

Lagoon SMART (Social Marketing and Research Team)

Ted Moorhead Lagoon House
3275 Dixie Hwy NE, Palm Bay, FL, 32905

August 23, 2019

10am-1pm

Minutes

Teleconference: 515-318-5192

Meeting ID: 409-269-514#

Attendees:

Katie Bowes
Nicole Broquet
John Buck
Stephen Chalmers
Carlos Cuevas
Megan Martin
Judy Orcutt

Joanie Regan
Julie Shorrock
Brandon Smith
Michelle Smith
Leesa Souto
Jennifer Wilster

Agenda:

- Introductions
- Indian River Lagoon (IRL) Day (11/9/2019)
 - Brief introduction to IRL Day that will be at Front Street Park, 2210 Front Street, Melbourne, on November 11th, 2019, from 10am-2pm. This is a family friendly event is designed to increase awareness and support for IRL. There will be exhibitors, crafts, and food!
 - Event Schedule:
 - 9am-11am: Hook Kids on Fishing Program
 - 10am-2pm: Learn about the Lagoon
 - 11am-12pm: Rain Barrel Workshop (free)
- Lagoon Loyal- Brandon Smith
 - Brevard County is working to create a website that will have a list of activities for the public to participate in that are worth points. These points will be credited to coupons for businesses that are participating in this campaign. As of 8/23, there are 48 local and commercial businesses that will be listed on the website. The website will hopefully be operable in October.
 - Megan Martin requested to use the online training videos for the staff of home improvement/landscaping businesses (<https://lagoonloyal.com/training/>) for other counties and campaigns, but using the same video and messaging.

Action Items:

1. Share original/editable training videos for staff of home improvement/landscaping businesses from Brevard County to make county and campaign specific.
Current Video: <https://lagoonloyal.com/training/>
 2. Marine Resources Council (MRC) will share their videos on fertilizers that are posted on Be Floridian Now website:
 - a. Fertilizer Rules: <https://www.youtube.com/watch?v=mLP8Ve40ScY>
 - b. Fertilizer Labels: <https://www.youtube.com/watch?v=LeVzt8vFod8>
- Martin County LID/Florida Resilient Coastlines Program Grant- Katie Bowes
 - Working on deliverables for the grant and will produce a more extensive guide on LID.
 - Katie Bowes offered to present on this project during the first quarter of next year.
 - Citizens Climate Change Website- Leesa Souto
 - Marine Resources Council (MRC) will be assisting with reviewing literature and website.
 - On October 25th, the MRC will share the website and request feedback from the SMART committee.
 - Be Floridian Now, Water Quality and Resilience- Megan Martin, Volusia County
 - Megan Martin from Volusia County presented on Volusia's current projects in regards to their efforts in improving water quality, community resiliency through green infrastructure, and their Be Floridian Now campaign.
 - DEP 319 grant for nonpoint source education supported LID workshops.
 - Conducted extensive community based social marketing through surveys, workshops, tabeling events at businesses, social media campaigns, and developed partnerships with other community/educational groups.
 - Volusia County is now increasing their programs on Florida friendly/sustainable practices to reach more groups.
 - Ex: How to Compost Like a Floridian, Be Floridian Now- Kids!, BEE Floridian Now: Build a Pollinator's Paradise

Action Items:

1. Megan Martin from Volusia County will share the article, "Volusia Officials Promoting Awareness of County's Fertilizer Ban" by Nicole Griffin, with the SMART committee
2. Megan Martin will also share the results of the BFN Program Evaluation and Evaluation Tool Survey from their BFN Campaign

- Flamboyant Flamingo in Martin County- Leesa Souto
 - This event was hosted at the Martin County Arts Festival where 50 flamingos were presented from local artists. These flamingos were auctioned off to businesses, which were given materials to raise awareness about water quality and fertilizer ordinances. The businesses were also advertised on the Be Floridian Now Facebook page.

Action Items:

MRC will share the Flamboyant Flamingo Auction flyer in email chain

- Indian River Lagoon Boater's Guide- Leesa Souto
 - The MRC was awarded the project to update the IRL Boater's Guide, which was last updated in 1995. The MRC is requesting contacts who would be willing to join a committee with the purpose to:
 - 1. To confirm the spatial data of each county/area to update the community maps
 - 2. To determine what content/"story" should be created for each county
 - There was a discussion concerning the merits of printing a book or developing the content into a website. Though this discussion had excellent points, the MRC is only tasked with producing a PDF document with the required information and it is the FWC's decision to print or electronically publish the final product

Action Items:

SMART members will recommend contacts that would be willing to participate in a committee to update the Indian River Lagoon Boater's Guide

- Lagoonology- John Buck/Julie Shorrock
 - John Buck and Julie Shorrock introduced their activity game for the Indian River Lagoon. The game board is 4'x10' and displays the entire lagoon from New Smyrna to Jupiter. Participants are divided into four teams (Business, Recreation, Community, and Agriculture) that has four teams. Each team has six assets (seagrass, mangrove, red drum, osprey, dolphin, manatee) and a stack of action cards with positive and negative actions that affect the IRL. Assets are gained with positive actions and lost with negative actions. Participants roll dice and move their piece around the table. With each turn, the mediator encourages discussions about each team's actions. This activity can be played with adults and children in varying group sizes.
 - The SMART committee played the game and provided feedback to update action cards

Action Items: Lagoonology action cards will be sent out to SMART committee for suggestions