



Brevard Sustainability Working Group

Amy Reaume, Brevard Zoo

Rachael Santana, Lewis Longman & Walker, P.A.

The Facilitators:

NRLI Class XVII Fellows:

Amy Reaume

Brevard Zoo

Rachael Santana

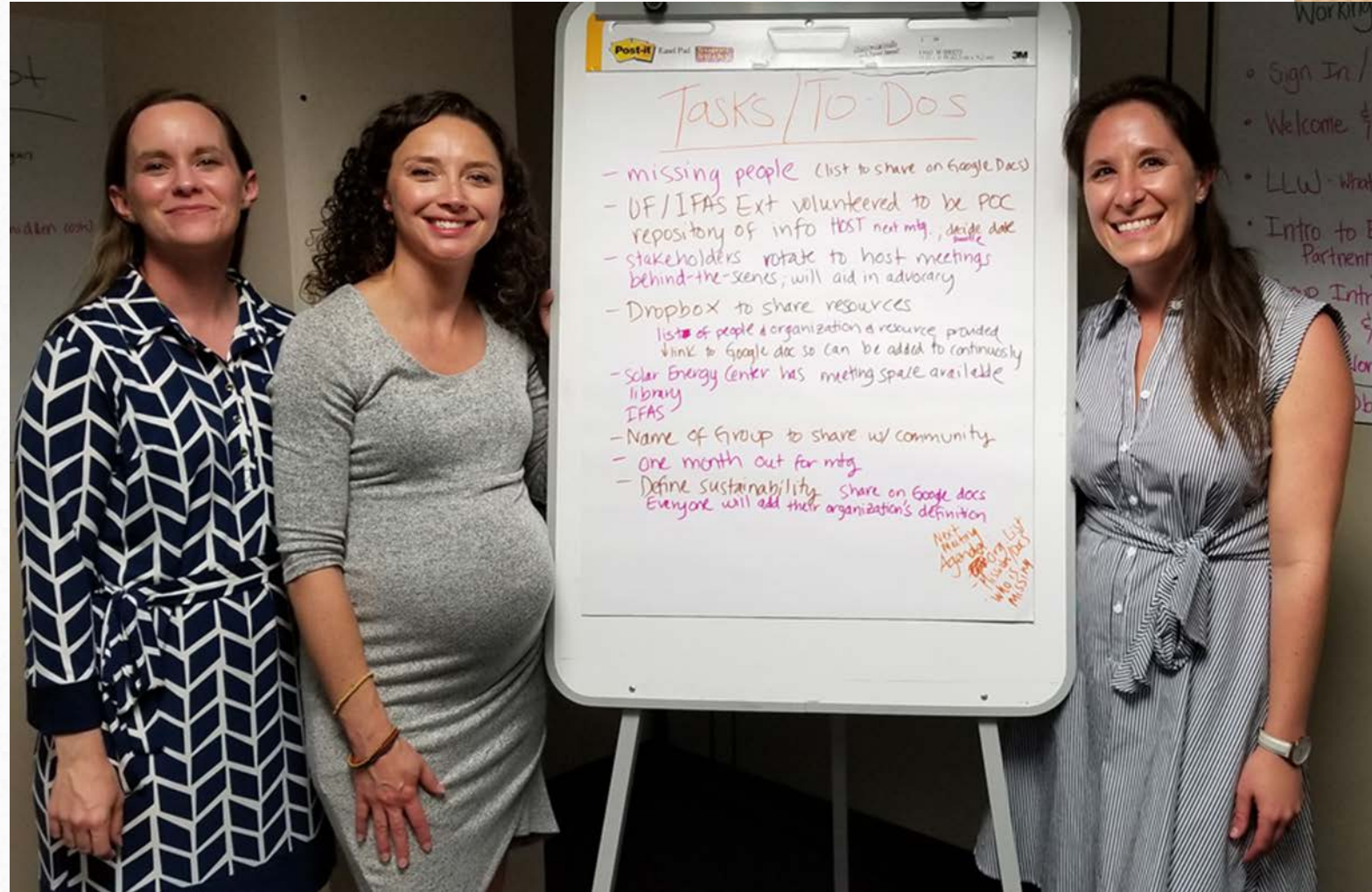
Lewis, Longman, & Walker, P.A.

Class XI Alumna:

Holly Abeels

Florida Sea Grant and

*University of Florida/IFAS Extension
Brevard County*



Issue Summary:

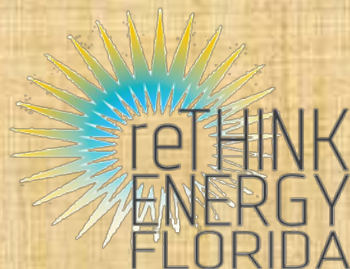
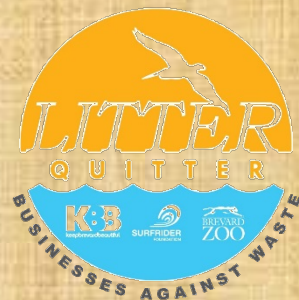
- Brevard County is thriving with Sustainability Organizations trying to change the culture within the County. Each group has individual focuses and objectives on how to achieve “sustainability.”
- Opportune timing for facilitated group decision-making to prevent possible power struggle between stakeholders going forward.
- The Brevard County Sustainability Working Group (SWG) was chosen to serve as a procedural vehicle to organize passionate organizations to create a strong, collective force for change in the community through collaborative priority-setting and collective goals.
- Additional benefits of the SWG will be:
 - Allow stakeholders across interests to come together to decide if they want to be a working group;
 - Streamline communication between organizations;
 - Allow ideas to be shared;
 - Provide opportunities for partnership; and
 - Create a resource for sustainability information within the community.



Stakeholders



*Florida Institute
of Technology*



Practicum Meeting:

- Facilitate initial meeting of potential SWG stakeholders including NGOs, local government, private sector, and academia.
- Meeting goal:
 - Creation of a motivated and organized SWG in Brevard County.
- Objectives and procedural aspects of the SWG will be decided by the group at future meetings.
- Our vision:
 - Harness the momentum already created by the stakeholders.
 - Provide organization and structure to the initial process.
 - Result: strong foundation for self-sustaining working group.

PROCESS AGENDA- Friday April 13th Meeting

Meeting Outcome/Goals:

- Introduce key thought leaders in the area of Brevard County sustainability to one another
- Establish comfortable and collaborative environment
- Assist group in forming a self-sufficient, self-sustaining working group

Specific Objectives:

- Determine whether the group has any interest in forming a working group
- Determine goals and objectives for the group going forward
- Determine frequency of meetings and a host for the next meeting
- Determine ways to include others going forward

Time & Estimated Time To Complete	Activity	Responsible Party	Supplies?
10:30 am	Pick up Food from Playalinda Brewing	Holly	
11:00 am	Set Up for Meeting	Amy/Rachael/Stuents	Agenda Sheet

Amy to bring plates, cups, cutlery, napkins, sweet and unsweet tea, and cooler of ice.
Rachael to bring LLW sign, easel, Big Sticky Paper, Markers, Post-Its of various sizes, Sign In Sheet, Sheet for People Missing from Conversation, Vegetarian/Vegan/Roast beef signs for lunch. Set out Sign In Sheet. Write Welcome Page with NRLI Fellows Names.

11:30am	Sign-In/Get Lunch	Amy/Rachael	Sign-In Sheet/Food
11:45am/ 11:50pm	Welcome and Intro to NRLI/ Process	Amy/Rachael/Holly	Explain stickie's, easels, etc.

Explain NRLI as a concept, why NRLI works, why we chose to set up working group- vision for work group, who was invited and why, we are serving as facilitators for them. Go over agenda. Discussion of future meetings to really get to know individual organizations in detail- today is a meet & greet. Housekeeping- please feel free to get up and use the restroom. Parking Lot. Vital asset for community, happening organically but wanted to help provide a structure.

• Techniques

- Significant Time Invested in Explaining the "Why"
- Parking lot
- Icebreakers
- Small groups
- Brainstorming
- Categorizing with Sticky Notes
- Stacking
- Mirroring
- Acknowledging feelings

• Tools

- Process Agenda
- Flip Charts
- Sticky notes
- Food! ☺

Positives & Negatives

HOPE
Diversity of ideas
& prioritization
Power of the Plan - tangible
parking lot
→ consensus driven
Powerful proof of
change agent for
Sustainability

Everyone gets to share

Collaborating
Seeing what everyone else is doing
Volunteers

Defining values

Skilled facilitator/admin.
Action items/notes
Opportunity to speak

Moving Conversations
into action & ☺

Call in - less
engagement

Stay on topic
↳ broad enough/
don't narrow

Running late
~~Facts are~~ Opinions
shared as facts

Side Conversations
Droning on

Lack of follow-through

Paternalist
Meetings don't
respect schedules
Dominate convo/side chat

Outcome:

- The group decided they would like to form a Brevard County Sustainability Group!
- Objectives decided upon by the group:
 - Building partnerships
 - Identifying recourses
 - Resource for municipal sustainability boards
 - Scaling up efforts
 - Advocacy (political, education, etc.)
 - Bridging gaps
 - Sharing successes
 - Value of sustainability (lens to view these)



Outcome:

- Brevard UF/IFAS Extension volunteered to host next meeting, become the point of contact, and repository of info for the group.
- Next meeting:
 - UF/IFAS Ext. will send out doodle poll for group to decide date.
 - Group decided one month out for next meeting and can adjust frequency in the future.
 - Pick recurring day of the month rather than doodle polls going forward.



Outcome:

- In future, stakeholders will rotate hosting meetings:
Will offer behind-the-scenes tours which will aid in advocacy.
- Next meeting agenda:
 - Discuss organization list and the resources each provide
 - Mission statement and what additional documents needed.
 - Address who is missing from the group and invite them to future meetings.

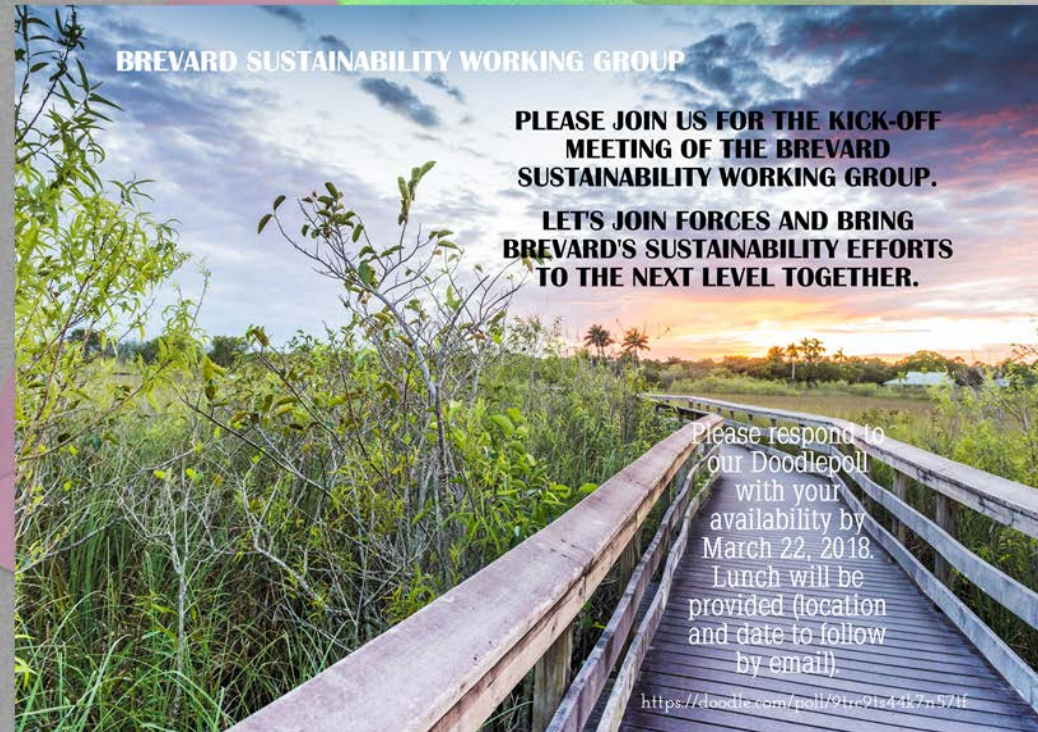


Lessons Learned:

- Pre-meetings very helpful:
 - Gathered information and figured out dynamics between stakeholders.
 - Gained understanding of goals of stakeholders which aided in guiding discussions.
- Pre-work is time consuming to do a good job:
 - Over 40 combined hours over 5 months were spent in pre-work which included planning calls; drafting, reviewing, and revising the Process Agenda; determining supplies; setting up the invitation and doodle poll; and actual set up of the meeting room.
- Aha moment:
 - It is not the role of the facilitator to solve the groups' problems. It is the role of the facilitator to assist the group in working through the problems by assisting with group dialogue and group interactions.

Lessons Learned:

- While technology goes a long way to assist in coordination of meetings, don't become overly reliant upon it.
 - Links did not show up for everyone.
 - Some stakeholders were annoyed by the e-invite versus an email, whereas others liked the e-invite.
- While deciding not to share the Process Agenda in advance with the stakeholders caused some frustration, it likely resulted in more attendance.



Lessons Learned:

- The highlights:
 - The group chose to continue to meet and a volunteer host emerged without any prompting!
 - The tools and techniques really work if you just stick with it and are able to adapt in the moment. (icebreaker and ditching break)
 - We were asked to facilitate future meetings.
 - Alumna expertise was incredibly helpful.
- The hiccups:
 - Recognizing who is in the audience. The facilitator is supposed to be neutral so be careful not to unintentionally isolate any stakeholder.
 - Group Norms may have been better on the Process Agenda after the goals and objectives brainstorm.
 - The #1 misconception about communication is that it has occurred.

Next Steps:

- Amy and Rachael will provide the following items from the facilitated meeting to UF/IFAS to guide conversation at next meeting:
 - Notes
 - Flipchart pages
 - Contact list
- Amy creating a Google Drive folder for the group
 - List of current people/organizations and the resources each provide
 - List for the group to add missing people/organizations to invite to future meetings
 - Additional resources to share within the group as they develop
- Define sustainability
 - Share on Google Docs; everyone will add their organizations definition



A scenic view of a beach with waves and a bright sun reflecting on the water. The sun is low on the horizon, creating a shimmering path of light across the ocean. The sky is blue with a few scattered white clouds. The foreground shows the sandy beach and the gentle waves washing onto the shore.

Questions?