

MEETING MINUTES

Southwest Florida Water Management District Basin Board Education Committee

The Basin Board Education Committee (BBEC) of the Southwest Florida Water Management District met at 9:30 a.m. on March 3, 2011, at the District's Tampa Service Office.

BBEC Members Present

Judy Whitehead, Interim Chair
Cheryl Johnson, Vice Chair, Alafia River
Pat Crisman, Peace River
Housh Ghovaae, Pinellas-Anclote River
Renee Gilmore, Hillsborough River
Fritz Musselmann, Coastal Rivers

Guests

Laura Hill, Supervisor of Science, K–12 Curriculum,
Pasco County School District
Terry Blaes, Education Committee Chair,
Rainbow River Conservation

A list of others present who signed the attendance roster is filed in the permanent files of the BBEC.

Staff Members

Lou Kavouras
Michael Molligan
Beth Putnam
Darcy Brune
Cory Cutler
Robin Grantham
Mary Margaret Hull
Melissa Roe

Recording Secretary

Toi Basso

Call to Order

BBEC Interim Chair Judy Whitehead called the meeting to order at 9:34 a.m. and acknowledged a quorum was present.

Approve BBEC Meeting Minutes

Interim Chair Whitehead presented for approval the minutes from the BBEC meeting of July 14, 2010. Following consideration, **Pat Crisman moved, seconded by Cheryl Johnson, to approve as presented the BBEC minutes. Motion carried unanimously.**

Report of BBEC Chair

Interim Chair Whitehead's report included the following:

- History of her involvement and support of the BBEC
- Update of the Florida Water StarSM program

Partner Spotlight

Lead Communications Coordinator Mary Margaret Hull introduced Laura Hill, Pasco County School's Supervisor of Science, K–12 Curriculum and Instructional Services, who discussed the importance of educating students and teachers about regional water resources issues. She outlined the District's partnership with Pasco County Schools and highlighted how the county uses the District's youth education program's resources to educate students.

Community Education Grants

Communications Coordinator Robin Grantham provided an overview of the District's Community Education Grant program. This 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 grant applications, totaling \$203,490. Twenty-nine projects were approved for funding, totaling \$120,471.

FY2012 Cooperative Funding Projects

Beth Putnam, Communications manager, explained staff's cooperative funding evaluation process and provided a brief overview of the 17 FY2012 proposals received by the Communications Department.

FY2011 Advertising Campaign

Senior Communications Coordinator Melissa Roe provided an overview of the process staff used to create the District's FY2011 public service campaign. She also discussed how information gleaned from public opinion surveys and focus groups helped staff shape the ads and will be used to evaluate the campaign. Although staff developed the "Florida-Friendly Fertilizing" campaign as planned, dry conditions required staff to develop a second campaign — on water conservation — to be used if needed. At its January meeting, the Governing Board reviewed both campaigns and selected "Florida-Friendly Fertilizing," which runs mid-February through mid-May.

Director's Report

Communications Director Michael Molligan introduced Senior Communications Coordinator Darcy Brune, who was hired last fall to fill the vacancy in the Public Education Section's research and evaluation position. Mr. Molligan also provided a review of the "Get Outside!" campaign's first year and outlined the second year's campaign, which will focus on elected officials, the general public and youth diversity. Land Resources staff is offering a series of smaller, targeted events planned in conjunction with nationally recognized environmental holidays to showcase recreational opportunities on District lands. Youth Education and Land Resources will coordinate two field trips to the District's Lake Panasoffkee property, providing educational outreach activities to approximately 130 seventh- and ninth-grade students from Sumter County schools.

Closing Comments and Adjournment

Interim Chair Whitehead thanked everyone for attending and providing valuable information to the committee. With no further business or announcements to come before the BBEC, the meeting was adjourned at 11:36 a.m.

Next BBEC Meeting

The next BBEC meeting will be Thursday, July 14, 2011, at the Tampa Service Office.