



SOUTH ATLANTIC FISHERY MANAGEMENT COUNCIL

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David M. Cupka, Chairman
Ben Hartig, Vice-Chairman

Robert K. Mahood, Executive Director
Gregg T. Waugh, Deputy Executive Director

Agenda

Information and Education Advisory Panel Meeting

Hilton Garden Inn
5265 International Blvd.
N. Charleston, SC 29418
Phone: 800/445-8667

Tuesday, October 25, 2011 – 1:30 p.m. until 5:00 p.m.

1:30 p.m. – 1:45 p.m.

1. Welcome and meeting overview
2. Approval of Agenda and March 2010 Meeting Minutes/ Cathy Sakas

1:45 p.m. – 3:30 p.m.

1. Update on Recent Council Outreach Efforts/ Kim Iverson
 - a. Status of SAFMC Website Upgrade – receive overview of new design and review current site map (**Attachment 1**)
 - b. Regulations Brochures – review current brochure and summary updates (**Attachment 2**)
 - c. Email Distribution – receive an update on the use of Constant Contact for email distribution (**Attachment 3**)
 - d. Discussion and development of recommendations (**ACTION**)

3:30 p.m. – 5:00 p.m.

2. Readability Workgroup Overview and Report/Kim Iverson
 - a. Review the final report from the Readability Workgroup for documents produced by the councils and NOAA Fisheries in the South Atlantic Region (**Attachment 4**) and provide recommendations (**ACTION**)

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Wednesday, October 25, 2011 – 8:30 a.m. until 12:00 noon

8:30 a.m. until 9:30 a.m.

3. Special Management Zone (SMZ) Outreach Partnership/ Kim Iverson
 - a. Overview of pilot project with SAFMC, St. Lucie County, FL, and FL Fish and Wildlife Conservation Commission to increase public awareness of SMZs and associated regulations off the coast of St. Lucie County, FL
(Attachments 5 and 6)
 - b. Review recommendations from the Council's Law Enforcement AP
(Attachment 7) and provide any additional recommendations for outreach.

9:30 a.m. until 12:00 noon

4. Strategic Planning and Evaluation for SAFMC Information and Education Program/ Kim Iverson and Cathy Sakas
 - a. Update on past efforts to create SAFMC strategic plan for outreach
(Attachment 8)
 - b. Presentation on the use of Logic Model for establishment of a strategic plan/Cathy Sakas **(Attachment 9)**
 - c. Review of Gulf of Mexico Fishery Management Council's 5-Year Strategic Plan/ Kim Iverson **(Attachment 10)**
 - d. Surveys used as an evaluation tool – overview of Gray's Reef National Marine Sanctuary Survey **(Attachment 11)** /Cathy Sakas
 - e. Discussion and provide recommendations **(ACTION)**

Attachments

Attachment 1	SAFMC Web Design and Site Map
Attachment 2	SAFMC Federal Fishing Regulations Brochure and Inserts for Updates
Attachment 3	Templates Used for Constant Contact
Attachment 4	NOAA Fisheries/Council Final Readability Report
Attachment 5	White Paper on SMZ Outreach from St. Lucie Co.
Attachment 6	Code of Federal Regulations for SMZs
Attachment 7	SAFMC Law Enforcement AP Recommendations for SMZ Outreach
Attachment 8	Prior Recommendations from I&E AP Regarding Strategic Planning
Attachment 9	GRNMS Logic Model Example
Attachment 10	Gulf Council 5-Year Strategic Plan for Outreach
Attachment 11	Survey Examples

Advisory Panel Members

Chris Woodward, Chair
Cathy Sakas, Vice-Chair
Dr. John Dean
Suzi Durant
Nancy Fish

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Pamela Fletcher
Elizabeth VonKolnitz
Lt. Brandon Fisher
Kim Amendola
Jennifer Koches
Amber VonHarten

Staff Contact: Kim Iverson

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