

GULF OF MEXICO FISHERY MANAGEMENT COUNCIL

OUTREACH AND EDUCATION COMMITTEE

Marriott Beachside

Key West, Florida

June 25, 2014

**VOTING MEMBERS**

- Roy Williams.....Florida
- Leann Bosarge.....Mississippi
- LCDR Jason Brand.....USCG
- Pamela Dana.....Florida
- Dale Diaz (designee for Jamie Miller).....Mississippi
- Corky Perret.....Mississippi

**NON-VOTING MEMBERS**

- Kevin Anson (designee for Chris Blankenship).....Alabama
- Martha Bademan (designee for Nick Wiley).....Florida
- Doug Boyd.....Texas
- Glenn Constant.....USFWS
- Roy Crabtree.....NMFS
- Dave Donaldson.....GSMFC
- Myron Fischer (designee for Randy Pausina).....Louisiana
- Campo Matens.....Louisiana
- Harlon Pearce.....Louisiana
- Patrick Riley.....Texas
- Lance Robinson (designee for Robin Riechers).....Texas
- John Sanchez.....Florida
- Bob Shipp.....Alabama

**STAFF**

- Stephen Atran.....Population Dynamics Statistician
- Assane Diagne.....Economist
- Doug Gregory.....Executive Director
- Karen Hoak.....Administrative and Financial Assistant
- Morgan Kilgour.....Fishery Biologist
- Ava Lasseter.....Anthropologist
- Mara Levy.....NOAA General Counsel
- Phyllis Miranda.....Document Editor/Executive Assistant
- Emily Muehlstein.....Fisheries Outreach Specialist
- Mark Mueller.....GIS Analyst
- Charlene Ponce.....Public Information Officer
- Ryan Rindone.....SEDAR Coordinator
- Charlotte Schiaffo.....Research & Human Resource Librarian
- Carrie Simmons.....Deputy Executive Director
- Andrew Spaeth.....Intern

1 **OTHER PARTICIPANTS**

2 Pam Anderson.....Panama City Beach, FL  
3 Billy Archer.....Seminole Wind  
4 Tom Ard.....Orange Beach, AL  
5 Jeff Barger.....Ocean Conservancy, Austin, TX  
6 Randy Boggs.....Orange Beach, AL  
7 JP Booker.....Ocean Conservancy  
8 Steve Branstetter.....NMFS  
9 Jim Clements.....Carrabelle, FL  
10 David Cupka.....SAFMC  
11 Tracy Dunn.....NOAA OLE  
12 Chad Hanson.....Pew Environmental Group  
13 Scott Hickman.....Galveston, TX  
14 Bill Gibson.....Key West, FL  
15 Gary Jarvis.....Destin, FL  
16 Bobby Kelly.....Elbert, AL  
17 Jennifer Lee.....NMFS  
18 Bart Niquet.....Lynn Haven, FL  
19 Chris Niquet.....Lynn Haven, FL  
20 Kelli O'Donnell.....NOAA Contractor, Key West, FL  
21 Dennis O'Hern.....St. Petersburg, FL  
22 Bonnie Ponwith.....NOAA Fisheries  
23 Phil Steele.....NMFS  
24 Thad Stewart.....Orange Beach, AL  
25 Steve Tomeny.....Golden Meadow, LA  
26 Bill Tucker.....Dunedin, FL  
27 Russell Underwood.....Lynn Haven, FL  
28 David Walker.....Andalusia, AL  
29 Daniel Willard.....EDF, Austin, TX  
30 Bob Zales.....Panama City, FL

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34 The Outreach and Education Committee of the Gulf of Mexico  
35 Fishery Management Council convened at the Marriott Beachside,  
36 Key West, Florida, Wednesday afternoon, June 25, 2014, and was  
37 called to order at 1:30 p.m. by Chairman Roy Williams.

38  
39 **ADOPTION OF AGENDA AND APPROVAL OF MINUTES**  
40

41 **CHAIRMAN ROY WILLIAMS:** If I could get the committee to turn to  
42 Tab K, Number 1, we have a proposed agenda there for the  
43 Outreach and Education Committee. Any changes to that? Hearing  
44 no changes, are there objections? Hearing none, the agenda is  
45 approved.

46  
47 Then Tab K, Number 2, we have the minutes. Any changes to those  
48 minutes? Hearing no changes, are there any objections to

1 approving it? Hearing none, the minutes are approved.

2  
3 The next thing then is the Action Guide and Next Steps, which is  
4 Tab K, Number 3. I don't have it right in front of me and,  
5 Charlene, do you want to give it to them real quick?

6  
7 **ACTION GUIDE AND NEXT STEPS**

8  
9 **MS. CHARLENE PONCE:** Sure and I'm going to try to help you make  
10 up some time here. What we're asking for you to do today is to  
11 consider the proposed changes to the scoping workshop format and  
12 review and approve the updated strategic communications plan and  
13 give staff approval to reconvene the O&E AP early next year so  
14 they can begin working on an updated communications survey.

15  
16 **CHAIRMAN WILLIAMS:** Okay and so are there any questions on the  
17 action guide? Hearing none, then we will move on to the next  
18 section, Tab K, Number 4, and I will turn it back to Charlene  
19 again.

20  
21 **SUMMARY OF OUTREACH AND EDUCATION ADVISORY PANEL MEETING**

22  
23 **MS. PONCE:** The Outreach and Education Advisory Panel met back  
24 in May at the council office and I will just read the summary  
25 report. Chairman Gill called the meeting to order and the  
26 agenda was adopted with minor edits. Summary minutes from the  
27 December AP Webinar were approved as written.

28  
29 Emily Muehlstein briefed the panel on the logistics and outcome  
30 of the Recreational Angler Participation Sessions that we held  
31 back in January and they heard a short presentation on our  
32 current scoping format and how we would like to improve the  
33 manner in which those workshops are conducted and we want to do  
34 that so we can better facilitate input and increase the  
35 participation in those meetings.

36  
37 After some lengthy discussion, the panel moved the following and  
38 we have three motions here. To recommend to the council that  
39 scoping meetings be more user friendly and that they be renamed  
40 and that motion carried with no opposition.

41  
42 To consider including some of the RAP session protocols in the  
43 scoping meeting process and that motion also carried with no  
44 opposition and the final motion under this agenda item was to  
45 recommend that the council move forward with the structure of  
46 the scoping sessions as outlined in the following list.

47  
48 I will read it to you. It's define a workshop culture that aims

1 to be more collaborative than the formal structure associated  
2 with public hearings, allow participants to speak without a  
3 formal comment card and rigid timelines, which would ensure that  
4 each -- We would ensure that each participant knows that they  
5 have an opportunity to comment before anyone else can speak  
6 twice on an issue.

7  
8 Create a living document in real time as speakers contribute  
9 their comments, dissuade reiterative comments, do not attribute  
10 comments to individual speakers. Council staff should utilize  
11 informal venues that are more audience friendly and that we  
12 schedule the scoping sessions during times when we're likely to  
13 get the highest number of participants and that motion also  
14 carried with no opposition.

15  
16 **CHAIRMAN WILLIAMS:** Charlene, can I ask a question here? What  
17 should the council do on these three motions?

18  
19 **MS. PONCE:** Well, Phyllis, there is -- I have a suggested  
20 combination motion if you so choose to approve these three  
21 motions and so rather than approving each one of the three, you  
22 could approve a single motion and what we would like to do is to  
23 get your permission to go ahead and rename scoping workshops to  
24 something that is more -- That defines better what it is we're  
25 trying to get from people, so that we can try to get more people  
26 to attend and to approve this outline of how we want to  
27 structure the meeting and so that's what we would like from you  
28 on this particular motion.

29  
30 **CHAIRMAN WILLIAMS:** Would someone -- You've got a motion in  
31 front of you and we will need to read it at some point, or a  
32 proposed motion, and would anybody on the committee care to make  
33 that motion?

34  
35 **MR. CORKY PERRET:** A question. To get additional participants,  
36 are we -- Hopefully we can get new participants, people that --  
37 Fortunately, we have some that come around and follow us around  
38 and give us good input, but additional people that we haven't  
39 heard from before, I think that's probably what we're looking  
40 for also, to strengthen our core group.

41  
42 **MS. PONCE:** That's exactly right and that occurred during the  
43 RAP sessions and so that's part of the reason we wanted to adopt  
44 those protocols, so that we could continue down that path.

45  
46 **CHAIRMAN WILLIAMS:** If I could just insert here, Corky, there  
47 was a feeling that the RAP session protocol felt more like what  
48 maybe a scoping workshop should be, whereas many of our scoping

1 workshops are kind of indistinguishable from just a public  
2 hearing.

3  
4 They felt that the format that was used here was more  
5 collaborative with the public and that it asked them to talk  
6 about they felt about the subject and that it felt more scoping  
7 and less public hearing.

8  
9 **MR. PERRET:** If I may, very rarely do we get unanimous votes on  
10 any committee, but on this one, we got three motions and  
11 unanimous votes and is that because there are one or two leaders  
12 and the others are all following the leader or did we have good  
13 participation with a good exchange of information and so on and  
14 so forth and then they reached that unanimous decision?

15  
16 **MS. PONCE:** There was a fairly robust discussion about this  
17 particular issue and each state -- We asked each state to give a  
18 summary of what they do with their scoping documents and through  
19 that discussion is how they came up with this.

20  
21 **MR. PERRET:** I move that we recommend to the council the motion  
22 on the board.

23  
24 **CHAIRMAN WILLIAMS:** Do we need to read that thing for the  
25 record?

26  
27 **MR. PERRET:** You do probably.

28  
29 **CHAIRMAN WILLIAMS:** I do. Okay. Can we get a second and then I  
30 will read it?

31  
32 **LCDR JASON BRAND:** I will second it.

33  
34 **CHAIRMAN WILLIAMS:** There is a second by Jason. The motion is  
35 to recommend that the council rename and modify the structure of  
36 scoping workshops to include some of the RAP session protocols,  
37 including the following. First, define a workshop culture that  
38 is more collaborative than with the formal structure currently  
39 associated with public hearings. Second, to allow participants  
40 to speak without a formal comment card and rigid time limits and  
41 ensure that each participant is aware they have an opportunity  
42 to comment before anyone can speak twice an issue. Third, to  
43 create a living document in real time as speakers contribute.  
44 Fourth, to dissuade reiterative comments and fifth, to attribute  
45 comments to individual speakers. Sixth, to use informal venues  
46 that are more audience friendly and last, to schedule during  
47 times when greater participation is more likely. Does the  
48 committee have discussion on this?

1  
2 **DR. PAMELA DANA:** I was on part of those conference calls when  
3 we were forming what would be best in bringing up ideas and  
4 dialogue and the only point there that bothers me probably is  
5 the "dissuade reiterative comments" and we all know that -- I  
6 mean repetition comes up and we do it here on this council all  
7 the time and I don't know that that's where we want to start.  
8 If we're making a motion, why would we want to have a negative  
9 point in there? I think with leaving that out, we still -- I  
10 think the rest of it is fine, but I think that's quite a  
11 negative point.

12  
13 **CHAIRMAN WILLIAMS:** It doesn't say to prohibit them and only to  
14 dissuade them and so -- Mara, do you -- I think Mara is on your  
15 side.

16  
17 **MS. MARA LEVY:** I have to agree the thing that jumps out at me  
18 is the "dissuade reiterative comments". I don't know that we  
19 want to dissuade in the public process any type of comment. I  
20 understand that we hear a lot of the same thing, but I don't  
21 necessarily think it should be a policy of a council function to  
22 dissuade anybody from saying anything that's relevant and  
23 respectful.

24  
25 The other thing, with regard to renaming, I don't have a problem  
26 with that, except that if we're having these meetings for NEPA  
27 scoping issues, like for that particular purpose, that whatever  
28 we do it's clear -- Whatever we call it, if it's for the purpose  
29 of complying with the NEPA scoping that that's just made clear.

30  
31 **CHAIRMAN WILLIAMS:** Okay. Emily, would you like to comment to  
32 this?

33  
34 **MS. EMILY MUEHLSTEIN:** Just to respond to the dissuading of  
35 reiterative comments, I don't think it was going to be a policy.  
36 We had a really robust discussion with the AP and also during  
37 the RAP sessions that if we end up making it sort of a more  
38 collaborative format, where we don't give people a time limit  
39 and cut them off at two minutes, the reason that we would  
40 dissuade those comments would not be because we didn't want to  
41 hear it over and over again, but what that does is sort of say  
42 if it's already up on the board, we hear it and we get the  
43 point.

44  
45 That sort of helps to facilitate that type of collaborative  
46 meeting, so that it doesn't become sort of what a public hearing  
47 is, where each person sits up and wants their comment attributed  
48 to them and so that was kind of part of the logic behind that

1 and I just wanted to mention it.

2  
3 It wasn't because we don't want to hear from you, but it's  
4 because the format of the meeting would be so different that we  
5 would actually be projecting up on the board what people were  
6 saying as they were saying it and the idea is if the point has  
7 been made, it will be going to be council and we're not voting  
8 here. If it's been made, that was kind of what we were looking  
9 for.

10  
11 **MR. PERRET:** I think Dr. Dana and Mara have brought up a very  
12 good point and as maker of the motion, I would like to delete  
13 that fourth bullet to dissuade reiterative comments. I think if  
14 you've got a good facilitator running the meeting that they're  
15 going to take care of all of that.

16  
17 **CHAIRMAN WILLIAMS:** Is that okay with you, Jason? Jason says  
18 it's okay.

19  
20 **MS. LEANN BOSARGE:** I think this is a -- There was some very  
21 good things that came out of this and I especially like the  
22 renaming and I understand Mara's point. To me, scoping seems  
23 like a very painful medical procedure. That's what it reminds  
24 me of and so if you have to put that in small print under our  
25 new name, that's okay. You can still put it on there, but maybe  
26 we could find something a little more upbeat and so I like that  
27 for sure.

28  
29 I also like the more informal structure and I know what I'm  
30 going to reference was public hearing and not scoping, but when  
31 we went out for Amendment 28, from a commercial perspective,  
32 some of those commercial fishermen that showed up -- Just to  
33 show up was a big deal and getting them in front of that  
34 microphone was not going to happen and filling out a comment  
35 card was not going to happen.

36  
37 Their willingness to participate stopped at look, I'm here and  
38 I'm showing you that I have a problem with this and so if it's  
39 informal, I think we will get more willingness to participate if  
40 they can stay in their chair and just raise their hand and say  
41 something and so I think that would be very helpful.

42  
43 The only thing that worries me a little bit, and I don't think  
44 we need to change the motion and I just would like it stated,  
45 but when we do use informal venues that are more audience  
46 friendly, if it is an issue that is very polarized and affects  
47 both commercial and recreational, let's just make sure that the  
48 venue that we choose is going to pull in people from both

1 sectors.

2  
3 In other words, if we were doing Amendment 28, I wouldn't want  
4 to see us have the informal venue be a commercial fish house,  
5 where you're probably not going to get recreational fishermen,  
6 nor would it want it to be a Bass Pro Shop. In other words,  
7 let's just make sure that when we do that that we are aware of  
8 that and make sure we take that into account when we pick the  
9 venue. That's all.

10  
11 **CHAIRMAN WILLIAMS:** Thank you, Leann. Further discussion on  
12 this motion?

13  
14 **MR. DOUG BOYD:** I'm not sure it's this motion and so I will wait  
15 for just a minute.

16  
17 **CHAIRMAN WILLIAMS:** Any other discussion on this motion?  
18 **Hearing none, is there objection to the motion? Hearing none,**  
19 **the motion is approved.** Doug, do you want to --

20  
21 **MR. BOYD:** I am not on your committee and so one of the things  
22 that we do, subsequent to what we call scoping meetings, which  
23 are maybe workshops, is that we report back to this council kind  
24 of the results, in quotes, of what that was.

25  
26 We have been very, very cautious, since I've been on the  
27 council, to not make that report seem like a vote for one way or  
28 the other and I think we've been cautious that we lose the input  
29 almost from what the workshops or the scoping meetings are. I  
30 think we give statistical information, but not the meat of what  
31 was said in the meeting by all groups and so as you all go  
32 through this, I would like to see more real input from those  
33 meetings to the council about what was talked about and what the  
34 real feelings were and not trying to say they voted this way or  
35 that way on this process and that's just an input.

36  
37 **CHAIRMAN WILLIAMS:** I think that's relevant and I mean I think  
38 that's what we're trying to do here. There is a feeling that  
39 the scoping process that we use, typically use, more resembles a  
40 public hearing than a scoping process.

41  
42 Frequently, there's a document laid out there and it's got at  
43 least what look to be alternatives and people go through it and  
44 say I favor this one or I favor that one or I favor that one and  
45 what they're conceiving of here is trying to engage the public  
46 and get them to speak to the issue and make suggestions of what  
47 the problems and what the solutions are and I think that's what  
48 you're saying there too and so I think we're on the same page



1 there.

2  
3 **MR. BOYD:** I was just saying once you get out of that meeting  
4 and we give a report back to council that it carries the same  
5 flavor.

6  
7 **CHAIRMAN WILLIAMS:** And be inclusive of everything that was  
8 being said, yes. Charlene has got that.

9  
10 **MR. PERRET:** Charlene, is there a suggestion for the new name?

11  
12 **MS. PONCE:** We are still working on that, but we're open if you  
13 have something.

14  
15 **CHAIRMAN WILLIAMS:** Charlene, I'm going to turn it back to you  
16 to proceed through the document.

17  
18 **MS. PONCE:** I then gave the panel an overview of the stakeholder  
19 survey and resulting recommendations, both of which were  
20 presented to the council in February. The panel had a lengthy  
21 discussion and provided input on ways to implement the  
22 recommendations and that's in Tab K, Number 5.

23  
24 The panel then conducted its three-year review of the five-year  
25 strategic communications plan, keeping in mind that this is a  
26 living document. They focused on incorporating the  
27 recommendations from the stakeholder survey and the plan was  
28 modified, as provided in Tab K, Number 6.

29  
30 Tab K, Number 6(a) is the marked-up version and then Tab K,  
31 Number 6(b) is the final version. I don't know if you've had  
32 time to look at that. Do I need to go through it?

33  
34 **CHAIRMAN WILLIAMS:** I think I would go through it quickly, if  
35 you would.

36  
37 **MS. PONCE:** I am going to use the marked-up version and so,  
38 first and foremost, it's not noted on the marked-up version, but  
39 "five-year" needs to come out of there, because this is now our  
40 strategic communications plan.

41  
42 The first changes you will find under the situation analysis, I  
43 believe, and that's on page 3, under strengths, challenges,  
44 opportunities, and threats. We made a lot of changes and most  
45 of them were just wordsmithing, but if you look at I believe it  
46 was opportunities, we did make some changes.

47  
48 We took out the government office report, because that's eight

1 years old, and we added in, as an opportunity, the survey  
2 results, the RAP session results, media coverage, and the Marine  
3 Resource Education Program that we've been participating in.  
4 Does anyone have any questions under that?

5  
6 **MR. PERRET:** Charlene and I have talked about this and I have  
7 got a lot of comments and Charlene knows that and I'm going to  
8 give them to her, but just let me see if I can hit on some of  
9 the majors.

10  
11 We are calling it a five-year plan, yet there is nothing in  
12 there relative to five years. The old plan had year one, year  
13 two, year three, year four, and year five. This one does not,  
14 which is not all bad. Maybe we need just a short-term plan now  
15 to overcome some of our weaknesses and I am going to skip over a  
16 lot of my comments, but hopefully they will be helpful to  
17 Charlene.

18  
19 We've got goals and a council goal and a communication goal and  
20 situation analysis and we've got five strengths and then we've  
21 got six challenges. Well, the first challenge is weak community  
22 presence.

23  
24 We can have the greatest communication staff and council in the  
25 world, but why do we have that weak community presence and how  
26 do we overcome the weak community presence? The challenge is  
27 misinformation and why is there misinformation out there and how  
28 do we overcome that?

29  
30 I guess our biggest weakness is we're a quasi-member of National  
31 Marine Fisheries Service/NOAA and I don't know how we overcome  
32 that, but there's not a lot of trust in a lot of agencies of  
33 government, but it doesn't matter how well we communicate if we  
34 can't overcome the weaknesses and that's what I think we have to  
35 zero in on.

36  
37 Other than Charlene, you guys and ladies don't need to hear all  
38 my comments, but I will give them to Charlene. There are some  
39 grammatical suggested changes and so on and so forth, but that's  
40 my comments thus far on just the situation analysis. If we  
41 don't know why we're weak, we're not going to ever communicate  
42 that. We need to know why and then I think address that.

43  
44 **CHAIRMAN WILLIAMS:** Okay, Charlene, do you want to continue?

45  
46 **MS. PONCE:** Okay. Moving on to key audiences, the panel -- We  
47 had a very large list of key audiences and the panel felt that  
48 if these are truly key audiences that they needed to be narrowed

1 down to the key audiences and not just all-encompassing and  
2 that's not to say that all audiences are not going to be  
3 targeted or reached, but it's just they wanted to whittle down  
4 the list and so we deleted a few of those and in the external,  
5 we deleted some and we added one and does anybody have any  
6 questions about the audiences?

7  
8 **CHAIRMAN WILLIAMS:** Questions or comments from the committee?  
9 Hearing none, Charlene, continue.

10  
11 **MS. PONCE:** The next section was the objective and as Corky  
12 pointed out, we originally had a five-year plan with year one,  
13 year three, and year five and the panel felt that because we  
14 were already in year three that this could become our  
15 communications plan and we would remove those objectives for  
16 year one, year five, and year three and we would come up with  
17 just a list of objectives and then periodically review the plan  
18 and update it as necessary.

19  
20 They came up with four objectives, which are inform key  
21 audiences about the council process and goals, collaborate with  
22 the media to promote accurate reporting and coverage of fishery  
23 management policies and issues, build and inform an engaged  
24 public who participates in the fisheries management process, and  
25 evaluate the effectiveness of programs and tools.

26  
27 We then moved on and you can see in the marked-up copy that we  
28 took out a lot of the text and basically took those four  
29 objectives and began developing tactics for each of them.

30  
31 **MR. PERRET:** I have a couple of specifics relative to tactics,  
32 if I may. The first tactic to develop and distribute  
33 informational materials and so on and so forth, my comment on  
34 that is customized to different groups and perhaps multilingual.  
35 That's something that we may want to consider.

36  
37 Identifying and implementing new methods and so on and so forth,  
38 I think we should do that based on input from our constituents.  
39 In other words, if they offer suggestions on how to improve the  
40 education and outreach, let's try and utilize their input and  
41 make those appropriate changes and that's true for some of the  
42 other things also, but, again, I will give all of this to  
43 Charlene.

44  
45 **CHAIRMAN WILLIAMS:** Thank you, Corky. Are there other comments?  
46 All right, Charlene. Are we at the end of it?

47  
48 **MS. PONCE:** Yes and basically, the end of the document is just a

1 matrix that breaks down audience desired outcomes and delivery  
2 method, timeline, and metrics and we're still working on the  
3 metrics, but that's basically the recommendations made through  
4 the survey and what's in the plan that you've just gone through  
5 and it's sort of put into this matrix so that staff can easily  
6 follow it and that too will be updated as the AP reviews it on a  
7 one to two-year basis.

8  
9 I would like to point out though that we plan -- At the very  
10 end, where it talks about evaluating the effectiveness of  
11 programs and tools, we did the first survey and when we got  
12 approval for the survey, we went ahead and asked for the ability  
13 to conduct three surveys as time goes by and so we have one  
14 planned for 2015 and another one for 2017, just so that we can  
15 measure if what we're doing is working and the AP will review  
16 that and help us along the way and so that's really all I have.

17  
18 **CHAIRMAN WILLIAMS:** Anything else? Any other questions for  
19 Charlene? Any other business to come before the Outreach and  
20 Education Committee? Hearing none, I believe we are adjourned.

21  
22 (Whereupon, the meeting adjourned at 2:00 p.m., June 25, 2014.)  
23

24  
- - -