



MINUTES
Education & Outreach Committee
February 1, 2024 at 11:00 AM CT
Virtual

Present Parties:

Logan McDonald	PPBEP
Whitney Scheffel	PPBEP
Haley Gancel	PPBEP
Bailey Walkinshaw	PPBEP
Rick O'Connor, Co-Chair	Florida Sea Grant
Thomas Derbes, Co-Chair	Florida Sea Grant
Cherie Boyce	Community Member
Paul Looney	WRA Engineering
Samantha Pitts	Escambia County
Chris Verlinde	Santa Rosa County
Lee Anne Winchester	Community Member

1. Call to Order

2. Welcome and Introductions

Staff re-introduced Samantha Pitts, previously Samantha Bolduc.

3. Approval of December 14, 2023 Meeting Minutes

Thomas Derbes (Florida Sea Grant) made a motion to approve the December 14, 2023 Meeting Minutes. Samantha Pitts (Escambia County) seconded the motion. The motion passed unanimously.

4. Staff Updates (*Logan McDonald, Community Outreach Coordinator*)

a. Events

i. Restoration Rambles

Staff received positive feedback from the first Restoration Ramble held on New Year's Day at Escribano Point WMA. The next Restoration Ramble will be at Project Greenshores in downtown Pensacola on Friday, February 9th.

ii. Oysters & Pints Fest

St. Michael's Brewing Company in Navarre, FL is holding an Oysters & Pints Fest on Saturday, February 10th. Grayson Bay Oyster Company will be serving local oysters and PPBEP staff will be screening The Humble Oyster film at 5:30pm.



iii. Mardi Gras Bead Cleanup

The 3rd Annual Mardi Gras Bead Tree Clean Up will take place on Sunday, February 11th from 8am-12pm CT. The event sign-up is already at capacity, so staff are anticipating a good turnout.

iv. Trivia

The first trivia night of the New Year will be at Beardless Brewhaus in Pace on February 27th and is focused on manatees and seagrass meadows. Staff are recruiting volunteers to help score and track trivia sheets since the last trivia night we hosted had 15 teams.

v. Mountainfilm on Tour

Mountainfilm on Tour was scheduled for March 2nd but is postponed due to Pensacola Little Theater renovations.

vi. Volunteer Trainings

Staff are hosting multiple upcoming Bay Ambassador and Manatee Ambassador volunteer trainings across the watershed. This Saturday, February 3rd, staff will be at the Perdido Key Visitor Center hosting both trainings and 15 attendees have registered for Panhandle Manatee (Manatee Ambassadors) and four have registered for Bay Ambassadors.

b. Watershed Game Dates

Staff are recruiting volunteers to come play The Watershed Game with us on Friday, March 22nd at our office. This will be the first-time staff have acted as the facilitators and is intended to be a practice session to work out any issues before bringing the game into the classroom as part of PPBEP programming.

c. Save the Date: April 3rd Management Conference Meeting

Our 3rd Annual Management Conference Meeting will be on Wednesday, April 3rd from 10am-3:30pm. The theme for this year's conference is Beyond Boundaries: Watershed Partnerships for Progress and breakout sessions will include a project development mixer, local policy recommendations, an oyster shell recycling focus group, and a Living Shoreline Cost Share Program focus group.

5. Discussion Items (Logan McDonald, Community Outreach Coordinator)

a. Brainstorming Activity: Septic to Sewer and Living Shorelines Messaging

Septic to Sewer messaging was postponed due to an updated project timeline, the messaging will be revisited in the future before the program launches in 2025. Staff led a brainstorming activity using Mural to encourage participants to come up with the top three selling points of a living shoreline to homeowners, methods to increase awareness of the Living Shoreline Cost Share Program to homeowners, and taglines for key messaging. Participants described the primary



selling point as erosion, followed by enhancing wildlife habitat, and the third selling point was tied for natural beauty and storm performance (durability and protection). Participants brainstormed taglines and ways to get the messaging to homeowners, and then voted on their favorites as a group. Staff will use this brainstorming activity and the top selling points, taglines, and methods for the Living Shoreline Cost Share Program Focus Group breakout session at the 3rd Annual Management Conference Meeting.

6. Around the Room/Announcements

Paul Looney (WRA Engineering) shared that the Society of Wetland Scientists Conference will be at Pensacola Beach this June and that there will be a poster session for anyone that might be interested.

Samantha Pitts (Escambia County) shared two upcoming workshops based on the newly updated Barrier Island Lighting Ordinance:

- **Pensacola Beach Workshop | February 27th 5:30-6:30pm CT**
1 Via De Lunda Dr, Pensacola Beach, FL 32561
- **Perdido Key Workshop | February 29th 5:30-6:30pm CT**
15500 Perdido Key Drive, Pensacola, FL 32507

Rick O'Connor (Florida Sea Grant) shared that volunteer trainings are picking up in March along with NISAW, and two upcoming workshops this month:

- **Panhandle Regional Artificial Reef Workshop | February 7th**
Destin-Fort Walton Beach Convention Center in Ft. Walton Beach, FL
- **Panhandle Regional Lionfish Workshop | February 8th**
Destin-Fort Walton Beach Convention Center in Ft. Walton Beach, FL

7. Meeting Adjourned