

**Lagoon Education and Social Marketing Committee**  
Ted Moorhead Lagoon House  
3275 Dixie Hwy NE, Palm Bay, FL 32905  
April 13, 2018

Teleconference #: (855) 212-0212  
Meeting ID: 914-505-917#

Meeting Attendees

Jim Moir  
Andrea Hill  
Ed Garland  
Bill Cox  
Steve Chalmers  
Carlos Cuevas  
Anthony Gubler  
Joanie Regan  
Kim King-Wrenn  
Jennifer Wilster

Michelle Smith  
Dianne Hughes

Call-in

Leroy Creswell  
Aimee Balda  
Tony Sasso  
Mary Rockefeller  
Carolina Alvarez

Agenda

- Introductions
  
- Review of Lagoon Behaviors Exercise  
Leesa recapped the Lagoon Behaviors Exercise that was done at the first committee meeting. See “Results of Lagoon Behaviors Exercise” Excel document. There was interest in pursuing both Low Impact Development (LID) as a long term goal and septic tank maintenance and inspection in the short term. Research needs to be done on the effect of septic tanks on the Lagoon. This is a part of the Groundwater Wastewater Study, funded by the state and managed by Brevard County, being completed by MRC and Applied Ecology. A survey, developed and executed by UCF, will be sent to homeowners to identify the presence of septic tanks, to address septic tank knowledge, to find out where homeowners go to get septic tank information, to gauge homeowner maintenance barriers and gauge willingness to pay for septic to sewer conversion.

Action Items

- The committee members will send example educational septic system materials to Shannon
  
- Low Impact Development Discussion  
Leesa presented an overview of Low Impact Development and on the Barriers to Low Impact Development. A discussion ensued where the committee decided to pursue Low Impact Development, focusing on regulatory framework. The committee will need to continue researching LID, specifically coastal LID if possible.

#### Action Items

- Shannon will sort through Leesa's LID documents looking for resources
  - Shannon will look for research from Sarasota County to use as a resource
  - Carlos Cuevas will research LID in Florida coastal BMPs
- IRL Education Program Directory Subcommittee Update  
Shannon provided an update from the subcommittee working on the IRL Education Program Directory and survey. Subcommittee members Tom Marcinkowski and MJ Waters met and decided to target formal and informal educators as the Directory audience, adding teachers to the list of recipients. Edits were made to the survey language to add a section for field trip information. There was also a desire to link the directory to volunteer programs. The survey is very long and the question of how to incentivize organizations to complete the survey was posed. Providing a deadline and a raffle or prize for completing the survey was discussed. Supplying gift cards in bulk, entering organizations into a raffle for a larger monetary gift card, or entering to win items provided by some of the participating organizations (i.e. Treetop Trek from the Brevard Zoo, a rain barrel from MRC, etc.)

#### Action Items

- Shannon will make edits to the survey form
  - Shannon will send the updated survey form and the list of Lagoon contacts to the committee members for review
  - Committee members will send teacher/educator contact email addresses to Shannon in order to send the survey to teachers
- Committee Name Tiebreaker – We have a new name!  
A tiebreaker for the committee name was held between Lagoon ESM Team (Education and Social Marketing) and Lagoon SMaRT Team (Social Marketing and Research). Lagoon SMaRT Team won by 5 votes.
  - Goalsetting  
At the first meeting, the committee decided to continue meeting for one year. In this meeting, the committee confirmed that they want to take on Low Impact Development, as well as grass clippings and septic system maintenance and inspections.
  - Next meeting date  
July 27<sup>th</sup> was chosen as the next meeting date.

#### Action Items

- Leesa will provide an update on the results of the homeowner septic survey and the Be Floridian Now Grass Clippings focus groups at the July 27<sup>th</sup> meeting
- Committee members will report back on septic tank materials that were found and examples of low impact development projects in Florida.