



SOUTH ATLANTIC FISHERY MANAGEMENT COUNCIL

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Jessica McCawley, Chair | Mel Bell, Vice Chair
Gregg T. Waugh, Executive Director

AGENDA

Information and Education Advisory Panel

Crowne Plaza
North Charleston, SC

Tuesday, January 29, 2019– 1:30 P.M to 5:00 PM and Wednesday, January 30, 2019- 8:30 A.M. to 12:00 P.M.

Approval of Agenda – Scott Baker, Chair

1. Update on SAFMC Citizen Science Program (*Attachment 1*) – Amber Von Harten
 - a. Citizen Science Program Update
 - b. Citizen Science Projects
 - i. Scamp Release
 - ii. FISHstory
2. Transition to an Electronic Newsletter (*Attachment 2*)
 - a. Constant Contact Templates – Kim Iverson
 - b. Website – Cameron Rhodes
3. Fishery Performance Reports (*Attachment 3*) – Christina Wiegand
 - a. Introduction to Fishery Performance Reports
 - b. Discussion and Recommendations – Scott Baker
4. Best Practices under Snapper Grouper Regulatory Amendment 29 (*Attachment 4*) – Christina Wiegand
 - a. Introduction to the Amendment
 - b. Outreach Plan Development
 - c. Discussion and Recommendations – Scott Baker
5. Developing Partnerships for AP Member/Agency Outreach Projects & Campaigns (*Attachment 5*)
 - a. Discussion Questions – Cameron Rhodes
 - b. Discussion & Recommendations – AP
6. MyFishCount Update (*Attachments 6a-b*)
 - a. Project Update – Kelsey Dick
 - b. Survey Results – Erin Spencer

7. For-Hire Electronic Reporting Trainings Update (***Attachment 7***) – Kathleen Howington
8. System Management Plan Workgroup Update – Chip Collier
9. Fish Rules Mobile App Update – Cameron Rhodes
10. Fishermen’s Forum Update – Cameron Rhodes
11. Other Business – Scott Baker
12. Adjourn – Scott Baker

AP Members

Scott Baker, Jr., Chair	Phil Maier
Richard Abrams, Vice Chair	Paul Medders
Shelly Krueger	Lt. Warren Fair
Katie Latanich	Kim Amendola
Kenny Moore	Jennifer Koches
Cinthia Sandoval	Michelle Riley
Doug Kelly	Emily Muehlstein Lumsden
Patricia Smith	Diana Martino

Attachments

Attachment 1: Presentation –Citizen Science Program and Projects
Attachment 2: Document– Draft SAFMC Newsletter Templates
Attachment 3: Document – Fishery Performance Reports Overview
Attachment 4: Document – Snapper Grouper Regulatory Amendment 29 Summary & Outreach Plan Development
Attachment 5: Presentation – Discussion Questions – Partnership Opportunities
Attachment 6a: Presentation – MyFishCount Project Update
Attachment 6b: Presentation – MyFishCount Survey Results
Attachment 7: Presentation – For-Hire Electronic Reporting Update

Staff: Cameron Rhodes

OVERVIEW

Information & Education Advisory Panel

1. Update on SAFMC Citizen Science Program – (*Attachment 1*)
Description: Council staff will update the Advisory Panel on the development of the Council’s Citizen Science Program and its associated pilot projects. The AP will be provided a demo of the evaluation version of the new citizen science mobile application, *SAFMC Release*.

2. Transition to an Electronic Newsletter – (*Attachment 2*)
Description: Council staff will provide an update on the Council’s upcoming transition to a fully electronic newsletter. Using Constant Contact and web based platforms, news will be delivered to recipients in a more streamlined and user-friendly way, allowing for increased access and improved timeliness.
Requested AP Action: Provide direction on preferred constant contact e-newsletter templates and suggestions for article content, as well as input on the web layout for hosting articles online.

3. Fishery Performance Reports– (*Attachment 3*)
Description: Council staff will present background information on the Fishery Performance Reports that have already been developed by Council staff using input from Advisory Panel discussions.
Requested AP Action: Provide guidance on best ways to showcase this information when sharing it with the public.

4. Best Practices under Snapper Grouper Regulatory Amendment 29 – (*Attachment 4*)
Description: Council staff for Snapper Grouper Regulatory Amendment 29, which proposes management measures for best fishing practices and powerheads, will discuss the amendment. The Council has expressed an interest in implementing an outreach campaign to support the amendment and educate stakeholders. **Requested AP Action:** Provide direction from the AP on the most effective ways to move forward with such a campaign, given that many other agencies have already developed outreach initiatives for best practices.

5. Developing Partnerships for AP Member/Agency Outreach Projects & Campaigns - (*Attachment 5*)
Description: Cameron Rhodes will facilitate a discussion among Advisory Panel Members about new and developing projects that might benefit from partnerships.
Requested AP Action: Advisory Panel Members are asked to share information about outreach-related campaigns/initiatives from their individual agencies.

The following discussion questions will be used to help guide the discussion.

Discussion Questions:

Projects/Campaigns/Initiatives

- What outreach/education campaign/initiatives have you and your agency/organization been working on?
- How can other agencies help to promote/support your project?
- How can we more regularly facilitate exchanges like this among Advisory Panel Members and their agencies/organizations?

Tools/Resources for Outreach

- What types of tools (software, social media, etc) do you use to develop and deliver your programs/projects?
- Are there types of outreach tools/resources that you are interested in learning?
- How do you evaluate the success of your campaigns/initiatives?

6. MyFishCount Update - (*Attachment 6a-b*)

Description: Kelsey Dick will provide an update on the MyFishCount project, including the development and use of the mobile application. Erin Spencer, a graduate student with UNC-Chapel Hill will provide a presentation on the results of the survey that the AP helped to develop during their last meeting in 2017.

7. For-Hire Electronic Reporting Training Update - (*Attachment 7*)

Description: Kathleen Howington will provide an update on the Council's For-Hire Electronic Reporting Trainings that have been held across the region, summarizing items that have been completed as part of the project's outreach and training toolkit and outlining next steps.

8. System Management Plan Workgroup Update

Description: Dr. Chip Collier will provide an update on the Council's System Management Plan Workgroup. The System Management Plan Workgroup, a body of scientists, outreach/communication specialists, law enforcement officers, and industry representatives discussing and drafting a report to evaluate the effects of marine protected areas and special management zones in the South Atlantic, has been meeting via webinar and will eventually have outreach products that will come before the AP at a future meeting.

9. Fish Rules Update

Description: Cameron Rhodes will provide an update on the Fish Rules Mobile App. While showcasing many of the new features recently available from the latest version of the app, Cameron will discuss the Council's partnership with Fish Rules and how others might get involved if interested.

10. Fishermen's Forum Update

Description: Cameron Rhodes will provide an update on the expansion of the Fishermen's Forum, a platform which had initially only been available to commercial snapper grouper permit holders. As part of the For-Hire Electronic Reporting Outreach

Project, the forum has expanded to include charter/headboat permit holders in the South Atlantic.

Other Business