

**OFFICE OF THE CITY COUNCIL**

**RESEARCH DIVISION**

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**CITY COUNCIL SPECIAL COMMITTEE ON RESILIENCY**

**SUBCOMMITTEE ON EDUCATION, PROTECTION OF LOCAL NEIGHBORHOODS**

**AND COMMUNITY OUTREACH**

**Virtual meeting via Zoom – no physical location**

**July 23, 2020**

**11:00 a.m.**

**Location:** Virtual meeting via Zoom – no physical location

**In attendance:** Subcommittee members Joyce Morgan (Chair), Michael Boylan (Vice Chair), Michael Bonts, John Burr, Josh Gellers, Ashantae Green, Barbara Gubbin, Bill Hoff, Joey McKinnon, Kelly Rich, John Sapora

**Also**: Council Members Randy DeFoor (Chair of the Special Committee on Resiliency) and Reggie Gaffney; Jeff Clements, Yvonne Mitchell and Anthony Baltiero – Council Research Division; Steve Cassada, Eric Grantham and Melanie Wilkes – Council Support Services; Beth McCague and Susan Stewart – Jaxport; Susan Kelly, Helena Parola and Kristen Reed – Planning and Development Department; Susan Grandin and Kealey West – Office of General Counsel; John Pappas – Public Works Department; Lisa Rinaman and Shannon Blankinship – St. Johns Riverkeeper; James Richardson – Environmental Protection Board; Jason Harrah – Army Corps of Engineers; Sean Lahav – Northeast Florida Regional Council

**Meeting Convened**: 11:02 a.m.

Chairwoman Morgan convened the meeting and welcomed the subcommittee attendees. Council Member Boylan said that engaging the community to advocate for needed changes will be very important.

Jeff Clements, Chief of the City Council’s Research Division, gave a brief overview of the Government in the Sunshine Law’s application to the work of the subcommittee and said that he would be distributing more information via email. A more formal ethics training will be provided next month.

Council Member Randy DeFoor, Chair of the Special Committee on Resiliency, welcomed the group and said they are in good hands under the leadership of Council Members Morgan and Boylan.

Chairwoman Morgan asked the subcommittee members to introduce themselves and describe their backgrounds and their interest in participating on the committee.

Council Member Boylan said he has been a member of the Northeast Florida Long Term Recovery Organization and has seen first-hand the impact that hurricanes and flooding have had on Jacksonville, which tells him that the city is not properly prepared to prevent and recover from such disasters. Policy change is needed to be ready in advance of disasters and minimize the need to recover afterward. Chairwoman Morgan said she’s interested in this subcommittee in particular because of her background in television broadcasting and the opportunity this subcommittee offers to inform and educate the general public.

Ms. Morgan said the three subcommittees of the Special Committee on Resiliency need to be very connected and work in concert to achieve the goals of the Special Committee. Council Member DeFoor said she envisions this subcommittee having a dual role – hearing from the community about their concerns and ideas and disseminating the work of the Special Committee out to the public. Council Member Gaffney offered his support to the work of the Special Committee.

Ashantae Green urged the committee to look at what other cities are doing in the way of informing the public about resilience issues and offered to do some research on best practices and how to present complicated scientific information to the general public. She feels that a clear definition of “resilience” is important to public understanding. James Richardson said he is part of a statewide network of resilience officials and can tap that expertise for the Special Committee’s benefit. John Sapora said that prioritization of the many existing infrastructure improvement ideas (Public Works Department, JEA, Emergency Preparedness Division, etc.) will be important. Josh Gellers said that different means and styles of communication are needed to reach different target audiences to effectively convey the messages. Audiences are diverse and the communication mechanisms need to reflect that. John Burr asked about the scope of the Special Committee and whether, for instance, “climate change” falls within the scope of the committee charge. Chairwoman DeFoor said that she thinks open dialogue can be had and the committee can see where that may lead. Joey McKinnon advocated for a clear definition of the term “resilience” as a baseline for discussion and said that the business land and development communities are important constituencies that need to be included in the discussion. He recommended the use of social media platforms to get the committee’s word out at the end of the process. Michael Boylan said that connectivity to the other two subcommittees would be important if this subcommittee is going to adequately publicize their work. Chairwoman Morgan suggested that the subcommittee could use a wide variety of mechanisms to publicize the work of the Special Committee – website, social media, television and radio public service announcements, the Nextdoor neighborhood app/web site, the six CPACs, homeowner associations, the Jacksonville Chamber of Commerce, town hall meetings, PTAs, a speakers bureau, and more.

In response to a question about the Special Committee’s timeline, Ms. DeFoor said her goal was for the group to finish its work by next April, which should be timely for proposing a budget allocation in the FY21-22 budget. She noted that the Infrastructure Subcommittee had also talked about the importance of arriving at a good, clear definition of “resilience”. Her goal is for the Special Committee to produce actionable outcomes; there have been innumerable studies on various aspects of resilience, but what is missing is action on all of the previous recommendations.

Chairwoman Morgan felt that the subcommittee should be doing its publicity work well in advance of the Special Committee’s final report next April – progress reports along the way should help to generate interest and support. Council Member Boylan suggested that the Education Subcommittee might break up into further working groups around topic areas or areas of personal expertise to spread the workload and apply relevant experience to the tasks at hand.

Ashantae Green asked if there will be a budget to produce and disseminate content and if this subcommittee is just publicizing what the other committees are doing. She suggested that hurricane season is a good time to float the idea of storm resilience and said a web site would be a great idea.

Joey McKinnon agreed that social media is the way to go given the current COVID situation. Josh Gellers suggested producing a list of outputs (products, action items) the committee wants and then determining who will work on what tasks to produce those outputs. John Sapora urged involving the community in the process of prioritizing the importance of various options for action. This subcommittee could be the collection point and prioritization process facilitator. Michael Boylan suggested several possibilities for subcommittee working groups: asset listing; social media production; editorial content; progress reporting. He said the City Council doesn’t have a public relations person, so another mechanism will be needed to get the word out. He urged the distribution of a press release announcing the creation of the 3 subcommittees of the Special Committee.

Chairwoman Morgan cited the need for a mechanism for sharing information from the other committees to this one to be disseminated. Ms. DeFoor said she will ask the other two committees to do that. Jeff Clements will be the staff collection point for information sharing among the committees. Council Secretary/Director Cheryl Brown said the Council’s Research Division writes and disseminates press releases and the subcommittees already have web pages with all the information provided to date available to the public. Ms. Green said that community engagement and involvement are important but are difficult in this COVID environment. She suggested a community survey would be good to find out what the public knows about resiliency and what their concerns are. She suggested the possibility of a virtual resiliency summit and a mailer campaign to people who aren’t online. James Richardson noted that there is a Resiliency Committee email box for public input ([Resiliency@coj.net](mailto:Resiliency@coj.net)) and said its availability needs to be publicized.

Ms. DeFoor said she will ask the Finance Committee about the potential for a budget allocation for the subcommittee’s work.

Sean Lahav said the North East Florida Regional Council did a 7-county citizen survey about resilience last year and can break out the Jacksonville-specific data for the next meeting.

John Burr said he was pleased to hear that this committee’s charge is to publicize the work of the other two and deal with the public.

Next meeting: July 30th, 11 a.m. Topics: NEFRC survey data for Jacksonville; definition of “resilience” that the public can easily grasp; definition of working groups and their work areas (media plan, editorial, asset listing, and progress reports)

Public Comment

None

Chairwoman Morgan asked Mr. Clements to send out the committee’s contact information to the members.

**Meeting adjourned:** 12:26 p.m.

Minutes: Jeff Clements, Council Research Division

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