

News Release – For Immediate Release
September 26, 2012
City of Sanibel, FL
Contact: Natural Resource Department (239) 472-3700

Area Captains Fertilizer Legislation Outreach and Advocacy Workshop

On October 29th at 1:00 p.m. and October 30th at 5:00 p.m., the City of Sanibel will be conducting training workshops at Sanibel City Hall for select individuals identified as “Area Captains” to assist in mobilizing a grass roots effort to respond to fertilizer legislation that will preempt local government’s ability to protect water quality and will be harmful to our local economy. The goal of this workshop is to train Area Captains who will be responsible for coordinating with individuals willing to write to their legislators in opposition of harmful fertilizer legislation.

Over the past several years, there have been several attempts by the Florida Legislator to preempt local government’s ability to maintain and/or implement fertilizer legislation designed to protect local water quality. It is anticipated that during this legislative session, the fertilizer industry and their lobbyists will again attempt to pass legislation that will preempt our ability to maintain existing local fertilizer regulations. If successful, the fertilizer companies and the legislators that support their agenda will take away critical tools needed by local governments to address state-mandated water quality programs such as Total Maximum Daily Loads (TMDLs) and Numeric Nutrient Criteria, programs aimed at protecting and improving Florida’s waters and protecting our coastal economies.

For questions about the upcoming workshop or if you would like more information on how you can assist in this effort, please contact James Evans, Director of Natural Resources, at 472-3700 ext. 376.

Area Captains Workshop Fertilizer Legislation Outreach and Advocacy Workshop

MacKenzie Hall
800 Dunlop Road
Sanibel, FL 33957

October 29th at 1:00 p.m. & October 30th at 5:00 p.m.

Agenda

- I. Welcome
 - A. Introductions
- II. Workshop Goals / Objectives
 - A. Statement of the Problem
- III. Background on WQ Issues and Fertilizer Regulations
 - A. State mandates for TMDLs and Numeric Nutrient Criteria
 - B. Local fertilizer regulations / benefits / local research
- IV. Area Captains Concept and Responsibilities
 - A. Local and Regional Captains Contacts
 - B. Communication procedures / effective communication
 - C. Letter framework for legislators
 - D. Contact list for legislators
- V. Wrap up / Questions and Answers
- VI. Adjourn

October 2, 2012

Name

Address

Address

Re: Area Captains Fertilizer Legislation Advocacy and Outreach Workshop

Dear **Name of Individual**:

The City of Sanibel is asking for your participation in one of two workshops being held on October 29th at 1:00 p.m. or on October 30th at 5:00 p.m. in MacKenzie Hall at Sanibel City Hall. The goal of this workshop is to establish "Area Captains" to assist in a grassroots effort to unite local support to prevent preemption by the Florida Legislature of local fertilizer regulations. Because of your past involvement with the community, expertise, and ability to communicate successfully with the public, the City of Sanibel has identified you as one of a select group of people to be designated as Area Captains for our region.

Over the past several years there have been several attempts by the Florida Legislator to preempt local government's ability to maintain and/or implement fertilizer legislation designed to protect local water quality. It is anticipated that during this year's legislative session, the fertilizer industry and their lobbyists will again attempt to pass legislation that will limit our right to Home Rule and ability to maintain existing local fertilizer regulations. If successful, the fertilizer companies and the legislators that support their agenda will take away critical tools needed by local governments to address state-mandated water quality programs such as Total Maximum Daily Loads (TMDLs) and Numeric Nutrient Criteria, programs aimed at protecting and improving Florida's waters and protecting our coastal economies.

This informal workshop will last approximately one hour and will provide participants with the tools needed to effectively communicate with legislators and team members and quickly respond to attempts by the Florida Legislator to adopt fertilizer legislation that will be harmful to water quality and our local economy.

We hope that you will consider participating in this very important workshop. If you have any questions about the upcoming workshop or would like more information on how you can assist in this effort, please contact James Evans, Director of Natural Resources, at 472-3700 ext. 376. Participants are asked to RSVP for the workshop by contacting **Name of contact** at 472-3700 ext. **XXX**.

Sincerely,

Mick Denham
Vice Mayor