

LAKE WORTH LAGOON INITIATIVE



1st Public Outreach Working Group Meeting

February 27, 2009

Introductions



LAKE WORTH LAGOON INITIATIVE



Public Outreach Working Group

2/27/2009

Meeting Objectives

- Understand the LWLI and structure
- Identify members, roles, and responsibilities
- Identify team...
 - Strengths
 - Weaknesses
 - Opportunities
 - Threats

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www.LWLI.org

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Welcome to the Lake Worth Lagoon Initiative (LWLI)

The LWLI is a partnership-driven effort to support increasing awareness of Palm Beach County's largest estuary and implement solutions to protect and enhance this valuable natural system. We invite you to learn more about our work and to join us in supporting efforts to enhance fish and wildlife habitat, improve and protect water quality, and increase public awareness of the Lagoon.

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Program Areas/Working Groups

- Water
 - SFWMD, Miao-Li Chang
- Habitat
 - PBC ERM, Dan Bates
- Public Outreach
 - PBC ERM, Ginny Powell
- Pollution Prevention
 - FL DEP, Cristina Llorens

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DISCUSSION:

Roles and Responsibilities

- Meet at least quarterly...maybe more?
- Members who can take “ownership” of projects with partnership assistance
- ERM responsible for communication regarding meetings/minutes/adding information to www.LWLI.org
- Other?



SWOT Analysis

- Simple acronym for Strengths, Weaknesses, Opportunities and Threats.
- Provides a framework for planning
- Ultimately, we want to see how we as a team can...
 - ...use our strengths to enhance outreach efforts
 - ...overcome our weaknesses
 - ...maximize our opportunities
 - ...avoid threats that may hinder us from achieving our public outreach efforts.

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SWOT Analysis

| | | |
|----------|----------------------|---|
| | | |
| S | Strengths | Things internal to this group that are good or we do well |
| W | Weaknesses | Things internal to the group that we do not have or we don't do well |
| O | Opportunities | External factors that may help our public outreach efforts |
| T | Threats | External factors that may be barriers to our public outreach efforts |

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Setting Priorities/Next Steps

- Bring 10 specific ideas per member
- Identify any projects you would be interested in taking a leadership role
- Next meeting? Meeting dates for 2009?
- Other?

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