

Lagoon SMART (Social Marketing and Research Team)

Remote Meeting

March 27, 2020

10am-12pm

Minutes

Teleconference: 855-212-0212

Access Code: 914-505-917#

Attendees:

Katie Bowes
Nicole Broquet
Steve Chalmers
Becky Clarkson
Carlos Cuevas
Ed Garland
Anthony Gubler

Katrina Locke
Kelsey Mack
Tom Marcincowski
Megan Martin
Leesa Souto
Michelle Smith
Jennifer Wilster

Agenda:

- Introductions/Brief Project Updates from Committee
 - Many of the committee members have experienced extensive cancellations of outreach and education events. Others have been able to adjust to electronic programs or maintain programs that adhere to COVID-19 restrictions and social distancing recommendations.
 - Boater's Guide Update
 - Surveys for the Boater's Guide are currently being conducted. Members are collecting data on fishing piers, marinas, and marinas with restaurants.
 - Data can be collected through the Survey 123 application or a written questionnaire.
- COVID-19 Discussion
 - Members discussed different strategies that are being used to adapt to COVID-19 restrictions, both synchronous (live) and asynchronous (recorded).
 - Earth Day Flat Stanley- City of Melbourne, Brevard County
 - To celebrate the 50th anniversary of Earth Day, the City of Melbourne is encouraging residents to design their own Flat Stanley and to take pictures of him doing 10 different earth-friendly activities during the month of April. Participants are directed to submit photos by April 24 to 2885 Harper Road, Melbourne, FL 32904 or e-mail them to FlatStanley@mlbfl.org.
 - <https://www.melbourneflorida.org/departments/public-works-utilities/earth-month>

- Steamlines Newsletter- Saint Johns River Water Management District (SJRWMD)
 - SJRWMD has an online newsletter/blog that is updated throughout the month with articles highlighting water conservation and management. Ed Garland is featured and shares his favorite place, Dort Drum Marsh Conservation Area.
 - <https://www.sjrwmd.com/streamlines/>
- Social Media
 - Many committee members are heavily utilizing social media venues, such as Facebook to communicate with their audience. Members are sharing resources, videos, and tagging other pages/posts in an effort to continue spreading their message.
 - It was also suggested to use social media to encourage target behaviors within COVID-19 restrictions
 1. Ex: dog walking and picking up after their pets while maintaining social distancing guidelines.
- Future SMART Committee Direction Discussion
 - The original goals of the SMART Committee were discussed
 - Sharing information and methods to build capacity for social marketing and education
 - Working towards developing a single messaging strategy from research to share the costs of marketing materials
 - Meeting Design
 - It was agreed upon that the SMART meetings should maintain a diverse and broad agenda including speakers introducing strategies for their current projects and lessons learned, suggestions for social marketing opportunities in communities, funding opportunities for social marketing campaigns, and discussions on the barriers/challenges to social marketing
 - Future meetings will be continue to be held in person at the Ted Moorhead Lagoon House with the option to attend electronically through either Zoom or Microsoft Teams
 - Workshops/Resources
 - Hosting a social marketing workshop for SMART Committee members was discussed, but it was recommended that members should explore self-study and that resources should continue to be shared among the group
 - These resources will be added to the Marine Resources Council (MRC) website under the “Education” tab on the homepage and will be titled Social Marketing Resources
 1. Online social marketing course through University of Florida
<https://aec.ifas.ufl.edu/e-learning/certificates/social-marketing/>
 - Action Items
 1. Leesa Souto will reach out to Kelley Dennings the past president of Social Marketing Association of North America for suggestions or connections to professionals who could provide the SMART Committee with technical training or support for future meetings
 2. Nicole will explore the potential for a training with a consultant from Action Research (<https://action3630.com/>) or additional members to the committee from the Southeast Sustainability Directors Network