

Lagoon Education and Social Marketing Committee
Ted Moorhead Lagoon House
3275 Dixie Hwy NE, Palm Bay, FL 32905
July 27, 2018

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

Attendees

Carlos Cuevas
LeRoy Creswell
Anthony Gubler
Craig Wallace
Ed Garland
Steve Chalmers
Virginia Barker
Michelle Smith
Wren Underwood
Joanie Regan
Dianne Hughes

Mary Rockefeller
Katrina Locke
Judy Orcutt
Dorian Morgan
Leesa Souto
Shannon Egger

Phone-in

Dina Hermoso
Carolina Alvarez
Holly Abeels
MJ Waters

Agenda

- Introductions
- Low Impact Development Resources
 - A discussion of a target audience for the committee's long term goal of LID took place. The committee chose to target sustainability boards which would then influence development boards with the goal to get members to broaden their horizons rather than actually change code.

Action Items:

- Shannon will resend out the LID resources with 3-4 questions for committee members to evaluate each on their effectiveness in the coastal Florida region.
- Ed Garland will create a short, bulleted advocacy list for citizens on the "why" behind LID.
- Septic Materials
 - The target audience for the committee's short term goal, septic maintenance and inspections, is new and existing homeowners. There was a desire to create a package of information for new and existing homeowners that includes information about septic tanks, maintenance, and alternatives.

- Realtors may be willing to deliver information at POS.
- Service providers (maintenance and inspection contractors) may be willing to deliver information on septic tank maintenance.
- Uppercase, Inc is working with Volusia County on a septic study and MRC is working with Brevard County on a septic tank survey. **Brevard County's septic tank survey is attached.** The committee can use the results to identify barriers facing septic maintenance and inspections.
- Volusia has Septic 101 presentations at GreenVolusia.org

Action Items:

- Shannon will send the septic materials with questions to the committee to evaluate each on effectiveness with new/existing homeowners.
- IRL Education Program Directory Subcommittee Update
 - The Education Program Directory survey is in the process of being edited. A networking function to share the directory survey results was suggested to incentivize organizations to complete the survey.

Action Items:

- Shannon will continue to edit survey.
- Shannon will send the Lagoon Contacts excel document out to the committee for revisions and additions.
- Sharing research ideas
 - Dorian Morgan, Uppercase, Inc. – Grass Clippings Campaign with MRC and Brevard, Martin and Volusia Counties: The Grass Clippings Campaign carried out in Brevard, Martin and Volusia Counties has been altered to replace the proposed focus groups with a survey. The evidence from the observational studies combined with the community frustration with the Okeechobee discharges and algae blooms in Martin County have incited the switch.
 - Katrina Locke, Volusia County Natural Resources Department – LID Workshops: Volusia County received a 319 grant, part of which will fund a series of LID workshops open to homeowners, developers, builders, elected officials, etc. They will also have 6-week long LID academies.
 - SWFWMD has social marketing research found on their website linked here: <https://www.swfwmd.state.fl.us/resources/plans-reports/social-research-white-papers>
- Next meeting date
 - September 28th, 10 a.m. to 1 p.m.

Action Items:

- Shannon will send reminder with calendar appointment.