



# STORMWATER MANAGEMENT PUBLIC EDUCATION & TRAINING COMMITTEE

4000 Gateway Centre Boulevard #100 · Pinellas Park, FL 33782

727.570.5151 Ext. 40

<https://www.tbrpc.org/stormwater-management-committee/>

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## MEETING MINUTES

October 19, 2021

9:30 AM

**Online Meeting via Zoom:**

<https://us02web.zoom.us/j/85022820764?pwd=U29BMjFIWGtPUjJRKytQeC9SV1hGUT09>

**Meeting ID:** 850 2282 0764

**Passcode:** 1234

**Call in number:** +1 (786) 635-1003

### 1. Welcome, Introductions & Public Comment

#### a. Attendees

- Christine Lynch – Pasco County
- Jarvis Sheeler – City of Clearwater
- Alex Fugate – Pinellas County
- Urmila Wadnerkar – MOSI
- Alana Todd - TBRPC
- Stephanie Lawler-Ellington – Keep Pinellas Beautiful
- Sarah Vitale – TBRPC
- Tim Kelly – Wood PLC
- Ben Compton – Pinellas County
- Christine Joyner – Pinellas County
- John Cawthron – Wood PLC
- Paul Hopkins – City of Tarpon Springs
- Joey Thames – Pinellas County
- Heather Maggio – City of Tampa
- Kristen King – Keep Pasco Beautiful
- Michelle Monteclaro – Pinellas County
- Ryan Druyor – FWC
- Melissa West – FFL Pinellas
- Angelique Riling – Pinellas County water stewardship program student
- Anamarie Rivera – Pinellas County

If you are a person with a disability who needs any accommodation in order to participate in this meeting, you are entitled, at no cost to you, to the provision of certain assistance. Please contact the Tampa Bay Regional Planning Council at (727) 570-5151 Ext. 10 within three working days of the meeting.

- Ligia Martello Buchala – Keep Pasco Beautiful
- Paula Staples – UF-IFAS Hillsborough County
- Juanita Bernal Leon – Pasco County
- John McGee – Plant City
- Vicki Parsons – Bay Soundings
- Barbara Dunn – City of Seminole
- Ali Mauer – Pinellas County
- Keith Bodeker – Town of Belleair
- Brian Kauffman – Citrus County

**2. Stormwater Education for the Hospitality Industry:** Kristen King, Keep Pasco Beautiful & Stephanie Lawler-Ellington, Keep Pinellas Beautiful

- a. “Sustainable Hospitality in Pasco County” and “The KPB Eco Experience” are new programs that focus on educating hospitality businesses about stormwater pollution and management best practices. Ms. King and Ms. Ellington shared lessons learned engaging the hospitality industry.
- b. Reception to the Pasco program has been positive, and the hotels appreciate the free promotional items. The “KPB Eco Experience” program has become popular following Covid. The Eco Experience offers educational resources rather than forcing any big shifts in existing hotel programming. The hotels are more receptive to the education and access than to changing their entire business model.
- c. Stephanie Lawler-Ellington and Kristen King reported that word-of-mouth, in-person communications, and increasing participation numbers has encouraged more involvement.
- d. Kristen’s advice is to leverage relationships when engaging the hospitality industry. Stephanie’s advice is to be creative to connect new audiences with stormwater messaging, such as artists and mural tours or photographers and photography lessons about restored landscapes.

**3. Resilient Ready Tampa Bay:** Sarah Vitale, Tampa Bay Regional Planning Council

- a. Resilient Ready is a new, regional technical assistance project that will enhance the capacity of Tampa Bay communities to assess, plan for, and adapt to flood impacts through the expanded use of multi-functional green infrastructure systems and resilient site design and construction practices that include stormwater management. A team of cross-disciplinary professionals, including planners, urban designers, architects, landscape architects, engineers, hydrologists, floodplain managers, and illustrators will support municipal staff to test ideas and co-create adaptive redesign strategies for vulnerable critical assets in three archetypal pilot communities.



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- b. Funding was received from the Florida Department of Environmental Protection. A majority of the budget will be dedicated to the design team of engineers, landscape architects, and other professionals. The program and technical assistance will be free for the three pilot communities.
- c. The three sites will need to be on public land, but the surrounding community will likely have both private and public spaces.
- d. Paula Staples expressed interest in the project and the potential for an application by HOAs surrounding Rice Creek. She inquired about the ongoing costs of the nature-based solutions, and the possibility of engaging insurance companies to cost-share.
- e. Sarah Vitale asked the committee about potential legal or planning obstacles the project might face prior to implementation. John McGee from Plant City stated that the city codes prohibit the use of these technologies, which is a potential problem for many municipalities. For instance, a code requires all drivable areas be paved in asphalt, preventing permeable pavement. John suggested that all redesigns should be permissible, and in the long-term these municipal codes should be revised.
- f. Ongoing maintenance costs can be prohibitive for nature-based design solutions. Ali Mauer mentioned the difficulty of measuring efficiency over time and ensuring plants are still operating and providing their intended benefit over time. Staff training would need to be included in costs since many are only trained in mowing grass. The “Triple Bottom Line” is another concept that could assist with cost justification.
- g. Tim Kelly stated that one way to incentive these types of solutions among developers is to lower stormwater utility fees if they utilize resilient features. Current stormwater fees are not written with much flexibility, which eventually will need to be addressed by counties and municipalities.
- h. UF/IFAS extension (Master Gardeners program, Water Stewardship program) and graduate students are good resources for Resilient Ready.

#### 4. Topic Ideas for Next Year’s Meetings

- a. Pinellas recently finished their first year of [Florida-Friendly Landscaping Incentives Program \(FLIP\)](#) to incentive (50% rebate up to \$2,000) homeowners to transform their traditional landscaping to Florida Friendly landscaping. Ali Mauer is willing to present on this program.

#### 5. Other Items/Announcements

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- a. MOSI will be hosting Tampa Bay Water Day March 25-26, 2022. They are currently looking for vendors and speakers.
- b. Blue-Green Connections will be hosting Hope Spot festival February 12, 2022 at Edgewater park in Dunedin.

**6. 2022 Meeting dates:**

- a. January 18, 2022 -- March 15, 2022 -- July 19, 2022 -- September 20, 2022

**Meeting Coordinator:** Alana Todd, [alana@tbrpc.org](mailto:alana@tbrpc.org)