

Summary Agenda

Basin Board Land Resources Committee (BBLRC) And Land Use Stakeholders Joint Meeting Agenda

1:00 p.m.

March 16, 2010

Southwest Florida Water Management District
Sarasota Service Office
6750 Fruitville Road
Sarasota, Florida 34240

1. **Welcome and Introductions**

Presenter: Albert Joerger, BBLRC Chair

2. **December 1, 2009 BBLRC Meeting Minutes**

Presenter: Albert Joerger, BBLRC Chair

See Exhibit

3. **Convene Joint Meeting of BBLRC and Stakeholders**

Presenter: Albert Joerger, BBLRC Chair

3a. **Signage Strategy**

Signage has been discussed at length at recent Basin Board Land Resources Committee and Land Use Stakeholders meetings. A team of staff has initiated a research effort to determine the most effective approach to enhance awareness of District lands through signage. In this presentation, staff will present the framework of a proposed strategy in the context of ongoing research. A component of the signage strategy is related to the "windshield experience," an initiative that evaluates opportunities to increase awareness of District lands through the driving experience. Staff will also present an update on the progress made with this initiative, focusing on the actions taken to date and the efforts required in the future to implement a pilot project on SR 471 in the Green Swamp Wilderness Area.

Presenters: Carmen Sanders, Sr. Land Use Specialist
Maya Burke, Staff Planner

3b. **Multiple Use Report**

The District has taken great strides when purchasing land with public dollars to expand public recreational use opportunities, while balancing these opportunities with the purposes for which the lands were acquired. In addition to balancing public use, the District also looks to balance other, non-recreation uses on its lands. Where it is lawful and the use is compatible, the District has a reasonable responsibility to reduce management costs by generating revenue from land use activities that have a public demand and benefit.

Through a multiple-use management strategy, money generated from compatible revenue-generating activities is channeled back to support future management of District lands. To date, revenue generation on District lands has occurred primarily through its silvicultural program and cattle or hay leases. These activities are administered in the Land Resources Department.

The Basin Board Land Resources Committee requested staff to review and evaluate multiple uses on District lands to determine if we are maximizing the potential for revenue generation on District lands under current limitations and constraints. Accordingly, staff began a review of its current revenue-generating uses, as well as new uses not currently in place, to derive a short list of potential uses for further analysis. Staff will present a status of this review and its findings.

Presenter: Stephanie Green, Sr. Land Management Specialist

3c. **Legislative Session Discussion**

Staff will make a presentation relating to land acquisition and land management funding discussions and bills.

Presenter: David Rathke, Community and Legislative Affairs Director

3d. **Recreation Strategy/Get Outside! Events**

The “Get Outside!” campaign is a multi-year, collaborative effort to promote watershed stewardship and sustainability through recreation on conservation lands. The campaign is based on research that focuses on what would make people more likely to get outside on District lands. One direction of the campaign promotes general public awareness that 342,000 acres of District lands are open to the public and provide recreation opportunities. Another focus is on localized Get Outside! Day events designed to introduce residents to nearby conservation lands. This presentation will update the committee on the campaign’s accomplishments since its launch on September 27, 2009.

Presenter: Beth Putnam, Communications Manager

3e. **Open Discussion**

Presenter: Eric Sutton, Land Resources Director

3f. **July 14, 2010 Meeting Topics**

Presenter: Albert Joerger, BBLRC Chair