

Lagoon Education and Social Marketing Committee

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

March 8, 2019

Teleconference #: (855) 212-0212

Meeting ID: 914-505-917#

Attendees

Kaylyn Palmer
Tom Marcinkowski
Bill Cox
Steve Chalmers
Dianne Hughes
Katie Bowes
Carlos Cuevas
Ed Garland
Leesa Souto
Michelle Smith

Richard Baker
Danielle Ramsey
Brandon Smith
Joanie Regan
Craig Wallace
Shannon Egger

Phone-in

Virginia Barker
Carolina Alvarez

Agenda

- Introductions
- LID 319 Grant Opportunity
 - The possibility of forming a group to apply for a 319 grant on LID was raised. 319 Grants can only be submitted by a government jurisdiction. The grant would fund the creation of a toolkit with educational and technical resources to be distributed to sustainability boards and a series of LID workshops. A discussion ensued regarding the possibility of forming a group to apply and whether or not it would be possible to make it Lagoon-wide through all 5 counties participation. The next grant round is next fall, so we have time to plan. Volusia County been implementing LID workshops that may be replicated. Also Sarasota and Pinellas County and City of Pensacola have good plans. The discussion will continue in the next meeting. Seeking a partner through which to channel a grant.
 - A LID workshop interest survey was shown to committee members. The survey would be distributed to previous rain barrel workshop attendees and each organizations constituent database. The question of any additional workshop topics was asked. Suggested topics included French drains at the low point in driveways, shoreline buffers, how to permit and install a living shoreline, mulch trenches near seawalls, oyster bags, implementing FFL, how to reduce turf and irrigation techniques. The workshop topics would be things that the homeowners could “do” and need to be differentiated from simply a presentation, MRC’s

Brown Bag Lunches. It was suggested to comb through best practices and identify changes that would be possible for homeowners to apply.

- The City of Melbourne is offering a \$50 rebate for rain barrels, the applicant must be a City of Melbourne resident and use city water. This money comes from the City's environmental budget. Carlos asked to have Melbourne's information.
- In Indian River County, the Pelican Island Audubon Society has started a tree planting initiative to make the county green (5,000 in two years; 100,000 in ten years). The trees are good for stormwater, wildlife, the environment and will be mapped with GIS.
- SJRWMD has a woman in Winter Springs who is a master gardener graduate who has done a great job of implementing FFL. They created a video with her discussing why FFL practices are important.
- A discussion was brought up regarding the potential for a lagoon patrol using trained volunteers to enforce fertilizer ordinance compliance. This could be on the current citizen's patrol model that Brevard County Sheriff's Office uses. KBB just started checking on certified lawns in their Lagoon-friendly Lawn program twice a year to improve compliance. They update the map of certified lawns daily.

Action Items:

- Ed Garland will send Shannon the video link with the interview of the woman who converted her lawn to FFL.
- Dianne Hughes will look into what Martin County's Coastlines Department submitted to the Florida Resilient Coastlines Program Grant.
- Katie Bowes will send Shannon the information regarding oyster shorelines and exemptions.
- Septic Survey Follow-up
 - Leesa delved further into the results of the UCF septic survey that was completed in Brevard County. She addressed the questions in the November SMART meeting regarding the study results including those who are not regularly maintaining their septic tank, those who don't believe that septic tanks impact water quality and the 35% of homeowners who would be willing to pay for converting to sewer. A suggestion was made to create a video that would teach the best practices for owning property on septic and distribute across social media platforms.
- Grass Clippings Campaign Results
 - Leesa presented the Grass Clippings survey data that was done in 2018 in Volusia, Brevard and Martin Counties.
 - Shannon presented on the current BFN Flamingo project in Martin County. Forty-two lawn flamingos were painted by local Martin County artists and debuted and Martin County's ArtsFest. They will be traveling around to Martin County businesses to raise awareness for water quality in the coming months.

Action Items:

- Shannon will send the list of compliant fertilizers to committee members.
- Committee members will update the list of compliant fertilizers with the current compliant products offered in stores.
- Summary of Statewide Non-Point Source Collaboration Meeting
 - Shannon provided a summary of the Statewide Nonpoint Source Education Collaboration Meeting that was held by the FDEP on January 24th, 2019 in Tavares, FL. Information and media from the City of Tallahassee’s TAPP program was shared. The next Statewide Nonpoint Source Education Collaboration Meetings will be focused on LID.

Action Items:

- Shannon forwarded the Statewide Nonpoint Source Education Collaboration’s next meeting announcement to all SMART Committee members following the meeting on 3/8/19.
- IRL Education Program Directory Update
 - The informal educator survey is almost complete. A discussion regarding field trip opportunities ensued. There was desire to add questions regarding field trip opportunities and whether or not they accept homeschooling groups.
 - A survey for formal educators (teachers) needs to be created. The committee discussed aligning it so that the questions parallel the informal educator’s survey. A discussion about KBB’s School Environment Awards program ensued and it was suggested that a question be added whether or not the schools participate in the program or one that is similar. It was also suggested that there be a section of questions at the end of the formal educator’s survey that ask where they need assistance, i.e. building rain gardens, implementing rain barrels, etc.
 - Tom Marcinkowski and Carlos Cuevas offered to be on a committee to create the formal educator’s survey.

Action Items:

- Shannon will add questions to the informal educator’s survey about their field trip opportunities and whether they accept homeschool groups.
- Tom Marcinkowski and Carlos Cuevas will look through the informal educator’s survey to design corresponding questions for the formal educator’s survey.
- Coloring Books Small Grant
 - MRC will apply for a small grant to print more coloring and activity books and pages, including the “What’s wrong with this picture?” activity page. Keep Brevard Beautiful and Martin County were interested in partnering. Martin County would like to print the EPA Stormwater Crossword Puzzle.
- Next meeting date

- The next meeting will be held on May 24th from 10 am to 1 pm at the Lagoon House in Palm Bay.

Action Items:

- Richard Baker will present program updates from Pelican Island Audubon Society at the next meeting.
- Volusia County (Katrina Locke and Danielle Ramsey) will present on the recent Volusia County LID workshops at the next meeting.