

FLOODPLAIN PROGRAM FOR PUBLIC INFORMATION COMMITTEE
Minutes of the Virtual Meeting Held on
August 25, 2021

The Floodplain Program for Public Information Committee of the City of Arlington, Texas, convened virtual meeting on August 25, 2021 in a Microsoft Virtual Teams Meeting Room.

Committee Members Attending:

Randy Hendricks
Dale Sharpe-Jenkins
Phyllis Hunter, Committee Chair

City Staff Committee Members Attending:

Melissa Walker
Zachary Holmer
Susan Schrock

Other City Staff:

Sidney Kelly

Call to Order

The FPPIC meeting was called to order at 6:07 pm by Melissa Walker after a short introduction and welcome back conversation.

New Business

Melissa Walker informed the committee that several members had moved out of the area and that those committee vacancies needed to be filled. She suggested that at the beginning of the new fiscal year on Oct 1, 2021, advertising for additional committee members should begin. The committee members concurred with that suggestion.

Flood Risk 2.0 – Melissa Walker informed the committee of the upcoming changes to the National Flood Insurance Program. In light of these changes, she suggested that the committee take these changes into consideration when they are thinking about the projects for FY2022.

FY2021 Project Review: The following completed and partially completed projects were sent to the committee members for comment and evaluation. The Mayor's Non-SFHA flood insurance postcard, the Flood Damage Flyer, and the Low water crossing/Barricade postcard. There were no comments about the designs or language of the projects.

FY2021 Annual Evaluation Report will be submitted to council along with a staff report on October 13, 2021.

FY2022 Projects: Melissa Walker asked the committee for their opinions about these projects or other project priorities. Phyllis Hunter requested an emphasis on development for a presentation or webinar for real estate agents and insurance agents be developed soon. She suggested that we offer CEU's for any presentations we develop as a way to encourage

participation in these education programs. The other committee members concurred that it should be a priority as well.

Melissa Walker offered to send a list of other possible projects to the committee members. Committee members can then rank these projects based on what each member sees as most important. Committee members thought that would assist them with directly and providing input on future projects. Once committee members are established, Melissa Walker will send out a table with proposed projects for the committee.

Susan Shrock, Communication Coordinator for the Office of Communications (OOC) updated the committee on new communications projects from the OOC. The OOC has launched a Spanish language facebook page, a weekly newsletter and is now Spark is being used to make short PSA videos.

The committee discussed using these new OOC outreach tools to create Spanish language outreach and making the creation of FRP, flood safety and flood insurance PSA videos a priority for the FY2022 projects.

Once new members are established, the committee will reconvene. This is projected for January 2022.

Meeting Adjourned

Zachary Holmer moved to adjourn. Melissa Walker seconded the motion. The meeting was adjourned at 6:45 pm.

Signed the 11 day of March, 2020 2022

Phyllis Hunter
Chair