



NOTES

UNIFIED PROGRAM FOR PUBLIC INFORMATION (PPI) COMMITTEE MEETING

August 14, 2019 @ 2:00 p.m. – 3:00 p.m.

Sarasota County Operations Center, BOB, Conference Room 2

1001 Sarasota Center Blvd., Sarasota, FL 34240

INVITEES:

Official Members	Representing
Donna Bailey, dabailey@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
Cindy Cahill, Cynthia.cahill@sarasotaFL.gov	Flood Zone Specialist, 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, kpetersen01@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



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/welcome participants review purpose of meeting

DISCUSSION ITEMS:

Sarasota County:

- **RLAA notification letter mail-out:** Move from November to February
 - *Donna Bailey discussed moving the RLAA notification letter mail-out from November this year to February next year. With our snow bird population, it makes better sense and will ensure most residents are here for the letter.*

- **Floody the Frog initiative:** NEST calendar; Posters in all elementary school libraries and public libraries
 - *We all reviewed the Floody the Frog draft poster and initiative. Elizabeth Wong suggested using her resources to make a PSA video. Their community has a great viral video history.*
 - *Don Hermev with Mote Marine stated they have a home school program and they may want posters for their program.*
 - *Des Companion suggested reaching out to the Florida House for additional exposure.*
 - *Todd Kerkerling suggested the Education Foundation*
 - *Is there a way to create a phone app since children spend time on their phones? We will look at that possibility as we get further into the initiative.*

All Communities:

- **Flood Zone vs Evacuation Level:** Messaging and artwork - City of Venice
 - *We reviewed the artwork for the flood zone vs evacuation level by Kat with the City of Venice.*
 - *Ed McCrane is working on creating a new web application for the evacuation levels.*

- **Flood and Hurricane Awareness Newsletter:** Review content - Town of Longboat Key
 - *We reviewed the newsletter James Linkogle puts out for the Town of Longboat Key with updates to their FMP. They are currently updating their FMP and will survey their citizens.*
 - *We talked about tailoring the letter to our community for next year's mail-out.*
 - *Mary suggested looking into the Post Office "Every Door Direct Mail" process for sending the letter. She believes the cost is approximately .18 per letter.*
 - *Elizabeth Wong states they send a newsletter to all of their residents at 2 x year.*

- **Flood Map & Risk Map update:** Follow up/continue discussion on plan for outreach
 - *We briefly spoke about follow up for the upcoming flood map & Risk Map updates.*
 - *They are still expected at the end of December this year, per Bob Laura.*
 - *Elizabeth Wong asked if she could get a list from us for the communities to perform a notification mail-out. Bob stated yes.*

- **Flood Insurance Promotion Discussion:** What communities already have it
 - *We spoke briefly about the Flood Insurance Promotion and how we might be able to initiate the process. Des Companion discussed bringing back cumulative substantial improvement/damage repair.*
 - *We discussed private insurance vs NFIP.*

- **Additional Flood Information Workshops:** Coordination with other communities – City of North Port
 - *Christina Pitchford states the annual meeting for RASM (Realtor Association of Sarasota & Manatee) is coming up. We can see about collaborating for a workshop.*

FOR OUR NEXT MEETING IN DECEMBER: NOAA Green Infrastructure - review and discuss at our next meeting

<https://coast.noaa.gov/data/docs/digitalcoast/gi-cost-benefit.pdf>

- **Darcy spoke briefly about the NOAA green infrastructure initiative.**
 - *Of interest is a program to address downspout flooding.*
 - *We will review the attached link for more information and discuss this at the next meeting.*

THE NEXT PPI COMMITTEE MEETING IS SCHEDULED FOR DECEMBER 11, 2019. An agenda and will be sent out the Friday before (December 6, 2019).