

Lagoon Education and Social Marketing Committee
Ted Moorhead Lagoon House
January 26, 2018

Meeting Attendees

Carolina Alvarez
Virginia Barker
Sandra Bogan
Stephen E. Chalmers
Bill Cox
LeRoy Creswell
Ed Garland
Anthony Gubler
Andrea Hill
Kim King-Wrenn
Katrina Locke

Leslie Maloney
Tom Marcinkowski
Judy Orcutt
Alexis Peralta
Tony Sasso
Sally Scalera
Linda Seals
Brandon Smith
Wren Underwood
Craig Wallace
MJ Waters

Agenda

- Introductions
Attendees introduced themselves and talked a little about their experience with social marketing.
- Lagoon Behaviors Exercise
The committee was asked to list polluting behaviors that were negatively impacting the lagoon. Behaviors could be an action or inaction that is resulting in lagoon deterioration. A list of 39 behaviors was listed. Thereafter, each committee members was provided with 4 orange dots and asked to put them on the behaviors that they believed were the most polluting. Then, each committee member was given 4 blue dots and asked to put them on the behaviors they believed were the most difficult to change. MRC staff, Shannon Egger, summarized the data into a spreadsheet and chart. Although helpful in illuminating the committee's priorities for addressing polluting and challenging behaviors, the exercise doesn't truly represent a prioritizing behaviors process, as there were many more behaviors listed than there were voting opportunities.

Action items:

- Shannon will summarize data from the Lagoon Behaviors Exercise and email the results out to the committee members.
 - Committee discussion on the outcomes and how they would like to proceed with prioritizing behaviors/projects.
- IRL Education Program Directory
The need for an Education Program Directory was discussed by the committee. A sample of the program directory survey that will be used to capture the information about the programs was passed around to be reviewed for the addition of missing topic areas. A Lagoon contact list was also passed around to be updated.

Action items:

- The committee will continue with the IRL Education Program Directory – a subcommittee will be formed to continue work on the directory. Tom Marcinkowski and MJ Waters volunteered to be on the subcommittee. Tom also volunteered to have his Master’s students work on the directory.
 - Committee members will review draft Program Directory survey for missing program topics and email feedback to Shannon using Track Changes in Word.
 - Committee members will review the Lagoon Contact List, update with any current information, highlight the updated cells and email back to Shannon.
- **Grass Clippings Social Marketing Campaign**
Leesa Souto presented the current grass clippings social marketing campaigns that will be taking place in Martin and Brevard counties. It will mirror the methods of the Grass clippings campaign completed in Alachua County. Social media and website content will be updated and maintained to educate the public on the effects of blowing grass clipping into the street. An observational study will be completed to determine who is doing the behavior, homeowners or landscaping professionals. Based on the observational studies, focus groups will be held. The observational studies and focus groups will provide the strategies and communications that will be most effective in running a Grass Clippings Campaign.
 - **Goalsetting**
The committee decided that it will serve a one year time frame. Attendees then brainstormed a list of goals for the committee to accomplish during the one year time frame.

Action items

- Develop directory of existing programs to illuminate partnerships and gaps
 - Conduct social marketing research to learn the methods and benefit from the outcomes – grass clippings will be initiated
 - Sources of funding will be identified by Committee members for the social marketing research and implementation
 - Develop a single message for lagoon stewardship
- **Committee Name**
The committee was asked to submit potential new committee names. Additional suggestions can be sent to Shannon. We would like to choose one at the following meeting.

Healthy Lagoon - Healthy Living Committee
Lagoon Action Team
Lagoon Smarts Action Committee
Lagoon Stewards
Lagoon Outreach Assembly

Lagoon Outreach Consortium
Lagoon Promise
Lagoon Legacy
Behavior Change Brevard
RSG (Ready Set Go) Committee
Myth Busters
Behavior Initiative Networking Committee
NEED (Network for Education and the Environment)

- Next meeting date
The committee would like to meet frequently, some suggesting more than quarterly. A series of dates in March and April will be sent out via Doodle poll to select the next meeting date.