

TOWN OF SURFSIDE BEACH CIVIC CENTER
829 PINE DRIVE, SURFSIDE BEACH, SC2575
MARCH 31, 2022 12:30PM

PROGRAM FOR PUBLIC INFORMATION MEETING

Members Present:

Carrie Johnson, Carrie Johnson Insurance Agency
Phil Murdock, Developer, Realtor, Attorney
Melodye Lane Laveglia, Realtor, Caldwell Banker
Beth Kohlmann, Floodplain Resident
Yvette Hellyer, Environmentalist
John Adair, Public Works, MS4 Stormwater Manager
Robert Blomquist, Public Information Officer
Sabina Adair, Floodplain Manager, CRS Coordinator

Members Absent:

Marybeth Mabry
Catrina Woodruff, Assistant Administrator

The Town Administrator, William Shanahan opened the meeting and welcomed all the members and the public that were present. He thanked all that were willing to join the efforts in getting the committee back on track and help reestablish what was an active and beneficial group that worked hard to help eliminate risk of flooding and other natural disasters in our town. Through the committee's efforts, not only does the town residents receive lowers insurance rates, but the efforts also help in making the town a more resilient community. He then turned the meeting over to Sabrina Adair.

Ms. Adair explained what the PPI program is about to those members that are new and to the general public that may not be aware. She presented a PowerPoint explaining the different elements of the FEMA CRS Program and thanked everyone for the willingness to give their time and expertise to better the program.

After the PowerPoint, Ms. Adair proceeded to review the PPI document that was last used in 2019. Each area was reviewed including the need to reexamine all aspect of the document including the need for insurance in different areas of the town and revise and renew the messages, target areas and different ways to get messages out the public.

Each committee member shared their thoughts and suggestions and agreed additional meetings would be necessary to establish a well-planned document.

The committee voiced their delight in knowing the committee was being reestablished and the town would look to improve all aspects of the CRS program in the coming year.

In closing, Ms. Adair stated she would development the layout of the new PPI document, leaving each section blank until the next meeting in order for the committee to bring back suggestions on targets, messages and how the information could better be presented to the town residents. Ms. Adair stated her office was short staffed, but would get the information put together as quickly as possible and schedule another meeting in the next month or so.

Meeting adjourned at 1:4pm