

**PUBLIC RELATIONS
COMMITTEE MEETING
February 18, 2012**

PRELIMINARY AGENDA
FLORIDA INLAND NAVIGATION DISTRICT'S
PUBLIC RELATIONS COMMITTEE

8:00 a.m., Saturday, February 18, 2012

SpringHill Suites
2000 N.W. Courtyard Circle
Port St. Lucie, St. Lucie County, Florida.

Committee Members
Tyler Chappell, Chair
Commissioners Donn Colee, Spencer Crowley, and Bruce Barkett

Item 1. **Call to Order.**

Chair Chappell will call the meeting to order.

Item 2. **Roll Call.**

Assistant Executive Director Mark Crosley will call the roll.

Item 3. **Additions or Deletions.**

Any additions or deletions to the meeting agenda will be announced.

RECOMMEND Approval of a final agenda.

Item 4. **FIND Display.**

The final draft of the display panels is presented for committee review.

(see back up pages 3 - 18)

Item 5. Scripps Media Items.

In follow up to the Board discussion at the last meeting, Staff has itemized and provided context to the items that Scripps Media criticized. Staff is looking for guidance as to any additional actions that may be necessary regarding these items.

(see back up pages 19 - 22)

Item 6. Additional Staff Comments and Additional Agenda Items.

Item 7. Commissioners Comments.

Item 8. Adjournment.

History In The Making



Spill Islands off Fowls Point, 1800s



The COMMISSIONERS OF THE FLORIDA INLAND NAVIGATION DISTRICT
Announce the Completion of the
FLORIDA INTRACOASTAL WATERWAY
Jacksonville to Miami



Construction of the first inland canal in Florida began as a private venture in 1883 – the Florida Coastline Canal. The need for an inland waterway running from New England to Key West, with uniform standards for width and depth, was promoted by the Chief of Engineers for the U.S. Army and by the Secretary of War in 1915.



The Florida Inland Navigation District (FIND) was officially created by the Florida legislature in 1927 in response to the Federal River and Harbors Act. The eleven coastal counties authorized a bond issue of \$1,000,000 to purchase the existing canal, rights of way and spoil areas. Only \$400,000 was used.



Shipping vessel *Marion A. Herling* (right) by tugboat *John A. Herling* (left) after receiving a license to operate on the Intracoastal Waterway. The tugboat is shown in the foreground, and the ship is in the background.

Shipping authority was initially established for FIND in 1985. In 1995, the determination was made that the District's duties and responsibilities fulfilled an essential role and should be continued indefinitely. Manatee protection, boating speed zone signage, mapping and other rules and responsibilities have been added to the core mission over the years.



(F.I.N.D.) Florida Inland Navigation District



The Florida Inland Navigation District represents Florida's portion of the Atlantic Intracoastal Waterway project, a State/federal navigation project. As the waterway's local partner, the District provides all lands required for the navigation project including rights of way and lands for the management of materials removed from the channel during dredging activities.

In addition to its responsibilities to maintenance, FIND is dedicated to safe navigation and environmental enhancement and restoration of the waterway. Through its activities and grant programs, the District also plays a critical role in Florida's economy.



That Was Then, This Is Now!

Economic Development: Approximately \$75 billion in annual sales each year can be attributed to economic activities related to our inland waterway. A variety of grant programs available through FINO constantly increase the value of the waterway to number one tax payer.

Waterway Maintenance & Safe Navigation: Working with the federal government to maintain a safe and efficiently operating inland waterway system is our highest priority.

Environmental Enhancement & Restoration: Monkeys protection, spoil island restoration and enhancement, public education programs, oyster reef creation and mangrove re-planting are among the environmental programs FINO finances and oversees.

Panama
 Havana
 St. Johns
 Tampa
 Venice
 Brevard
 Indian River
 Ft. Pierce
 Stuart
 Palm Beach
 Broward
 Dade

FIND DISPLAY COPY – TOWER 1

That was then, this is now panel:

Waterway Maintenance & Safe Navigation: Working with the federal government to maintain a safe and efficiently operating inland waterway system is FIND's highest priority.

Environmental Enhancement & Restoration: Manatee protection, spoil island restoration and enhancement, waterway education programs, seagrass restoration, oyster reef creation and mangrove planting are among the environmental programs FIND finances and oversees.

Economic Development: Approximately \$12 billion in annual sales each year can be attributed to economic activities reliant on FIND's inland waterways. A variety of capital and grant program projects by FIND constantly increases the value of the waterways to member county taxpayers.

Mission Statement panel:

The Florida Inland Navigation District represents Florida's portion of the Atlantic Intracoastal Waterway project, a State/Federal navigation project. As the waterway's local partner, the District provides all lands required for the navigation project including rights of way and lands for the management of materials removed from the channel during dredging activities.

In addition to its responsibilities for maintenance, FIND is dedicated to safe navigation and environmental enhancement and restoration of the waterway. Through its activities and grant programs, the District also plays a critical role in Florida's economy.


History in the Making panel:

Construction of the first inland canal in Florida began as a private venture in 1881 – the Florida Coastline Canal. The need for an inland waterway running from New England to Key West, with uniform standards for width and depth, was promoted by the Chief of Engineers for the U.S. Army and by the Secretary of War in 1920.


The Florida Inland Navigation District (FIND) was officially created by the Florida Legislature in 1927 in response to the Federal River and Harbors Act. The eleven coastal counties authorized a bond issue of \$1.887 million to purchase the existing canal, rights of way and spoil areas. Only \$850,000 was used.

Taxing authority was initially established for FIND in 1927. In 1995, the Florida Legislature determined that the District's duties and responsibilities fulfilled an essential role for the State and should be continued indefinitely. Waterway access and planning, mapping and other roles and responsibilities have been added to the core mission over the years.



Recreation & Tourism

Recreational boating and fishing play a central role in Florida's tourism industry. On the state's Atlantic Coast, the inland waterway is almost the destination for boaters. Fishermen and divers go to here most, across the open water of the Atlantic or the winding rivers and estuaries of the state's interior. FID's boating regulations, navigation aids, signage, and dredging projects help keep the coastal tourism industry afloat.

Environmental and infrastructure enhancements funded by FID are enjoyed by residents and tourists alike. omeb, sandwalks, marinas, environmental education centers, spoil island enhancements, mooring fields, and wilderness restoration projects contribute to everyone's use and enjoyment of our waterways.


Supporting Local Economy








the marine-related businesses that rely upon our inland waterways generate more than \$23 Billion in annual sales revenues and employ more than 190,000 people. Independent economic studies have shown that adequately maintained waterways contribute more than \$1.5 Billion to our local economies each year.

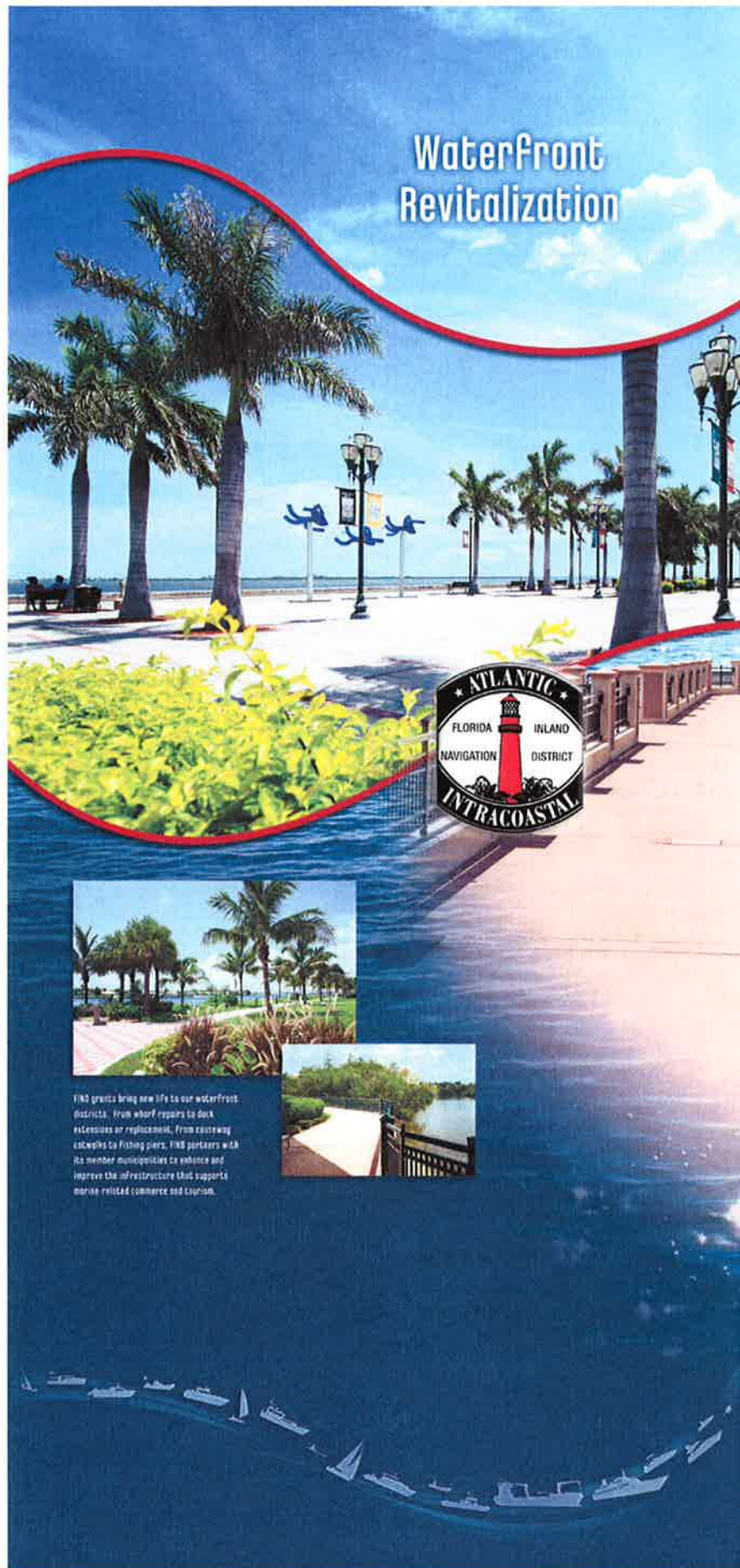




Without adequately maintained waterways, 48,600 jobs would be lost in the 12 FIDM counties.







FIND DISPLAY COPY – TOWER 2

Recreation & Tourism Panel

Recreational boating and fishing play a central role in Florida's tourism industry. On the state's Atlantic Coast, the inland waterway is either the destination for boaters, fishermen and divers or it is how most access the open water of the Atlantic or the winding rivers and estuaries of the state's interior. FIND's channel dredging and waterway access projects help keep the coastal tourism industry afloat.

Environmental and infrastructure enhancements funded by FIND are enjoyed by residents and tourists alike. Boardwalks, marinas, environmental education centers, spoil island enhancements, mooring fields, and environmental restoration projects contribute to everyone's use and enjoyment of our waterways.

Supporting Local Economies

The marine-related businesses that rely upon our inland waterways generate more than **\$12 Billion** in annual sales revenues and employ more than **66,000** people. Economic studies have shown that adequately maintaining the waterways would create an additional **\$1.3 Billion** to our local economies each year.

Without adequately maintained waterways, **32,000 jobs and \$5.1 billion in economic output would be lost** in the 12 FIND counties.

Waterfront Revitalization

FIND grants bring new life to our waterfront districts. From marinas and docks, to boardwalks and plazas, to fishing and viewing piers, FIND partners with its member counties and municipalities to construct, enhance and improve the infrastructure that supports marine-related commerce and tourism.

Maintenance & Safe Navigation




FLIND's primary mission is to ensure our inland waterways are properly maintained for the safe navigation of vessels.

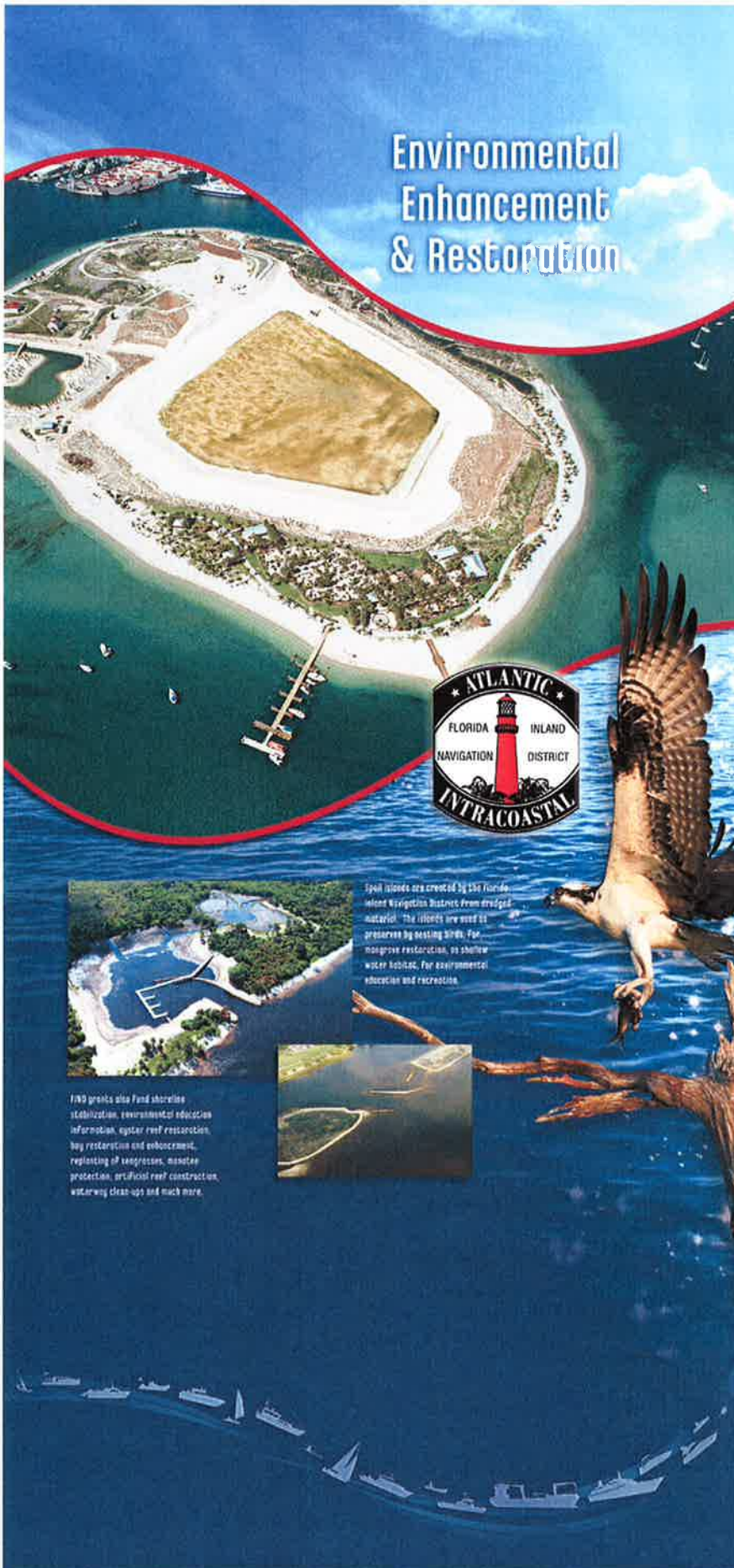

FLIND works with the U.S. Army Corps of Engineers on dredging projects to keep channel depths at the appropriate levels. Depending on geography and currents, certain areas of the intracoastal need more maintenance than others.

FLIND's website www.aicw.org/flinda is a resource about depths and current conditions of the waterway, posts navigation notices from the Corps of Engineers, Coast Guard and other organizations, and provides easy access to boating and water safety information.








Environmental Enhancement & Restoration

Spill islands are created by the Florida Inland Navigation District from dredged material. The islands are used to preserve by nesting birds, for mangrove restoration, as shallow water habitat, for environmental education and recreation.



FIND provides also Fund shoreline stabilization, environmental education information, oyster reef restoration, bay restoration and enhancement, replanting of mangroves, manatee protection, artificial reef construction, waterway clean-ups and much more.





FIND Display Copy – Tower Three

Maintenance & Safe Navigation

FIND's primary mission is to ensure our inland waterways are properly maintained for the safe navigation of vessels.

FIND works with the U.S. Army Corps of Engineers on dredging projects to keep channel depths at the appropriate levels. Depending on geography and currents, certain areas of the Intracoastal and Okeechobee Waterways need more maintenance than others.

FIND's website www.aicw.org lists information about depths and current conditions of the waterway, posts navigation notices from the Corps of Engineers, Coast Guard and other organizations, and provides easy access to boating and water safety information.

Environmental Enhancement & Restoration

Spoil islands were created by FIND from dredged material. The islands are used as preserves by nesting birds, for mangrove restoration, as shallow water habitat, for environmental education and recreation.

FIND grants also fund shoreline stabilization, environmental education information, oyster reef restoration, replanting of seagrasses, manatee protection, artificial reef construction, waterway clean-ups and much more.

Public Education

From educational signage along river walks and boardwalks to navigation guides to environmental learning centers, FIND helps provide resources that teach us all to be better stewards of our waterways and the marine life we share them with.

Among the educational facilities that have received support from FIND are the Fort Pierce Manatee Observation and Education Center, the Indian River County Environmental Learning Center, Lagoon House in Palm Bay, the Anne Kolb and Secret Woods Natures Centers in Broward County, and the Marjory Stoneman Douglas Biscayne Nature Center in Miami.

Boat Ramps & Access



Recreation on our waterways is big business. The recreational boating industry is greater than Florida's citrus and cruise ship industries combined, generating 228,000 jobs for Floridians.





Most recreational boaters access our waterways via boat ramps and marinas. FIMD's Cooperative Waterway Assistance Program provides partial grants to local governments to help build or repair boat ramps and other projects that allow for public access to inland waters.



From the Wilson Rock boat ramp near the Georgia border to the Watson Island Boat ramp in Miami, boaters are able to access our waterways due in part to FIMD's programs.





Marinas & Mooring

Marinas and boatyards employ more than 25,000 Floridians. Dockage and marina services generate more than \$5 billion in revenues.

Marinas, city docks and mooring fields are an essential feature of almost every city along the Intracoastal Waterway.

Sportfishing boats, commercial vessels, tour boats, yachts, and most ocean-going vessels need marinas or mooring fields for dockage. Customers of waterfront restaurants and businesses often arrive via boat. FDOT participates with local municipalities to fund marina, dock and mooring field enhancements, expansions and repairs.

Boardwalks & Piers



Whether you explore mangrove swamps from a walkway, fish from a pier or canoe/kayak on a riverwalk, chances are that you'll find a partner in the construction or maintenance of this pedestrian access to our waterways.



Boaters aren't the only ones who love to interact with our waterways. Bicyclists, joggers, walkers and canoeists provide an opportunity for everyone to enjoy the beauty of our rivers and Intracoastal Waterway.



Anyone who has walked along Corcoran's public pier, Jupiter's Riverwalk, Volusia's Bicentennial Park boardwalk, St. Augustine's activities pier, Jacksonville's Sister's Creek esplanade and many, many other waterfront facilities has enjoyed a fine project.



FIND Display – Tower 4 copy

Boat Ramps & Access

Recreation on our waterways is big business. The recreational boating industry is greater than Florida's citrus and cruise ship industries combined, generating 220,000 jobs for Floridians.

Most recreational boaters access our waterways via boat ramps and marinas. FIND's Cooperative and Waterway Assistance Programs provide grants to local governments to help build or repair boat ramps and other projects that allow for public access to inland waters.

From the Wilson Neck boat ramp near the Georgia border to the Watson Island boat ramp in Miami, boaters are able to access our waterways due in part to FIND's programs.

Marinas & Mooring

Marinas and boatyards employ more than 29,000 Floridians. Dockage and marine services generate more than \$5 billion in revenues.

Marinas, city docks and mooring fields are an essential feature of almost every city along the Intracoastal Waterway.

Sportfishing boats, commercial vessels, tour boats, yachts, and most ocean-going vessels need marinas or mooring fields for dockage. Customers of waterfront restaurants and businesses often arrive via boat. FIND participates with local municipalities to fund marina, dock and mooring field enhancements, expansions and repairs.


Boardwalks & Piers

Boaters aren't the only ones who love to interact with our waterways. Boardwalks, riverwalks, piers and causeways provide an opportunity for everyone to enjoy the beauty of our rivers and the Intracoastal Waterway.

Whether you explore mangrove swamps from a walkway, fish from a pier or causeway or stroll along a riverwalk, chances are that FIND was a partner in the construction of this pedestrian access to our waterways.

Anyone who has walked along Miami's Baywalk, Jupiter's Riverwalk, Stuart's Boardwalk, the Pelican Island National Wildlife refuge's Boardwalk and Observation Tower, Daytona Beach's Riverfront Park boardwalk, Vilano Beach's activities pier, Jacksonville's Sister's Creek esplanade and many, many other waterfront facilities has enjoyed a FIND project.

February 2, 2012

To: Public Relations Committee
From: David Roach 
Subject: Scripps Media Review

Based upon the discussion at the January Board meeting, I have drafted this memorandum to list and discuss the criticisms of the District that were in the Scripps media stories. Where appropriate I have suggested approaches to address the issue.

Dredged Material Management Area Issues

Local approval for the construction of DMMA's – Scripps felt that we should get local approvals, i.e. comprehensive plan designation, zoning approval, and development permits, for the construction of DMMA's. The state comprehensive planning law requires local governments to designate lands for DMMA's. Most governments haven't and we will be working with them to do that for District properties. The Federal Government and the Federal project are specifically exempt from local permitting by law.

Notice of DMMA construction to neighbors and the community – The District and our partner the Corps have conducted all legally required noticing for the construction of DMMA's. In the future, to go above and beyond the legal requirement, the staff has suggested using a modified FDOT Public Information Meeting format to provide more notice to our neighbors and the community prior to a construction event.

Corps Contributions – Scripps criticized our provision of funding to the Corps for waterway maintenance and construction projects. Our investments with the Corps have ensured that the limited Federal dollars available were used to complete necessary waterway projects. These contributions are authorized by statute. Staff continues to work with the Corps to determine which agency can best perform these waterway projects considering all factors. It is to be noted that increased financial contributions by local sponsors to projects are becoming more routine around the nation. To put this in perspective, our total contributions since 1997 equal a single contribution by Florida DOT for the Miami Harbor Deepening Project.

Assistance Programs

Scripps insinuated that Palm Beach County received more than their fair share of assistance funding since the District headquarters is located there. - They based this on the county's statistical percentage of the total of grants over the lifetime of the program. This was not an accurate way to measure. State law specifies that we cannot return more assistance funds to a county than that county contributes and we have not violated the statute. Palm Beach County has competed successfully in our program because they have strong county parks and environmental management departments, there are more eligible applicants in the county than in others since there are more waterfront municipalities, and the county is affluent and therefore has their matching funds.

Travel Expense Issues

Scripps noted that we paid \$459.00 for a Washington DC hotel room – This pricing occurred when we had one additional commissioner attend than originally anticipated which led to us exceeding our room block. It did not seem prudent to send a single commissioner to another hotel. We will get bigger room blocks to avoid this issue in the future.

The cost of the Palms Hotel in Miami @ \$254.00- This figure is the total cost of the hotel including taxes and parking. The actual room rate was \$199.00. Miami is the highest priced hotel market in the District. We will seek to find hotels with fewer fees and lower room rates that can still meet our needs.

The cost of the Viceroy Hotel in Miami @ \$243.00- This figure is the total cost of the hotel including taxes, parking and hotel fees. The actual room rate was \$190.00. Miami is the highest priced hotel market in the District. We will seek to find hotels with fewer fees and lower room rates that can still meet our needs.

Tallahassee trip by a Commissioner @ \$697.00 for airfare. The Executive Director approved the trip in accordance with the state travel law which allows several considerations including time to be used in making travel decisions. Tallahassee was 500 miles away for this Commissioner and therefore travel time was a key consideration for this trip. Additionally, because the meeting was time sensitive, the airfare was higher than desired. Staff will continue to advise commissioners traveling by air to get their tickets early when possible to keep the cost down.

Rental of a Lincoln Navigator for which the District reimbursed \$421.00 for 6 days of use plus \$105.77 in gas. The Executive Director approved the trip in accordance with the state travel law. I can't remember why this commissioner needed this type of vehicle for this trip in 2008 but we will continue to advise commissioners to get the most economical vehicle that meets the transportation needs of the particular trip.

Extravagant Hotels – Scripps felt that we could utilize less expensive hotels like Holiday Inns. Our average room rate in 2011 was \$121 which is pretty reasonable and down from \$126 in 2010. As already discussed, staff will work to ensure that we continue to book the hotels that can adequately accommodate our meeting needs at reasonable rates while staying away from those hotels that create the perception of extravagance.

Travel expenses by District staff paid with District credit cards and not itemized on the travel reimbursement voucher. Scripps's primary criticism was that staff's vouchers were different from the commissioner's vouchers. The vouchers are to request reimbursement for out-of-pocket expenses and are not meant to chronicle trip expenses. So staff and commissioners expense vouchers will necessarily be different.

Travel reimbursement submittals made up to a year after the expense and no formal policy on the submittal timing. This was previously corrected to an informal policy of quarterly for the submission of reimbursement vouchers. This time frame for submission has now been formally included on the voucher.

Community Outreach Events

Scripps criticized several aspects of our Outreach Events including the following:

Appearance of a cocktail party and business being conducted by commissioners outside of the boardroom. As staff has noted, we can see how an outside observer may get the mistaken impression that the event is just a cocktail party. What's important to understand is that these events are valuable outreach tools for FIND. The events attract people who are interested in what's going on with waterway-related matters and who are knowledgeable about local waterway-related issues. It gives us a chance to learn more about local issues and the attendees a chance to learn more about FIND projects. To ensure better community outreach, staff is increasing the waterway information available at the events, incorporating more presentations and placing display advertisements in the local papers. All events are legally noticed and open to the public so there is no impropriety, FIND has and will continue to conduct its business in the sunshine..

Not many attendees from the general public, only folks connected to the District. It seems logical that folks connected to the District and with an interest in the waterway would be the majority of the attendees. As previously discussed, we will be running display ads and providing a notice for the community calendar in the local newspaper to try to increase general public attendance.

Cost. They reported on the Community Outreach Event costs which are capped at \$25 per person. The total cost averaged \$1,262 per event in 2011 down from \$1,444 per event in 2010. Staff feels that the cost is reasonable for the benefit and we will continue to seek ways to reduce the costs for these events.

Difficult access – Scripps reporters had a little difficulty accessing the event at the Ft. Lauderdale Boat Show. This unusual “event within an event” was more challenging for access than normal because of the boat show’s security. We will work closer with our hosts to avoid access issues at any future events of this nature.

Other expenses

Executive Director paid District expenses with personal checks and sought reimbursement through a reimbursement voucher. This occurred twice within the 5-year period reviewed; once was for tree trimming at the District office and the other for a FDEP permit fee for a project. These payments were made by personal check to expedite the work. The Executive Director will not pay any District expenses of this nature again unless there is an emergency.