



# Visioning Project

## *Planning for the Future of the Snapper Grouper Fishery*

### BACKGROUND

The South Atlantic Fishery Management Council is developing a long-term “vision” for managing the snapper grouper fishery. In December 2012, the Council began discussions about the steps and structure needed for undertaking a visioning initiative and the process for engaging stakeholders in the project. The Council views this as a project to work cooperatively with all stakeholders having fishery interests. The visioning project will evaluate and refine current goals, objectives and strategies for managing the snapper grouper fishery. These components will be developed with input from stakeholders throughout the region to develop a pro-active plan for the future of the region’s snapper grouper fishery.

### WHAT are the components of a Visioning Process?

A visioning process can include developing a strategic plan with defined goals linked to objectives and strategies that will help reach those goals. In this case, the SAFMC will craft long-term goals and a roadmap for the future of the snapper grouper fishery. The Council will address the following:

- **VISION STATEMENT:** A declaration of what the Council and stakeholders would like to achieve managing the snapper grouper fishery. The vision is used to guide the current and future direction of management.
- **GOALS:** A series of broad guidelines that address long-term management of the fishery. The success of the goals often results from the cumulative effects of many management strategies.
- **OBJECTIVES:** The short-term goals that will be used to direct the specific outcomes of management strategies. Objectives should be clearly defined with a measurable timeframe and outcomes.
- **STRATEGIES:** Specific action items that help achieve management goals and objectives for the fishery.

Working together with the public to establish these visioning components will help the SAFMC better communicate and prioritize goals as well as implement current and future management strategies for the snapper grouper fishery.

### DRAFT Vision Statement:

*“The snapper grouper fishery is a healthy, sustainable fishery that balances and optimizes benefits for all.”*

### WHAT are the next steps in the project?

The SAFMC holds visioning discussions on the Monday morning of each quarterly Council meeting and the public can attend or listen live via webinar. Currently, the SAFMC is working on the following next steps.

- Further evaluate and refine draft snapper grouper Fishery Management Plan goals and objectives with stakeholder input.
- Continue discussions of the visioning process at quarterly Council meetings.
- Develop a structure and plan for conducting port meetings in key fishing communities from NC to FL in Spring 2014 to gather stakeholder input on snapper grouper objectives and strategies.
- Outreach to stakeholders on the project and how to get involved.

### HOW can the public get involved?

The SAFMC wants to involve stakeholders at all points of the visioning project. Here are ways to get involved:

- Attend the Visioning Workshops held Monday morning at each Council meeting and talk informally with Council staff and Council members.
- Submit informal comments and ideas to the Visioning Project e-mail: [safmcvision@safmc.net](mailto:safmcvision@safmc.net)
- Talk with staff about participating in port meetings.
- Volunteer to help with a port meeting in your fishing community - the SAFMC needs hosts and organizers for the meetings.

**For more information, contact**  
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