

**Lagoon Education and Social Marketing Committee**  
Ted Moorhead Lagoon House  
3275 Dixie Hwy NE, Palm Bay, FL 32905  
November 9, 2018

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

Attendees

Anthony Gubler  
Carlos Cuevas  
Michelle Smith  
Mary Chapman  
Stephen Chalmers  
Tom Marcinkowski  
Virginia Barker

Jim Moir  
Brandon Smith  
Leesa Souto  
Shannon Egger

Phone-in  
Joanie Regan

Agenda

- Introductions
- Top Educational Low Impact Development Resources
  - The goal of providing the LID resources to sustainability boards is so that they can influence code on the city and county level. A package of materials including both educational and technical resources would be supplied to the boards. The committee discussed the possibility of implementing other LID workshops, similar to the current rain barrel workshop and Volusia County LID models. One LID topic would be selected and would then be offered in an educational program to homeowners. The possibility of creating a group interested in submitting a proposal for a 319 grant through FDEP in the spring was raised. The grant would fund LID workshops and creating the LID resources package.

Action Items

- Carlos will add a spot for “My Rain Barrel Story” to the Brevard County rain barrel registration form. He will send images and stories to Shannon to distribute.
- Shannon will create a survey to gauge the interest of rain barrel workshop attendees in attending other LID workshop topics.
- Top Technical Low Impact Development Resources
  - The committee discussed that the purpose of providing the technical LID resources would be secondary to the educational resources. The educational

resources would provide the options and benefits to LID, while the technical resources would follow up with how to implement them.

Action Items

- Michelle will find the name of the developer that built the new Sawgrass neighborhood community in Viera that used all natives in the landscaping.
- Septic Survey Update
    - Leesa presented the results of a recent septic survey in Brevard County completed by UCF. It brought up the questions of the cost of initial sewer hookup in Brevard County and whether or not septic effects property values. While providing some answers, the survey results brought up additional questions. The committee discussed diving deeper into some of the survey results for further clarification.
    - The survey also demonstrated a need for educating the public on the connection between septic tanks and water quality. Observability was discussed in the potential for creating a video that uses dye placed in septic tanks to show the effect on water quality in nearby bodies of water.
    - Volusia County is in the process of creating a survey to understand homeowner's willingness to hook up to sewer.

Action Items

- Leesa will follow-up with UCF to delve further into the septic survey results, specifically investigating respondents who are not regularly maintaining their septic tanks; those who don't believe septic tanks impact water quality, and the 35% who are willing to pay for converting to septic.
  - Leesa will find the lawn care webpage with recommended lawn care behaviors as requested by Anthony
- Top Educational Septic Materials
    - A discussion resulting from Leesa's septic survey results presentations indicated the desire to adjust our target audience to homeowners who have not completed an inspection of their septic tank in 5+ years. The discussion regarding the most effective educational septic tank materials will be sidelined until more information from the septic survey is received in order to choose more relevant resources.
  - IRL Education Program Directory Subcommittee Update
    - The Education Program Directory survey is in the process of being edited. A networking function was suggested to incentivize organizations to complete the survey should be held in early 2019.

Action Items:

- Shannon will continue to edit survey.

- Volusia County LID Workshops Update
  - Both Mary and Katrina were unable to make the meeting to provide an update on the LID workshops in Volusia County. It will be added to the next meeting's agenda.
- Coloring Books
  - The committee began the discussion of whether or not there is interest in pooling resources to get more IRLNEP coloring and activity books printed. This discussion will continue to the next meeting.
  - Restaurant placemats were discussed alongside the no straw policy. If a restaurant signs on to the no straw policy, they would receive educational coloring placemats. Could be suggested to KBB as a part of their Litter Quitter program.
- Next meeting
  - The committee will continue to meet quarterly on the 2<sup>nd</sup> or 4<sup>th</sup> Fridays of the month. A Doodle poll will be sent to select dates for the calendar year 2019.
  - The next meeting's agenda will include examples of what other people are doing throughout the state regarding LID and septic information.

Action Items:

- Shannon will send out a Doodle poll to schedule 4 quarterly meetings in 2019.
- Shannon will send reminder with calendar appointments for the meeting dates.