasota County
Pat Haire, phaire@scgov.net	Communications, Sarasota County
James Linkogle, jlinkogle@longboatkey.org	Public Works, Town of Longboat Key
Todd Kerkering, Richard.Kerkering@sarasotaFL.gov	Emergency Services, City of Sarasota
Kathryn Haring, kharing@venicegov.com	Stormwater, City of Venice
Elizabeth Wong, ewong@cityofnorthport.com	Stormwater, City of North Port
Stakeholder Members	Representing
Katherine Howington, katherine.howington@bankersinsurance.com	Sarasota County, Bankers Insurance
Sherry Bitner, sherryb@verizon.net	Sarasota County, RE Financial Services, Inc.
Darcy Young, darcy@sarasotabay.org	Sarasota Bay Estuary Program
Neil Fleet, nfleet@amiwra.com	Town of Longboat Key, AMI-Bay Isles
Don Hermey, dhermey@mote.org	City of Sarasota, Mote Marine
Christina Pitchford, christina@yourhometownconsultant.com	Realtor Association of Sarasota & Manatee
Kirsten Pedersen, kpedersen01@gmail.com	Sarasota County Citizen Stakeholder
Carl Shoffstall, carlS@Floridaplaystructures.com	Sarasota County, Coalition of City Neighborhood Associations
Dean McConville, dean.mcconville.p6je@statefarm.com	City of North Port, State Farm Insurance
Mary Elizabeth Petty, mepetty@venicegov.com	City of Venice, AAA Insurance
Mark Hawkins, mhawkins@venicegov.com	City of Venice, Hawks Nest Construction
Khan Boupha, KBoupha@jonesedmunds.com	Jones Edmunds



Additional Resource Staff or Alternates	Representing
Paul Semenec, psemenec@scgov.net	Public Works, Sarasota County
Claire Aronson, caronson@scgov.net	Communications, Sarasota County
Heather Hansen, hhansen@cityofnorthport.com	City of North Port
Mary Foster, mary.foster.hzp4@statefarm.com	City of North Port, State Farm Insurance
Alan Fish, landsurveyor@vbfainc.com	City of North Port, VBF Surveying
Barbara Lockhart, bml3220@gmail.com	City of North Port, North Port Canal Watch Group & Environmental Advisory Board
Brice Ferguson, bferguson@sggov.net	City of Venice
Pete Travis, pete.travis@torrentcorp.com	Sarasota County, Torrent Corporation
Jessica Williams, jessica.williams@weareflood.com	Sarasota County, We Are Flood Insurance
Sharon Gould, sharon.gould@floridamoves.com	Sarasota County, Realtor
Kathy Kelley Ohlrich, kkohlrich@gmail.com	Sarasota County, Coalition of City Neighborhood Associations

- **2:00 PM – Call meeting to order – introduction of participants and purpose of meeting**
- **2:10 PM - Coastal Map Updates – Des Companion**
 - Current timeline for completion
 - Coordinate and schedule meetings within jurisdictions (2 each?)

Des Companion with Sarasota County discussed the FEMA Risk MAP updates: A handout for the process and legal requirements for preliminary maps was reviewed. This FEMA Risk MAP update will be a combination of the FEMA Coastal study and Sarasota County’s Physical Map Revision (PMR) studies of Phillippi Creek, Lemon Bay and Little Sarasota.

According to FEMA’s Mark Vieira, whom Des spoke with, Congress is expecting Sarasota County preliminary maps under the Risk MAP program at the end of December 2019, with FEMA Region IV outreach occurring sometime in February or March.

The following activities are suggested for each community to begin preparation, such as:

- *Reservations for 2 public meetings beginning the end of February or March/April 2020;*
- *Preparation to handle additional outreach, appeals and comments and phone calls,*
- *Draft media releases and postcard for mailing etc.*



Since Longboat Key has its community split by Sarasota County and Manatee County, they should only need to provide one public meeting. Also recommended, we hold some at night and/or on the weekend so working residents can attend.

A LiMWA (Limit of Moderate Wave Action) line will be shown on the map. This will introduce the new flood zone in Sarasota county, "Coastal AE Zone" on maps. This flood zone is already part of the Florida Building Code.

Bob Laura with Sarasota County stated FEMA will provide a 'Changes since last effective FIRM' product that will outline those properties and areas that will change in both the FEMA Coastal study and the County updates we applied for. That is a new Risk MAP product that FEMA produces.

There is generally 90 days for comments and appeals, and 180 days for compliance and adoption. Bob noted historically FEMA makes the maps effective 12-18 months after the preliminary maps but with coastal areas that can be even longer, depending on the number of appeals received. Coastal map updates typically get more appeals and comments than other areas.

James Linkogle of Longboat Key discussed some changes in the Coastal Risk maps for his portion of Longboat Key located in Manatee county. He states the entire island was previously in the Special Flood Hazard Area (SFHA) and now has pockets of 500-year flood (0.2% annual chance) that show up and noted there is some concern as some parts of buildings now show the 0.2% annual chance flood while others remain in the SFHA.

Pete Travis with Torrent Corp. states FEMA will send a letter next year to all policy holders with new rates. All residential structures will have rating scores in the letter. The LiMWA line is a non-regulatory line that may be used for insurance rating as well.

Kat Harring with the City of Venice noted the LiMWA line is the extent of the 1.5' – 3' wave action.

- **2:30 PM – Hazard Disclosure – CRS Activity**

- Sarasota/Manatee Board of Realtors, other groups for outreach
- Map update – disseminating hazard disclosure
- Realtor Brochure review / handout

Donna Bailey with Sarasota County spoke about the invitation to speak at the Realtors of



Sarasota and Manatee (RASM) meeting in June set up by Christina Pitchford with RASM. A discussion was made about increasing presentations/speaking at Realtor Boards and other groups to quarterly to help get the word out. These groups are great at sharing this information.

The Real Estate brochure was reviewed and discussed. Christina noted there may be some reluctance from realtors to use it. We further discussed how we might be able to incorporate additional information the realtors may like and where we might be able to link this document online.

Kat noted the real estate brochure she developed, and we discussed how we could blend both brochures together.

Christina Pitchford asked Kat if she would send her a copy of the brochure – Kat will send it to Donna and Donna will distribute it.

Donna asked everyone to please send their comments on the real estate brochure so they can be incorporated and reviewed at the next meeting.

- **2:55 PM – Earth Day Promotion – April 27th at Oscar Scherer Park 10:00 a.m. – 4:00 p.m.**

We quickly reminded everyone of our Earth Day promotion and that we still need flood literature from North Port and Longboat Key. Todd Kerkering with City of Sarasota suggested the literature from Longboat Key could be dropped off in the City and he could deliver to us. Great idea!

We quickly went over next meeting discussion shown below.

- **3:00 PM – Meeting adjourned**

Next Meeting Discussion:

PPI Committee webpage development and review

Flood Insurance Promotion –

Target audience and messaging: Coastline

Develop promotional literature

Where to leave promotional literature



ACTION ITEMS:

- Each jurisdiction will schedule 2 public meetings – except LBK, which can schedule only one
- Each jurisdiction will prepare for additional phone calls, outreach, etc.
- Identify and send out mailers to the affected properties
- Des and Donna will reach out to more associations and try to meet with Realtors, HOAs, etc. quarterly to give presentations
- Send comments on the real estate brochure to Donna Bailey via email