

**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**

**September 10, 2020**

**11:00 a.m.**

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

**In attendance:** Subcommittee Members Joyce Morgan (Chair), Michael Boylan (Vice Chair), Randy DeFoor; Subject matter experts John Burr, Ashantae Green, Josh Gellers, Barbara Gubbin, Bill Hoff, Joey McKinnon, Kelly Rich, John Sapora

**Also**: Special Resiliency Committee subject matter experts Sarah Boren, Joshua Rosenberg; Jeff Clements, Yvonne Mitchell, Anthony Baltiero – Council Research Division; Cheryl Brown – Council Secretary/Director; Steve Cassada, Eric Grantham and Melanie Wilkes – Council Support Services; Susan Stewart and Nick Primrose – Jaxport; Melissa Long – Neighborhoods Department; Susan Kelly, Kristen Reed – Planning and Development Department; Susan Grandin and Kealey West– Office of General Counsel; Beth Payne – Northeast Florida Regional Council; Sandra Homrighouse – Ethics Office; James Richardson – Environmental Protection Board

**Meeting Convened**: 11:00 a.m.

Chairwoman Morgan convened the meeting and welcomed the subcommittee attendees. A roll call was taken and a quorum was present. She invited the subcommittee to discuss what it has learned to date and where it needs to go from here.

John Sapora said that the Community Assets Group hasn’t met since the last breakout session. He proposed a list of assets: Public Works Department, Planning and Development Department, Grants Office, City Council, Special Committee on Resiliency, Resilient Jax, Duval COAD (Community Organization Active in Disasters), North East Florida Regional Council, University of North Florida, Jacksonville University, Edward Waters College, St. Johns Riverkeeper, LISC, neighborhood-based organizations (CPACS, community development organizations, etc.). He noted that Ordinance 2020-417-E requiring City engagement with the CPACs on developing the annual CIP was recently passed by City Council, as well as Ordinance 2020-526-E appropriating $60,000 in FDEP funds for AAA public workshops on resiliency. He recommended holding City Council member town hall meetings on resiliency, which need to be more than just educational (presenting information) by asking people what’s important to them and getting input and feedback. He feels the City needs to think about how to better engage citizens and businesses in this discussion.

John Burr of the Editorial and Reports group said they need to get started on producing the Special Committee’s newsletter in conjunction with NEFRC’s resources and getting it some publicity on social media and elsewhere. He thinks it’s important to engage all kinds of people and neighborhoods citywide, including minority and lower income neighborhoods that have sometimes been left out of conversations in the past. Barbara Gubbin asked how the CPACs are operating now, given the COVID restrictions. Are they actively meeting via Zoom? If so then the subcommittee should get on the CPAC agendas and start spreading the word about resiliency. A set of key talking points should be developed so that everyone could spread a uniform message. She recommended that the Parks and Recreation Department and the Jacksonville Public Library be added to the Community Assets list, along with cultural agencies such as Cultural Fusion. Chairwoman Morgan said that she has already talked to the Greater Arlington/Beaches CPAC about the work of the Special Committee on Resiliency.

Council Member Boylan said that progress is already being made. Significant investment was made in this year’s Capital Improvement Program for major drainage outfall cleaning. The Special Committee on Social Justice and Community Investment is prioritizing drainage issues and other capital improvements. His ECA Sonia Johnson is consolidating the subcommittee and Special Committee meeting minutes into a unified, easily digestible report. He recommended that the City re-visit the Rockefeller Foundation 100 Resilient Cities initiative and perhaps get back into the program as another community asset. The Special Committee might want to develop qualifications for the Chief Resiliency Officer position and offer its services to the administration to help fill that position. Beth Payne of the NEFRC said that a job description was created and discussed by the Special Committee when Matt Carlucci was the chairman.

Ashantae Green of the Community Outreach group said that Jacksonville is a very diverse city and needs to get information out in many different ways to inform people in the way they prefer to receive it. She has started looking at how Miami-Dade County disseminates information. The work of the Special Committee needs to be boiled down to easy talking points and then disseminated in a variety of ways, including social media. The process needs to start with a definition of “resilience” to make it relatable and understandable to the average person. It needs to reflect why citizens should care and why it is important. The Community Outreach group could share Mr. Boylan’s highlights document after the 3 subcommittees meet bi-weekly. She feels it would be good to put together a presentation about resiliency and the Special Committee to take to the CPACs and other interested organizations. Art can be used as a means to communicate messages like the importance of clean storm drains in an engaging manner. Chairwoman Morgan asked who should handle creating the definition of “resilience”. Council Member DeFoor said this subcommittee should develop a definition and circulate it to the other two committees for comments, then propose it to the Special Committee for adoption.

Beth Payne said the NEFRC is happy to help the Special Committee with the newsletter. This subcommittee could review the first newsletter that went out and comment and propose changes. Ms. Morgan said she would like to have another one go out around the first of October after the next Special Committee meeting. The group reviewed the newsletter the NEFRC produced in February. Members suggested that it be formatted in short items and easily digestible bites and visually attractive. It can refer to the Special Committee’s web page for links to more detailed information and to the full minutes of the meetings. Ashantae Green suggested the need for a visually attractive, colorful template with blue and green accents, and the use of simple “Did you know…” or other bite-sized educational tips. Joey McKinnon suggested that putting those tips and suggestions at the top of the document to make it useful and draw in the reader. He suggested low impact development as an important topic, but one for later in the process because it’s a somewhat more complex topic. Sarah Boren suggested the use of focus sections geared to different types of audiences since not every topic will be of interest to every reader. Barbara Gubbin suggested including the link to FloodFactor.com as a very useful tool that should be of interest to City residents regarding the potential of flooding in their neighborhoods. Mr. Boylan suggested including a statistic on the number of calls the City receives regarding flooding and drainage issues each month. Ms. Morgan recommended including a calendar of upcoming events and contact information (phone numbers and emails) to inform citizens how to get help with their problems. Ms. Payne said the NEFRC staff would put together an initial draft and circulate it to the subcommittee for review.

Council Member DeFoor suggested the development of a catchy tagline for the monthly tip. Ashantae Green suggested that since we are in the heart of hurricane season, that should be a theme for the next newsletter since the COVID pandemic has diverted attention away from hurricane preparedness. John Burr suggested that producing a newsletter via a large committee is extremely difficult and recommended that a small group take on the task for the sake of simplicity. Chairwoman Morgan asked John Sapora, John Burr, Ashantae Green, and Sean Lahav to take on the task of producing the newsletter. Council Member Boylan recommended that the Editorial Subcommittee develop the content and then pass it on to Ashantae Green’s Outreach group to do the publication. Bill Hoff volunteered his services to assist the designated group wherever needed. Sarah Boren suggested putting out a call for content with deadlines for submitting information so that NEFRC has what it needs in a timely manner to get the newsletter out on time. She also recommended using the available resiliency content from all the other agencies who are publishing on this topic, since that content has likely not been seen in Jacksonville until now. Joshua Rosenberg volunteered to assist with the editorial content function. Joey McKinnon volunteered for the social media and outreach function. John Burr said that social media are a vehicle for collecting content – citizens can send in photos and stories from their neighborhoods that can be items for inclusion in the newsletter.

Scott Ennis described Riverside Avondale Preservation’s flood map for that area that overlays citizen-provided photos of flooding over FEMA flood zone maps. He will be making a presentation on that resource at the next Education Subcommittee meeting.

Ashantae Green asked for volunteers to work on outreach and distribution of the newsletter. She asked about the format for distribution – email sign-up? Social media? Printed?

Mr. Boylan recommended that thought be given to hybrid in-person meetings in the City Council Chamber since brainstorming can be difficult in a virtual format. He suggested starting that process on the 24th at the beginning of the subcommittee meeting.

Next meeting – September 24th, 11 a.m.

**Meeting adjourned:** 12:17 p.m.

Minutes: Jeff Clements, Council Research Division

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