

Lagoon SMART (Social Marketing and Research Team)

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

December 13, 2019

10am-12pm

Minutes

Teleconference: 855-212-0212

Access Code: 914-505-917#

Attendees:

Richard Baker
Venetia Barnes
Nicole Broquet
Steve Chalmers
Carlos Cuevas
Ed Garland
Jamie Guth

Kim King-Wren
Katrina Locke
Megan Martin
Danielle Ramiez
Joanie Regan
Leesa Souto
Walter Wood

Agenda:

- Introductions/Brief Project Updates from Committee
 - SMART Google Drive Folder
 - It was agreed upon that committee members that it would be beneficial to have a central accessible folder holding files/documents that are shared within the SMART committee.

Action Items:

1. Nicole Broquet will create a folder and share it with the SMART Committee. Files will still be shared through email, but the folder will compile the items in a centralized location.
 - <https://drive.google.com/open?id=1UF6ll8qSilhDW0J6QYe7iNipMfDp71nK>
- Educator's Directory Update
 - List of educators (formal/informal) to be surveyed
 - Carlos Cuevas and Dr. Tom Marcinkowski were previously collecting contacts to be added to an Educator's Directory

Action Items:

1. Carlos Cuevas will share his list of contacts with the SMART Committee
2. Nicole Broquet will add the list to the SMART Google Drive Folder
 - "Educator's Directory"
3. Nicole Broquet will follow up with Dr. Marcinkowski in regards to his list and if he has a student in mind to update/implement the survey

- Journal Article. *Forging linkages between social drivers and ecological processes in the residential landscape*. Souto, Listopad and Bohlen (2019). *Landscape and Urban Planning*, 185, 96-106.

- How to evaluate the effectiveness of public outreach on pollution

Action Items:

1. See the SMART Google Drive Folder in “Articles” and/or “Meeting 12.13.19”

- MTN Advertising, Inc. for Lagoon Loyal – Jamie Guth, Art Director
 - Jamie Guth, the Art Director for MTN Advertising, presented on their efforts for Brevard County’s Lagoon Loyal campaign.
 - Jamie introduced their electronic advertising strategies and the launching of their Lagoon Footprint quiz.
 - Lagoon Footprint quiz is part of an incentive program that rewards participants for performing lagoon friendly activities. This enables participants to accrue points, which can be used to obtain coupons/promotions from participating businesses.
 - <https://lagoonloyal.com/>
 - Since July, there have been 900 participants, 30% which have downloaded coupons
 - The site has a map and categorical filters of participating businesses to increase the ease of selection for participants.
 - They have also increased their social media presence and are now bringing in science from Brevard County to reply to comments from concerned Facebook users
 - Focus Group Discussions were conducted from October to December to determine the effectiveness of the program and to assess participants perceptions with the goal to increase the success of the Lagoon Loyal program
 - In progress:
 - Dashboard/portal for participants to track their lagoon friendly activities and points, as well as an area for saving coupons and leaderboard competition

Action Items:

1. MTN will share map of greatest users of the Lagoon Loyal program with SMART Committee

- See SMART Google Drive “Meeting 12.13.19”

- Pelican Island Audubon Society (PIAS) – Dr. Richard Baker, PIAS President
 - Dr. Richard Baker introduced the efforts of PIAS in regards to community education and conservation initiatives and their newest projects
 - Plant 100,000 Trees in Indian River County to Save our Birds, Erase 100 Yrs of Carbon Emissions, & Save Us Too
 - This program offers free two foot tall Live Oak and Bald Cypress trees with the purpose to enhance wasteful lawns by providing critical habitat for insects and migratory birds
 - To receive a free tree, participants must complete a 20-minute course on proper planting and maintenance techniques and sign a contract dictating their commitment to caring for the tree for a year
 - GPS coordinates are being collected for each tree planted
 - 700 trees have been planted since this program began in May

- New projects include replacing non-natives with natives and supporting schools in implementing their own native parks

Action Items:

1. “Native Plant Finder” provides accurate list of native plants for your specific area
 - National Audubon Society- Plants for Birds
<https://www.audubon.org/plantsforbirds>
 - National Wildlife Federation <http://nwf.org/NativePlantFinder>
- Be Floridian Now, Newsletter Template – Leesa Souto/Megan Martin from Volusia
 - A quarterly Be Floridian Now (BFN) newsletter is being developed that
 - Anyone from the SMART Committee can help contribute content that will link readers to the specified region
 - The newsletter will be sent out to contacts that sign up for it at events and meetings throughout the IRL
 - Action Items:
 1. If you are interested in being a partner/contributor to the newsletter, please participate in the Doodle poll that will be sent following the holidays for a teleconference to develop content and deadlines
 - A contact list of interested partners will be added to the Google Drive Folder
 - It is the goal of the newsletter to have its first issue be sent in March so content must be compiled by February
 2. If possible Megan Martin will share the survey questions and results in regards to the barriers between homeowners and landscapers as it relates to sustainable lawns
 - This is dependent upon UF and may only be possible once the results are published
 - Lunch!
 - We had Chipotle. *mic drop*