



IRL COUNCIL CITIZENS' ADVISORY COMMITTEE

Minutes from the meeting of May 9, 2019

1:30 PM

Sebastian City Hall Council Chambers, 1225 Main Street, Sebastian, FL

Attendance:

Adam Locke, Ken Grudens, Heather Stapleton, Frank Brownell, Frank Catino, Jessy Wayles, Cynthia Hall, Doug Patterson. Guests: Becky Harris, Paul Fafeita, Monte David.

Agenda Item 1. Call to Order and Pledge of Allegiance (Frank Catino, Chair)

Frank Catino Called the meeting to order and led those present in the Pledge of Allegiance.

Agenda Item 2. Introductions and Public Comments (Frank Catino, Chair)

Members and others present introduced themselves.

Paul Fafeita, Clean Water Coalition of Indian River County, announced a public meeting on the annexation of a large parcel in Sebastian at the North Cnty Library in Sebastian on August 14; and a talk by Dr. James Sullivan of FAU/Harbor Branch on August 15 in Vero Beach. Becky Harris introduced herself to the group, noting she will be a new appointment to the CAC when the Board of Directors convenes on August 9.

Agenda Item 3. Agenda Revisions (Frank Catino, Chair)

None.

Agenda Item 4. Minutes Approval (Frank Catino, Chair)

Requested Action: Motion to approve Minutes of the May 9, 2019 meeting.

A MOTION WAS MADE BY KEN GRUDENS, SECONDED BY HEATHER STAPLETON TO APPROVE THE MEETING MINUTES FROM THE MAY 9, 2019 MEETING. MOTION CARRIED UNANIMOUSLY.

Agenda Item 5. Old Business

a. CCMP Status (Duane De Freese)

Requested Action: Motion to recommend adoption of the IRLNEP
Comprehensive Conservation and Management Plan: Looking Ahead to 2030.

Duane De Freese reviewed the certification letter from EPA and requested a recommendation to approve adoption of the CCMP.

A MOTION WAS MADE BY HEATHER STAPLETON, SECONDED BY DOUG PATTERSON, TO RECOMMEND ADOPTION OF THE CCMP BY THE BOARD OF DIRECTORS. MOTION CARRIED UNANIMOUSLY.

b. FY 2019 – 2020 Funding Reallocation for Additional Projects (Kathy Hill)

Staff will present additional projects available for funding based on FY 2019-2020 RFP ranking and identified available funds.

Requested Action: Committee recommendation for approval of funding reallocation to projects in FY 2019-2020.

Kathy Hill reviewed the additional funding being brought forward into the next fiscal year by reconciliation of the audit and by staff identifying funds that can be reallocated. She presented the additional projects identified as eligible for funding in fy 2019-2020 and requested a recommendation to approve the reallocation.

A MOTION WAS MADE BY HEATHER STAPLETON, SECONDED BY KEN GRUDENS, TO RECOMMEND APPROVAL OF THE FUNDING REALLOCATION BY THE IRL COUNCIL BOARD OF DIRECTORS. MOTION CARRIED UNANIMOUSLY.

c. Group Brainstorm: Busting myths and priorities for developing information (Kathy Hill)

Requested Action: Group discussion of IRL-focused misinformation that should be addressed and which other topics require development of information for print and the web.

Kathy reviewed the request for the committee to provide a list of common myths and misconceptions about the lagoon that staff can work to address via social media. She also requested any communication priorities the group sees where the NEP can develop and provide information on a lagoonwide basis.

Highlights of common myths included:

- “We voted for the tax, why isn’t the lagoon fixed yet?”
- “It’s dead. Why waste the money.”
- “Why can’t we just flush it out?”
- “We’ll never have clean water again.”

- “There’s muck in the lagoon because we don’t allow net fishing any more.”
- “I shouldn’t connect my home to sewer because they are sending it right into the lagoon.”
- “No one’s doin’ nothin’ to help the lagoon.”

Information/education priorities suggested were:

- Involving user groups. Parse audiences by how they use the lagoon and address the group’s particular issues.
- Debunk the “It’s dead” or “It’s dying” idea. There must be balance in messaging, it can’t be all bad all the time like some of the non-profits keep saying.
- Research what the value to the economy is of 1 guide trip, multiply that by the 1,000 or so guides on the IRL and the number of trips each does annually. This has the potential to be a large number. How do we get that info?
- Shifting baselines are going to be a continuing issue. New people arriving in Florida have nothing to compare to so don’t know what’s at stake. Their perceptions begin when they arrive.
- Local media want to pit one cause against another so readers have to choose. Is it septic or fertilizer? Is it fertilizer or muck? We need to learn lessons from great messengers like the TDCs to convey good lagoon messaging.
- NEP needs a newsletter to get out to the public and let them know what’s happening. Closer relationships with the media wouldn’t hurt, but would they print positive stories?
- People in the southern lagoon are getting complacent with dirty water. It looks good for the time being but everyone knows it won’t last. Once they become convinced that they won’t ever see clean water again, they’ll stop reacting, stop engaging, stop voicing concerns, and stop applying pressure for more to be done.
- Need to bring families and kids to and on the water. Involving families will have impacts.
- Wives and kids are powerful naggers. Get them involved.
- Growing perception about distrust of government. Needs to be addressed and countered.
- Do before and after visuals when projects are completed.
- Do we think there’s enough information out about what individuals can do to make a difference? Individuals aren’t going to build wastewater treatment plants or perform septic to sewer conversions, but there are ways for everyone to make a difference.
 - There is plenty of information but most of it is presented really poorly.
 - No.
 - There is info out there, but you really have to look for it.

- There's an overload of info on some topics, but it's not all consistent.
- Brochures that are easy to read can certainly help. Once a month seminars on a whole variety of topics would be useful.
- Becky Harris showed her wallet card that gives info on how to make a difference.
- There's both a vacuum and a glut of TMI out there. Finding the credible sources is hard for many people. NEP needs to be that organization.

Agenda Item 6. New Business

- a. FY 2019-2020 RFQ Scores and Funding Recommendations (Kathy Hill)
 - i. RFQ 2019-01 Microalgae and HABs
 - ii. RFQ 2019-02 Atmospheric Deposition
 - iii. RFQ 2019-03 Species Biodiversity

Requested Actions: Committee recommendation to approve entering into service contracts with the top ranked applicant(s) based on program needs and contingent and consistent with budget authority.

Kathy Hill reviewed the RFQs and rankings list and requested a recommendation for approval.

A MOTION WAS MADE BY KEN GRUDENS, SECONDED BY HEATHER STAPLETON TO RECOMMEND APPROVAL OF THE RFQ RANKINGS LIST AND RECOMMENDED ENTERING INTO CONTRACTS WITH THE TOP RANKED APPLICANT(S). MOTION CARRIED UNANIMOUSLY.

- b. FY 2020-2021 RFP process (Duane De Freese)

Staff will present a proposed strategy for RFP categories, priorities and general budget allocations to guide the FY 2020-2021 RFP process.

Requested Action: Committee recommendation to authorize staff to develop and issue FY 2020-2021 RFP announcements in November/ December 2019 time frame pursuant to IRL Council Board of Directors direction.

Duane De Freese reviewed the staff recommendation for RFP categories, funding priorities, and general budget allocations and requested comments or approval.

A MOTION WAS MADE BY DOUG PATTERSON, SECONDED BY KEN GRUDENS TO RECOMMEND APPROVAL FOR THE STAFF-RECOMMENDED RFP CATEGORIES, FUNDING PRIORITIES AND GENERAL BUDGET ALLOCATIONS FOR FY 2020-2021. MOTION CARRIED UNANIMOUSLY.

- c. 2020 Legislative Position Statements – Federal and State (Duane De Freese)
Requested Action: Board review and discussion of proposed draft IRL Council Legislative Position Statement for 2020.

Duane De Freese reviewed the Florida and Federal legislative position statements and requested discussion for recommended changes. There was discussion but overall consensus on each statement.

NO ACTION WAS TAKEN.

- d. Meeting Calendar for 2020, including Lagoon Townhalls and an end-of-year project showcase (Kathy Hill)
Kathy Hill will present the draft meeting calendar for 2020. CAC meetings will continue to be held on Thursdays at Sebastian City Hall 1:30 p.m. The draft meeting calendar is provided.

Requested Action: Committee recommendation of approval for draft 2020 meeting calendar.

Kathy Hill reviewed the draft meeting calendar for 2020 and requested a recommendation to approve the calendar of quarterly meetings.

A MOTION WAS MADE BY HEATHER STAPLETON, SECONDED BY CYNTHIA HALL, TO RECOMMEND APPROVAL OF THE MEETING CALENDAR FOR 2020. MOTION CARRIED UNANIMOUSLY.

Agenda Item 7. Executive Director Report (Duane De Freese)

Duane De Freese shared the IRLNEP projects list with the committee and reviewed some key highlights.

Agenda Item 8. Final Comments

None.

Agenda Item 9. Adjourn

Meeting Adjourned.