

# AGENDA

## BASIN BOARD EDUCATION COMMITTEE MEETING

Thursday, March 3, 2011  
9:30 – 11:30 a.m.

Tampa Service Office  
7601 Highway 301 North, Tampa  
(813) 985-7481

\* \* \* \* \* All meetings are open to the public \* \* \* \* \*

1. Call to Order ..... Chair
2. Welcome From the Committee Chair..... Chair
3. Approval of Minutes of July 14, 2010..... Chair
4. Partner Spotlight—Youth Education and School Districts .....Laura Hill  
The SWFWMD recognizes the importance of educating students and teachers about regional water resources issues. School districts are key partners in reaching those audiences. Laura Hill, Pasco County School District’s Supervisor of Science, K-12 Curriculum and Instructional Services, will discuss the SWFWMD’s partnership with Pasco County Schools and highlight how the county uses the SWFWMD’s youth education program’s resources to educate students.
5. Community Education Grants.....Robin Grantham  
The Community Education Grant program offers reimbursement up to \$5,000 to encourage public participation in projects that inform, involve and engage community members in the protection of local water resources. This year the Communications Department received 46 applications for the program, totaling \$203,490. Twenty-nine projects were approved for funding, totaling \$120,471. Communications Coordinator Robin Grantham will provide an overview of the grant program.
6. FY2012 Cooperative Funding Projects ..... Beth Putnam  
The Communications Department received 17 FY2012 Cooperative Funding proposals. Communications Manager Beth Putnam will provide a brief overview of the proposals and staff’s evaluation process.
7. FY2011 Advertising Campaign ..... Melissa Roe  
Following the successful model of using research to both develop and evaluate public service advertising, the District planned its spring FY2011 campaign featuring the proper application and use of fertilizer. In response to potential drought conditions, staff also developed and created a water conservation campaign that can be used when hydrologic conditions indicate a need. Senior Communications Coordinator Melissa Roe will provide an overview of both campaigns.
8. Director’s Report..... Michael Molligan
9. Announcements and Adjournments..... Chair