

**LAKE WORTH LAGOON INITIATIVE (LWLI) PUBLIC OUTREACH WORKING GROUP  
MAY 8, 2009 @ 3:30 P.M.  
VISTA CENTER  
MEETING NOTES**

**Welcome:**

Ginny Powell opened the meeting and thanked those in attendance. She spoke about today's low attendance and the need to reconsider Friday afternoon as our meeting time, although this time/day was earlier selected by the participants as the most convenient time for them to attend.

**Attendance:**

Pat Gostel – Citizen, Jim Kelly – Lake Worth Resident, Hollis Langer – WPBF Ch. 25, Alyssa Dodd, Ginny Powell, Samantha Corr-Flores, Eric Anderson – ERM. Joining the meeting by teleconference was Cristina Llorens - DEP.

**Meeting Objectives:**

Identify project leaders for the top 12 specific LWL projects and discuss the need to appoint sub-committee groups to get some movement on these projects.

**Housekeeping:**

At our 3/20/09 meeting participants identified 12 project ideas and these ideas were presented to the Executive Committee meeting where much of the discussion was centered on outreach. Minutes will be published shortly. Pat Gostel wanted to know if the Executive Committee made any decision on funding resources for these projects. Ginny Powell said no, but there are some monies in the Manatee Protection Fund that could be used. At this point the main focus for these projects is organizing people resources and time.

**Activity/Discussion: Review of the top projects identified:**

Priority Project Ideas – 5 categories: - Education, Enhance Public Access/Recreation, Citizen Volunteer Opportunities, Events, Other.

Education:

PSA's/Hotel Infomercials/Sea Times Segment

Sea Times Segments – 2 minute program to be aired mornings 5.a.m. – 9:00 a.m. on Ch 25, and possibly on other Networks, regarding educating the public on Boat Safety/Water Related issues – Produced by Hollis Langer. Based on information in ERM's brochures and other updated environmental staff inputs, she could include an environmental segment on Lake Worth Lagoon, i.e. endangered seagrass, destroying the coral reef by boat anchors or any other environmental issues that ERM wants to let the public know. Each segment would cost approx. \$3,500, and ERM expressed an interest in possibly funding 2 segments. A short Sea Times DVD Boat Safety segment was viewed, and Hollis explained it was still a work-in-progress.

**Hollis was asked to submit a formal proposal for ERM & PBC Purchasing Dept.'s review along with a demo video with an environmental focus.** ERM would also need verification of her company's non-profit status. LWLI Working Group will need to quickly develop the LWLI branding to be imprinted on PSA segments.

Speaker's Bureau- Presentations

Alyssa Dodd put together a Power Point presentation on the LWL which is being used whenever ERM receives speaker requests. We need to appoint a leader for this group who would train volunteers to make presentations to non-technical groups, i.e., HOA, Library, Schools. **Pat Gostel volunteered to provide leadership and Alyssa Dodd agreed to help.** However, Pat wanted to take this leadership role one step beyond just training/doing presentations, and asked

for clarification as to what was the mission message we wanted to communicate to the audience, so that the delivery of the message is effective and the mission gets accomplished with citizen involvement. An example would be citizen recognition of the brand “Lake Worth Lagoon” and not Intracoastal.

Ginny Powell mentioned that Comm. Koons had raised this issue of targeting homeowners along the Lagoon to get their participation. Also groups such as the League of Cities, (there are 14 cities that borders the Lake Worth Lagoon) have not had any input on this issue and she will be inviting them to participate. As far as speaker requests, ERM is trying to be more selective and respond mainly to groups that have a strong interest in the subject.

**Pat Gostel and Ginny Powell will meet to take a look at our materials/brochures and select the key areas we want to communicate to a general audience.** A core group of volunteers would be selected for speaker training. Also, a suggestion was made to tap into Neighborhood Publications/HOA magazines that are receptive to publishing weekly news of activities and interviews. The message can be targeted to a specific neighborhood magazine they cover. One such publication would be the “Sea Breeze”.

#### Educational Initiatives/Elementary Age Material

The need to target younger children on environmental issues (possibly involving the School District to help them develop a curriculum for the schools) was discussed. Mention was also made of the Coast Guard Auxiliary program called Capt. Snook that we could pattern our school program. A lead person to head this project was needed. **Pat Gostel volunteered to help with this project, but a leader for the project group is still needed.**

#### Enhance Public Access/Recreation:

##### Pocket Parks

Citizen Jim Kelly spoke of an adjacent property, which is essentially an extension of 12<sup>th</sup> Ave, an old fire lane that ends at the Lake Worth Lagoon. This land track is owned by the City of Lake Worth. He is in support of public access to these pocket parks, but was very concerned on security issues because of the seclusion of these areas. He felt that the installation of webcams would deter vagrants and assist the security forces. Jim’s legitimate concerns were noted, but the City of Lake Worth is responsible for security. **Once the City of Lake Worth and citizens have identified and acquired these parks and request our involvement, ERM, as well as other LWLI partners, would be willing to assist with input on environmental enhancement projects etc.**

##### Snook Island/Kayak Tours

Joanne Davis spoke about this activity at our previous meeting. The tours are being organized by the Sierra Club and not much more is known about this activity. **Ginny will include the club on the mailing list and invite them to attend our meetings. We could also invite them to take advantage of our LWLI website as this was a great resource to advertise the lagoon tours and events.**

#### Citizen Involvement Opportunities:

##### Lagoon & Waterway Cleanups

Various volunteer events are co-sponsored by the Lagoon Keepers, Keep Palm Beach Beautiful, Solid Waste Authority, DEP, ERM, Marine Industries Association, and others. Examples include the Great American Cleanup and the International Coastal Cleanup. Ginny Powell would like to see more volunteer group adopting a spot and offered ERM’s assistance. We have had some interest from the Lake Worth Kiwanis Club adopting the Snook Island Site

and Lockheed/Martin wants to adopt either Munyon or Peanut Island. Also the DEP could provide assistance. What we need now is a leader to work with these volunteer groups, identify locations along the Lagoon and refer them to the Solid Waste Authority for clean-up supplies. Two of the most collected litter items on the Lagoon and shoreline were cigarette butts and plastic bottles. **Christina Llorens and Ginny Powell will discuss with LWLI Public Outreach partners what assistance DEP and ERM can provide to help increase cleanups along and within the Lagoon.**

#### Volunteer Oyster Reef Restoration

ERM and the West Palm Beach Fishing Club are working together on this project. Multiple volunteer events to bag fossilized oyster shell are expected this fall along with one reef building event at one site to be determined.

Mangrove Collection and Planting – ERM has been doing this in the past, but this could be passed on the school volunteer groups.

#### Events:

##### Lake Worth Lagoon Day

This item ranked high on the list of Lagoon project ideas. This is a big project and would need some strong volunteers to coordinate. Because of the big effort needed we might consider the potential of paying for the job. We do not have a lead for this project. Eric Anderson suggested using agencies that host events at Cities, i.e. Art festivals, Publix Family Fitness Weekends etc and tie these activities to include ERM's Lake Worth Lagoon Day. **Pat Gostel is willing to assist with this project. Further discussion on this project idea is needed.**

#### Other:

Branding: Ginny Powell discussed the LWL name identity crisis and the urgent need to develop our Logo. This public outreach working group, (DEP, SFWMD, PBC Public Affairs, ERM, Pat Gostel) need to meet early to discuss/brainstorm and decide on the branding logo to submit to the Executive Committee at their August meeting. **ERM will organize this subcommittee group meeting.**

#### **ACTION SUMMARY:**

- **Hollis will submit a formal proposal for ERM & PBC Purchasing Dept.'s review along with a demo video with an environmental focus.**
- **Pat Gostel and Alyssa Dodd will begin organizing a LWL Speakers Bureau.**
- **Pat Gostel and Ginny Powell will meet to take a look at existing LWL materials/brochures and select the key areas we want to communicate to a general audience.**
- **Alyssa Dodd and Ginny Powell will try to identify and contact LWLI Public Outreach partners who may be interested in taking the lead on educational initiatives for elementary age students.**
- **The City of Lake Worth and citizens will continue exploring the possibility of acquiring/creating "pocket parks" along the Lagoon.**
- **Ginny Powell will contact Sierra Club, include the club on the mailing list, invite them to attend our meetings, and invite them to take advantage of our LWLI website to advertise the Lagoon tours and events.**
- **Christina Llorens and Ginny Powell will discuss with LWLI Public Outreach partners what assistance DEP and ERM can provide to help increase cleanups along and within the Lagoon.**
- **ERM will organize a "Branding" subcommittee group meeting.**

It was agreed to meet again the third week of July. Alyssa to use the interactive calendar to set a suitable meeting date and advise meeting invitees. The meeting adjourned at 5:15 p.m.