

SOUTH ATLANTIC FISHERY MANAGEMENT COUNCIL

INFORMATION & EDUCATION COMMITTEE

**Marina Inn at Grande Dunes
Myrtle Beach, SC**

September 12, 2016

SUMMARY MINUTES

Information & Education Committee:

Mark Brown, Chair
Anna Beckwith
Dr. Michelle Duval

Charlie Phillips, Vice Chair
Chester Brewer
LTJG Amy Hockenberry

Council Members:

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Chris Conklin
Ben Hartig
Dr. Wilson Laney

Zack Bowen
Tim Griner
Doug Haymans
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Council Staff:

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Mike Collins
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Dr. Kari MacLauchlin
Roger Pugliese
Julia Byrd

Observers/Participants:

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Dr. Jack McGovern
Rick DeVactor
Erika Burgess
Monica Smit-Brunello

Other observers attached

The Information & Education Committee of the South Atlantic Fishery Management Council convened at the Mariana Inn at Grande Dunes, Myrtle Beach, South Carolina, Monday afternoon, September 12, 2016, and was called to order by Chairman Mark Brown.

MR. BROWN: As a reminder, the members of the committee are Charlie Phillips, Anna Beckwith, Chester Brewer, Michelle Duval, and Lieutenant Tara Prey. Next, I would like to approve the agenda. Are there any modifications to the agenda? Seeing none, the agenda stands approved. The next item of business is Approval of our December 2015 Committee Minutes. Were there any modifications to the minutes? Seeing none, the minutes stand approved. The first agenda item, the next item of business, is Attachment 1, the Summary of the Council Communications Survey, which Amber will walk us through.

MS. VONHARTEN: We decided, after all our visioning effort and things that have been moving along with communications, to kind of take a look at the way the council is communicating with stakeholders, and so the purpose of the survey was to identify our current communications strategies and how they're being used, print versus electronic types of communication, and also stakeholder preferences.

Also, to look at other types of communication that our stakeholders are using from other agencies and also specific information on the mobile app and how it's being used and ideas for new features for the app, because we're thinking about doing some upgrades to the app, and then also looking at those communications strategies that came out as priorities under the vision blueprint and get some feedback on what stakeholders might be interested in seeing first. The ultimate goal for this survey is also to help inform in possibly developing a communications plan for the council, which hasn't been done before, and having our I&E AP help us develop that.

Speaking of the I&E AP, they did review the survey before it was distributed, and so I had to get feedback from them on the design and the content and the questions, and I had extensive conversations with Scott Baker, the Chair of our AP, about some of the design of the survey, and he had some recommendations for future surveys, if we wanted to do something a little bit more in-depth that we can talk about later.

I will just go through the document here. The survey distribution, like I said, it was released at the end of June, after our council meeting, and we decided to just do this as an online survey, given the short timing that we wanted to get this completed, and so we sent it out to over 2,600 of our email subscribers that are subscribed to our constant contact list.

You will notice in here that we do have a bounce rate of about 15 percent, which means that, for some reason or another, our emails bounce from a person's email address, or perhaps they have unsubscribed, although the unsubscribed usually get removed, and so that's something that we're constantly having to figure out and work around, is getting our bounce rate lower.

Then, of those folks that we sent the survey to, about 36 percent actually even open the email, and so that's kind of our average rate to all our emails that we send out, is somewhere between 32 and 37 percent, and so just a handful of people that open our emails. Of those that open the email, a couple hundred actually click through on the survey link, and we are assuming hopefully that they are some of the ones that filled out the survey, and so we did send out reminder emails and links to it in some of our other emails that went out.

Then the other thing that I wanted to talk about was we also decided to do a postage-paid postcard mailer to get a better handle or just a feel initially of how people might be able to stay informed about council news, as well as other fishery information, if they did not receive printed materials in the mail. Obviously we're trying to streamline our communications and be as efficient as possible, and we're just curious to understand how people would respond to maybe only receiving limited amounts of printed materials. Our mailing distribution list for hard copies is a little over 4,000, and that's how many postcards were mailed, and we had a very dismally low return rate of only about 7 percent, just under 7 percent.

They're still coming in. They're still trickling in. At the last count, the percentage that expressed that they would not be affected and the percentage that they said that they would be affected by not receiving printed materials was still about 50/50, and so there's still a portion of our stakeholders that would like to receive printed materials. Now, we didn't ask them specifically what they would like to receive in print, but the survey did give us a little bit of information that might help direct some of that. Before I move on into the content, are there any questions about that? Okay.

We had about 252 unique responses during the survey period, and Florida, by far, outnumbered the rest of the states in the number of respondents that we had. 24 percent were from the State of Florida, plus an additional 19 percent that further identified themselves from a specific area in Florida. The age group was primarily the forty-one-to-sixty-four bracket, so about 52 percent, and then recreational anglers were actually our primary respondents to the survey, followed by commercial fishermen and then government agencies.

MR. HAYMANS: How do those three correspond to the mail-outs themselves? In other words, if whatever that is, a third, are from Florida, is it a third of the actual mail-outs go to Florida, or is it the same thing for age? Did you look at those?

MS. VONHARTEN: I didn't look at that, because this was the people that responded to the online survey, but I can look at that. I don't know if Mike has that info handy from our mailing list, like what percentage are Florida mailing addresses.

MR. HAYMANS: It's not so much the residency as the third one there, the recreational versus the commercial. I would suspect that a whole lot more recreational folks subscribe than commercial.

MS. VONHARTEN: Yes, and that's one of the things that I wanted to talk to you all about, is the way our email distribution list is set up. When it was originally set up, it didn't have you qualify or identify with a sector, and so that's something that I think would be really helpful after this exercise, if we could maybe go back in and do a re-subscribe effort to our email list that can delineate by sector.

I did set it up to start delineating people by sector when we did the port meetings, because we actually had that information, and then also do a re-subscribe that would give people options for what types of information they wanted to receive electronically from the council, whether it's just press releases or meeting announcements or forwarded fishery bulletins or newsletters or things like that, so that we can better target our distribution list.

As far as the first part of the survey was asking folks about how they're using our current council communications, and keep in mind the questions were not required, and so not everybody answered all the questions. Of the people that answered these questions, and there was about 230, the top three resources that they are using are, of note, all electronic, and they're the press releases, the newsletter, and email distribution list.

Those are the things that people are currently receiving pretty consistently, and their preference for receiving them is by far, and that's that blue bar there, electronic. Again, another caveat is we targeted our survey through an online survey, through an email distribution list, and so, more than likely, that's the kind of people that responded to the survey, and maybe not those folks that are receiving a lot of printed materials.

In terms of the frequency of use, for electronic types of communication, and that's what you see down here. All these down here at the bottom are the different types of electronic communication we use. The most frequently used were the email distribution lists and the website, followed by the mobile app, and the least were the webinars, but you also have to keep in mind that the webinars are only offered a few times a year, and, if you look at our scale, the rate was four to six times per year, which was about the number of times that they are offered anyway. Unfortunately, the things that are not used at all, by at least these folks that responded, was the social media stuff. People aren't engaging with that as much as the other types of communications.

DR. DUVAL: In terms of the Facebook page, and I know Kari manages the Facebook page pretty much, but I guess I am wondering, from a staff perspective, if you feel like the responses that you're getting here from the survey, with regard to use of the Facebook page by constituents, matches up with -- In other words, do you all feel that the Facebook page is actually getting more action than what you see here in the response from the survey?

MS. VONHARTEN: I am going to let Kari speak to that.

DR. MACLAUHLIN: I think it does. Our likes keep going up. We have, I think, over 1,000 likes, but what really counts on Facebook is when you post something and people share it, and, whenever that happens, the reach is huge, like several thousand, and then those people are like, oh, what's this page, and then they like it and we get a lot more people following us. Then, even if they're not interacting, if they're reading it, you can answer questions or clear up any miscommunications. I think that it has its -- Not all the time, but for really important topics that a lot of people are concerned about, it has a huge reach.

DR. DUVAL: Just a follow-up. I asked that because it seemed to me, when I was looking at these survey results, that they didn't quite jibe with what I've heard you all talk about in terms of Facebook posts. Now, I am not a Facebook user, and maybe I am already way too discoverable as it is, and so maybe -- I am just wondering if some of the folks who responded to the survey by email are more just email users, like myself, and so that might be skewing the results a little bit. That's all, and it's just because it does seem like, if we have a high-profile issue, that there is a lot of action on our Facebook page.

MS. VONHARTEN: Now that we actually have a YouTube channel and we're trying to use Twitter more, that's something that we can analyze in the future, because all of those different

social media platforms have analytics that you can use to gauge how people are using it and how you can improve it.

As far as printed and mailed materials, we also wanted to make sure that we understood if people were not only receiving it, but also were receiving it and actually reading the information, and so that's the dark blue here. It looks a good majority of people are receiving it and actually reading it and not just receiving it and not reading it, but, still, about 50/50 of survey respondents, they receive it or they don't receive it.

Then use of personal contact, we were just curious to learn if folks were using staff contact or contact with council members or just coming to meetings and interacting with folks as well, and it seems like that's a pretty rare communication that they're using, and the majority of them are just interacting with staff and council members when they're doing it.

DR. LANEY: Amber, do you think maybe that part of that is because the council is doing such a good job putting all the information out there on the website and via other media that -- I know, in my case, generally speaking, I can find what I need on the website, and I feel like I don't need to call somebody on the staff when I can find the information readily for myself, and so maybe that's one thing that's coming into play in this particular graph.

MS. VONHARTEN: I hope you're right. Then we asked kind of an open-ended question for a couple of these, per some recommendations from our AP, to kind of list the top three communication resources, using the list that we had just previously provided them in the questions above. Kind of, as you always learn something when you do surveys, this was probably not the best way to phrase this question, because people did not follow the wording that was used in the questions that were presented to them before, and so I had to kind of categorize some of the responses. Some people just said electronic, and I'm like, okay, electronic what? Are you talking about email or those kinds of things?

I did my best with interpreting and categorizing, and that's what you see here. These were the categories here, a mobile app, an electronic email newsletter, personal contact, press release, print, social media, and so on and so forth. After categorizing those and ranking them, using a weighted average, electronic email, and so that includes any electronic email distribution list or emails that they received from the council. That was number one, followed by the newsletter, although, in this category, the electronic version of the newsletter was the priority there, and then the website.

Then we had some questions asking about how easy to understand the council materials were, and we divided it up into council communications, and so more the outreach and public information types of information, council documents related to FMPs and amendments, and then the video presentations on YouTube. Surprisingly, everybody thought that most everything was easy to somewhat easy to understand.

Then we did have some general recommendations for improving some of the communications, and that's what this bulleted list is here. I don't have to read through those if you all don't want me to. Some of the ideas you will see were lining up with what came out in visioning, ideas about webinars and online forums and use of blogs and some suggestions for different ways to use social media, particularly Twitter. The bottom line was more plain language in a lot of the documents, using more visuals and imagery, in particular, to talk about fisheries science concepts.

Then the next part of the survey asked folks how they were participating in the process. 63 percent of the respondents say that they participated in some way, and here is the list of different activities we gave them to kind of tick off of how they participated, and so the most frequent was actually attend council meetings, followed by public hearings and then scoping meetings.

Then the top three, the same thing. It was an open-ended question asking them to categorize and rank the top three activities they felt were the most effective way to participate in the council process. That came out to be the same, council meetings, public hearings, and scoping meetings.

Then we asked some questions about the mobile app. 51 percent of the folks have the app. Only 15 percent didn't know about the app, and then we also want to make sure -- I know that we have had lots of inquiries about the software updating on the app and not reflecting current regulations, which is something that there is a huge misunderstanding about how to update the app, and so some people have had the app in the past downloaded, but they were no longer using it, and some of the reasons for that were they felt it was too difficult to use and there were too many regulations to look through, and so too much information, and that it was easier to look up the regulations on the council's website and that some of the information was not accurate.

One of the problems that we're having with the app, and one of the reasons we're looking at possibly upgrading the app, is that as Apple and Android update their software, it requires a certain upgrade on the backend for the app as well, and we are in dire need of that to happen. A lot of times, if people go -- Like it happened over the weekend. People are going to the app and it's not loading the most current version of the regulations, and so people are having to uninstall and reinstall the app, which sometimes works, but not all the time, and so that's frustrating.

Some of the things we also asked about the app were some possible new features that we could add that would add to the functionality of the app, and the top thing was people really liked to see real images of fish and not just the illustrations, to help them with species identification, and they also liked the idea of an opt-in text messaging for any regulation changes.

Now, if you've been paying attention the last month or so, NOAA Fisheries just actually implemented the same exact idea, where you opt-in to get text notifications for recreational and commercial regulatory changes, but our vision for the mobile app would be not just regulatory changes, but any council information and news that folks might be interested in as well, and then also the idea of a weather marine forecast link on the app that could take them to the forecast.

We currently use push notifications to tell folks about changes to regulations, but, again, that is character limited, and you can only put so much information in, because one of the things was people were asking if, when you send a push notification, if you could tell or if the app could notify you what specific regulations had changed, and so you may not know. It just updates, and there are ways to do that. Any questions?

DR. DUVAL: One of the other apps that I have on my phone is the Fish Rules app, and I didn't know if you all had any discussion about that or if the advisory panel had any discussion about that. It is fairly comprehensive. Now, they don't have some of the things that you all are envisioning, in terms of notifications and opt-in text messaging for regulatory changes or news updates or things like that.

I know that we were approached by the developer, and we're sort of very slowly moving along in this process to have a meeting between the developer and some of the IT staff at the department to determine whether or not it's something that we could use in North Carolina. There are a lot of questions about are we liable if we feature a particular app or a link to an app on our webpage, one versus another, blah, blah, blah, but, because this is one that is out there, there has been some coordination with NOAA Fisheries in the Northeast to try to improve this app, and I just didn't know if that was a conversation that you all had in the context of the mobile app.

MS. VONHARTEN: Yes, he has approached us as well to kind of have some conversations, and I know that, from the way I understand it works, is when you're offshore in federal waters, obviously you're way beyond cell phone range, and so you have to manually enter the GPS coordinates in, and then it will tell you. Again, it's just another upgrade that we would have to pay for. We have been in talks with an app developer that can do a lot of these things here. That is one thing that they can't do, and so if that's something that you all think is really, really important, that we have that capability to be able to have fishermen know which jurisdiction they're fishing in and get the rules for that jurisdiction, then we would need to explore that with an app developer that can do that.

Then the last part of the survey also was trying to understand other sources of fishing regulation information, where they were getting information from, and it looks like the state fishery agency websites were where people were getting other regulation information, followed by our website and then the NOAA Fisheries website.

Then we asked folks about those top items that came out of the vision blueprint, under the communications goal, and asked them to rank which ones they felt were the highest priority, and you will see here that the first choice was those informal, in-person meetings, like the port meetings we did. Everybody still talks about those, two years later, and obviously it's something that people are interested in, followed by more educational webinars, and so not just on public hearings and scoping meetings and things like that, but webinars on fisheries issues and management, fisheries science and things like that. Then that was closely followed by the idea that came up from a North Carolina fisherman about a staff-moderated online forum for fishermen. The blog was not really interesting to people, it seemed. It's more stuff to read, I guess.

My question to you all on that, and the discussion I would hope to get out, is how to pursue some of those things as we go through the next three-and-a-half more years of the vision blueprint, how to prioritize that and find the resources to make some of those happen, or even just one of those things happen, and then we also were curious to find out information about other types of fishery resources that people were using when it came to websites or social media or any other type of resource, and, for websites, it seemed like most regularly people were using fishing websites or blogs or forums to get information. For social media, it was Facebook sites from other organizations, and then, for other types of resources, word of mouth was the most regularly used type of resource.

Then the last question on the survey was just asking them if they had any other general recommendations about communications, and so there were some specific things about meetings and rotating locations of meetings and working with the APs in advance of developing an amendment, more than what's happening now, I guess, and considering the timing and location of

meetings to coincide with the physical location of most fishermen, and I think we've been doing that more and more, trying to target the location of meetings based on the topic at hand.

Webinars, like I said, more informal webinars, educational webinars, providing directions on the website about how to log in and register for a webinar. Also the idea of polling surveys came up again. That did come up during the vision blueprint, to gauge just stakeholder support for actions. Not like a vote, but just informal surveys, and the idea of kind of a mentorship program that would create like regional representatives from the fishery that could be spokespersons, I guess outside of the APs, and I'm not really sure. Then just general outreach needs, and, again, more plain, simple language and more information about fisheries science and statistical surveys and information on MPAs. Then the general comment that they felt that the council did a good job with communication, and we heard that a lot. That's it.

These bullet items here under the action part are kind of some things that I was hoping would prompt some discussion, and so what to do about print versus email versus electronic communication and what you all think we should do to maybe further identify stakeholder preferences on that, if we want to do anything about that. Would you all like to see me look at the survey results further by sector, to see if maybe we need to be targeting certain sectors a certain way?

Also, the website is, right now, currently being upgraded, and so there is the possibility that it might be helpful in the future, after the new website has been online for a while, to do a survey about the use of the website, to make sure people are understanding how to use the new site. Prioritizing those new outreach approaches from the vision blueprint and then convening the I&E AP this fall to go through the survey and help with these communication strategies.

DR. DUVAL: I do think it would be good to -- You might have mentioned this earlier, in terms of identifying stakeholders that prefer to receive printed or mailed communication, I know that, for some of the stuff that we do in North Carolina, we have had an occasional you must return this form in order to opt into continuing to receive paper communications. That might be one option, if we were going to send something to all currently registered dealers or permit holders, to ask them if they want to continue to receive -- If they would prefer to receive communications by hard copy mail, to opt-in on that.

Then I do think maybe drilling down a little bit into communication preferences by sector, because I would guess that, especially based on the survey responses, as Doug brought up earlier, that most folks are -- Most of the respondents were recreational fishermen, but I have a feeling there is probably some differences in how private anglers might want to be communicated to versus commercial fishermen. Personally, I receive many more phone calls, I think, from commercial fishermen than I do from private recreational anglers. I am more likely to receive communications by email, and so it might be helpful, and I don't know other folks feel, to drill down into those a little bit more.

MS. BECKWITH: A couple of thoughts. I definitely think we should be targeting some of our outreach to the different sectors and separating out some of the charter guys from the regular recreational, depending on what the topic is. I have always said that I think one of the best ways to reach out to recreational fishermen is through the fishing clubs, and there may be -- It takes a lot to compile those lists, and maybe sometimes, if we have public meetings in a certain location,

that we can look into local fishing clubs as well, and I know Michelle and I have gone and spoken to fishing clubs about some of the issues as well in the past, but they are just such a great source for outreach. Thanks.

MS. VONHARTEN: You're suggesting like, when we're already in an area, possibly trying to hook up with a club for a presentation or something? Okay.

DR. DUVAL: Don't let me dominate the conversation here, but I think, just looking at one of the other responses was more of the informal type of in-person meetings on fisheries issues, similar to the port meetings, and there is always a balance of the time for council members and the cost to the council of doing stuff like that, and I have thought about that myself. Obviously I work for a state agency. I am a paid agency representative. It's a little different for me than it is for the appointed members, who are sitting around this table who have businesses and jobs and other -- They have their other full-time life to deal with.

It's easier for me to say, okay, I'm going to take a day or two, and I can see that the weather up off of Hatteras is going to be pretty ugly, and this might be a good time for me to go up there and try to reach out to some of the charter guys who are up there.

It's tough, because doing stuff like that requires being very flexible with your schedule at the last minute, but those continue to be the types of responses that we've seen, is when the weather is good that we need to be out on the water and not in here, but I just wanted to highlight that it's a little bit easier for someone like myself or Mel or Doug and folks at the FWC to engage in those types of activities than it is for our appointed council members, but I also feel like stakeholders also want to talk to our appointed council members, who are the folks who are out on the water as well, and so I don't really know how to tackle it. I am certainly more than willing to engage in those types of additional informal topic-focused not necessarily action-focused types of informal meetings.

MS. VONHARTEN: One of the ways I've been thinking about is we tried this whole idea of comment stations, specifically for visioning, and perhaps -- Really, they just want to see your face and know that you're there listening. Does that necessarily have to be in person? I don't know. Maybe it's a matter of working with a fishing club or some other organized group of fishermen to just set up these informal meetings and figure out a location that has that technology available and having those meetings virtually, but, like you said, it's not centered around a specific public comment time or something like that.

It's just this is what's going on, like after a council meeting. Maybe the month after a council meeting, we could set up some meetings where -- It doesn't have to just be council members. It could be staff or it could be whoever, and I'm just throwing ideas out there, but just a way to have some face-to-face interaction, but maybe not necessarily have to always be in-person.

DR. DUVAL: A follow-up, just to make sure I'm understanding. Using the comment station type of approach, you're saying you could have staff participating in that conversation with the council member who is maybe there in person with the stakeholders, but also allowing the stakeholders to participate virtually?

MS. VONHARTEN: Well, you could do that. That's how we ran the comment stations, but I'm saying like partner with a fishing club and have the fishing club run the meeting. Then the council member or a staff person is in their office, so they didn't have to travel, but still you have that face-to-face interaction, even if it's just virtually. That's kind of maybe putting some of the onus back on partnering with the fishermen, kind of like what we did for the port meetings, because those were all pretty much organized by fishermen, which was awesome.

MR. BREWER: Just my experiences with the West Palm Beach Fishing Club, and I know the facilities we have, and there's a monthly meeting. We have guest speakers that teach people how to catch swordfish or whatever. One thing that might work is maybe not question-and-answer, but a DVD or some sort of memory device used so that you could play almost a report from council staff, probably council staff, saying, okay, these are the issues that are going on right now throughout the South Atlantic, and these are the things that the council is thinking about doing or working on. Then have available like comment cards for people to be able to actually write back with their thoughts.

It would be fairly low-tech. We just spent over \$10,000 putting a new audio-visual system in, and so it would show up really nice, but I think there would be -- At least in our club, I think there would be a lot of interest in doing that, and that's pretty low-tech and pretty inexpensive to do, and it involves no travel.

MR. BELL: Chester has got a really good point. We're trying to figure out how to find these people and get them into groups and get a message across and get input, but I know, from experiences in South Carolina, we can beat ourselves to death trying to get two people to show up or something. Sometimes if there's an issue that's really burning, you might get a crowd, and we talked about the utility of these clubs.

Chester is right that they have a schedule and they have regular meetings, and they are aggregated at that time and place. If there is a way to push stuff into those venues, and then maybe even with kind of a feedback loop, like Chester is talking about, I think that would be more bang for your buck, as far as getting some word out and then getting some feedback, because trying to corral them into a public setting to talk about whatever -- I mean we get a fairly low return for our dollar sometimes, and so it's kind of like fishing.

If you want to catch them, go to where they're aggregated, perhaps, and get it that way. You could think of it that way. There could be a spawning aggregation or Lord knows what they're doing there, but that's probably the way to work those clubs, is to work within their schedule and their structure and then take them a message. If you want to put a feedback loop in there with that, that might be a really good way to do it.

MR. BROWN: I would like to say something, too. One of the things I noticed about our area is - - It seems like every area is different, too. In our area here, like Mel said, we struggle sometimes just getting people to come to any meeting, but, if I look back at the past of what we've experienced, I think that when we had the one in West Ashley, and it was a tackle shop, we had about twenty-five or thirty people that showed up, and we had the sticky board and were putting the displays up there, and we had good interactions. It may have been a softer environment. I don't know what caused us to have so many people show up at that particular meeting, but there's

a lot of meetings where we have one or no people show up, and so I think you just have to kind of figure out what venue is going to work for what area and who is going to be attending.

MR. BREWER: Again, I am really only familiar with the West Palm Beach Fishing Club, but we have, on a monthly basis, we have 150 or 200 people show up, and so it's a pretty good spawning aggregation there to be getting the message out, and I think people would be very interested in it. They're interested in what is going on in the South Atlantic and what issues are out there.

MR. CONKLIN: For what it's worth, I go speak to fishing clubs often. Like on Saturday morning, I was on a fishing radio show advertising for you all, stumping, and so thank you very much.

MS. VONHARTEN: I really like that idea, Chester, and it would be something really easy we could do, because we have YouTube channel. I could create -- Emily Muehlstein at the Gulf Council does this after their council meetings. They just trying this in the last few council meetings, where they do a council meeting round-up. It's her little face in the corner of the screen talking about what just happened at the council meeting, but we could do it beyond just what happened at the council meeting, and in between times, too.

Also, if you all haven't seen -- I have started doing these things called story maps, story journals, which is more of a visual, interactive way to present information. It's an ArcGIS-based system that's free online, and it allows you to make maps. If you have any kind of information that needs to be displayed through maps, it allows you to upload videos and pictures. I did one for the last council meeting. I will be doing one for this council meeting. I did one for the public hearings.

If you haven't checked those out, check them out, because that's something else that I could very easily narrate and record. Then it's more visual, and then they can actually see links to information that they can access later, and then figure out a way to have that feedback loop, and that's really important, whether it's a comment card or -- If it's on YouTube, they could post questions and comments on the YouTube channel that I could then respond to, or, if we got this online fishing forum set up, it's something that we could post the video to the forum and then allow exchange there.

DR. DUVAL: That was one of the things I was going to bring up, was you narrating one of those story boards. Those are so cool. They're so visual, and they're very captivating. I love the ones that you did for this last round of public hearings, and so I think a narration can probably help communicate the issue, maybe some more of the details of the issue, that you really just didn't want to put into the actual content of the story map, because it would take up way too much space, but it can help communicate that.

Then I had a question for Chester. I was curious, and do you all -- For the West Palm Beach Fishing Club, how far in advance do you plan what's going to be discussed at a particular meeting? Is it kind of laid out six months in advance or six meetings in advance or what's the flexibility there, I guess, for having someone come talk to the club, either in person or virtually?

MR. BREWER: I was thinking more in terms of this would be done in addition to the speakers. The speakers list is set up six or seven months in advance, and you're going to have different turnout depending upon who the speaker is, and these people are not going to come to a meeting to listen to a tape about what's going on at the South Atlantic Council. Now, when they hear

what's going on and hear what the issues are, then they might get involved, and you might be able to get comments and thoughts back from them.

Just as an example, when Bouncer comes and he's talking about catching swordfish, you can't get in the place. You've got a big crowd there. Now, the stuff that would be done in addition to the speaker, like this, there is a very short notice period. It could even be -- There is no set agenda. It's so-and-so is coming to talk about how to catch wahoo, and it's somebody that people know. They know the name, and so they come.

I do like the thought though of having those cards ready right there when that presentation is made, because you want to strike while the iron is hot. You can say to people that, yes, you can get back to us on this on YouTube, and they will say, okay, yes, I'm going to do that, and, by the time they get home, they have completely forgotten. If you have them right there right then, and it's something that's hitting close to home for them, I think you probably will get some written comments and some thoughts back, which is kind of what we're looking for.

MR. PHILLIPS: Amber, I think you said that there was a 36 percent unopened email or something like that. In spite of the fact that I try to hang on Kim's every word, sometimes the bulletins, I have already got them through another agency and I've already read them, and so I don't open them, and I am thinking part of that is because people have gotten them through other things, Rusty or wherever.

MS. VONHARTEN: It varies depending on what the email content is, although I will say that the Fishery Bulletins are typically one of our higher opened things, even though they're a forward from the agency. I am going to go back down to these action items, so you all can look at those again.

For the return postage mail-out that we did, the postcards, we did have on there that if they felt like they were going to be disadvantaged by not receiving printed materials to please put their address, and so we did get some that put their address. Some people marked the "yes" box and then didn't put their address, and so that didn't help, and then we also did have a way to identify people that wanted to be off the mailing list and just added to the electronic mailing list as well, and so it can give us some information, but I think, if you all want us to go down the route of doing this and this is mandatory, and, if we don't hear from you by this date to opt-in, then you will no longer receive printed communications, then that's something I need to hear from you all, or if we need to further identify what they want to receive. How should we address that?

MR. HARTIG: Just thinking of how I use the information, I can get everything over the internet fine now, except I like that meeting card, that card that has the meeting dates on it. I set it right there by my lamp on my desk, and it's staring me right in the face all the time. I can access it. The one it doesn't always have it on it is the hotel's phone number, which I think could be added, which would be helpful, the meeting place phone number, wherever it's going to be, but that, I think, is still useful for people to have, because that's something that they can set somewhere where they can see there's a meeting coming up and here it all is. I see a lot of value in that card, that one printed piece of information, to still go out to people.

COUNCIL MEMBER: It's on the home page.

MR. HARTIG: I know it is, but, still, I'm on the web everyday, but I sit in my chair almost every day, and there it sits, right there on the lamp, right by my chair, staring me in the face.

DR. LANEY: I cannot pass up the opportunity to affirm Mr. Hartig, because I do the same thing. It's sitting right there on my desk, Ben. I look at it. I don't have a lamp. I have fluorescent lighting in my office, but I take that card, and I sit it right there in front of me. There are a couple of us old dinosaurs on the committee, I guess

I did have a question, Amber. I should know the answer to this, but I don't, and that is, one of the things that occurred me to is do we have any place on the site that is like kind of a user's guide to council information that a person can go to and say, okay, if I'm looking for something in particular, where should I go? Is it on the website, et cetera? There are so many different tools that the council provides, so many different sources of information now, and probably one of the most useful things to me is the meeting briefing materials that are archived on the site, because if I can't readily put my hands on it in the office, I know I can always go to the council website and pop right into the committee in question and, boom, there it is. You guys are phenomenal about keeping it all up there for us to access.

MS. VONHARTEN: You're talking about on the website?

DR. LANEY: Yes, I guess. I'm just thinking, is there -- It gets back to the comment that I made in the Habitat Committee meeting earlier today, about the fact that I still am dismayed that we hear sometimes from different stakeholders out there that you guys don't let me know enough about what's going on, when it seems to me there is just an overwhelming amount of information available to anybody who wants to be able to find it electronically. It's there. The only thing that may be difficult sometimes is somebody who doesn't use the site very often can't immediately go to a particular piece of information, and so would there be any utility to having kind of a little user's guide somewhere, like how to use this site?

MS. VONHARTEN: I wish I could show you the new site, because it is very snazzy and looks amazing, but I'm not ready to show it to you all yet, until everything is finished. It does actually have a site navigation now that I think is going to be really helpful, but that's a good suggestion, that maybe I could add something. You can do different modules on different pages, perhaps adding something like that on the home page in particular, more than just quick links, but here is how to use this if you're looking for X, Y, Z, and so I can add that.

MS. BECKWITH: I know we did some of this during the visioning stakeholder meetings, but we don't habitually send mail-outs to the permit holders, and I think that sometimes for things like potential discussions of limited entry or the logbooks, for the charter industry, that isn't often involved in our process, special circumstances like that, I think mail-outs to the permit holders is actually a great way of communicating.

I know we don't often do it for the commercial guys either, but there is less of them, and there's a lot more issues, but I think, in general, the commercial folks are a little bit more in-tune with what we're doing, because it impacts them a little bit more directly, but, at least for the charter industry, a lot of those guys haven't been involved. They're holding the permits. Some of them may have heard that we're thinking about certain things, but we may not be at critical mass yet of knowledge, and so just a potential option.

MS. VONHARTEN: I guess that's the struggle. If we're going to do printed materials, we want to make sure that we're sending out the things to the right people and sending out the right information and that it's targeted, and so prioritizing, I think, what we send out by print, just because it is expensive, is a good thing to do. I am hearing meeting postcards, perhaps, is something and, in special circumstances, whether it's just like a one-page fact sheet kind of thing, kind of like what we did to advertise the port meetings, something like that.

MR. PHILLIPS: I agree, because it can be really expensive just sending them out to everybody you know, but I find it really handy, for my business, to just stick those sheets up on the bulletin board, and I expect the fishing clubs would too, so that everybody that walks through there sees it, and they may or may not get email and they may or may not use the app or the website, but they see it. They come unload fish. They see it, and it's easy. If they ask what's this, then it's the new rule. This is what happened. I think, at least to people that use common areas, it is important to get those printed materials to them.

MS. VONHARTEN: Okay, but what printed materials, because that's the Fishery Bulletin, that we don't do. Are you saying everything, like press releases and newsletters and meeting postcards?

MR. PHILLIPS: I get the meeting postcards, and so it's there, and maybe we just need to selectively go through what needs -- Get a priority and then figure out what you can afford to do and what you can't.

MR. CONKLIN: I'm not on this committee, but thanks for letting me speak. I think I've said it before, but a lot of the boat landings have signs that drive you to different shark regulations and stuff like that, and maybe we could get some little street signs made and put them up at marinas and boat landings, to drive fishermen to the app and to the website. I think that would be real helpful.

DR. DUVAL: We talked about this during visioning, but I am wondering -- This is a question for I think some of our commercial representatives around the table. Charlie has mentioned this, like posting a Fishery Bulletin, but are there other council publications that do get posted in fish houses? Do people rely on the fish house to post some of those pieces of communication that come from the council? I understand the Fishery Bulletin is coming from the agency, but any printed material coming from the council, does that ever make it onto a bulletin board at a fish house, besides Charlie's?

MR. HARTIG: We don't have fish houses where we are anymore. We're satellites. Most of the fish that are picked up in that two-county area where I fish, there is no fish house on site, but, having said that, we do have a bulletin board for the dock authority, and so you could post all that there, and that's probably what I should be doing. I have done it before, but you have to have the key, and it just gets -- You have the person who runs the dock to do it, but those arrangements could be made, and that could be done. Not everything, but I think the meeting postcard, in particular, would be helpful, for people to be able to know when the meetings are and when the public hearings are, the council meetings and public hearings and scoping meetings, all of the meeting dates. That would be very helpful.

DR. DUVAL: Just a follow-up. I asked that question because I am thinking, as we consider some of these other new outreach approaches, like an educational webinar on a particular issue or something that the council would host, that posting of a card that says, hey, the South Atlantic Council is hosting a webinar on this date in time and here is the link, that might prompt folks to, when they see it there, to actually -- Whether it's going to the library or going to someone else's house or at home, if they have their own computer or tablet or whatever, to log into that, and so just thinking about -- I mean, it's one thing to develop these new tools, such as an educational webinar on a particular issue. It's another thing to really try to pull people in, and so how do you make sure that they know that something like that is going on?

Future survey about use of council website, I'm assuming that you guys, since there's going to be a new rollout of a new configuration of the website, that that is something that you all envision, as staff, occurring down the road? Is that -- Okay. Then convening the I&E AP to review the survey results, so they have not seen these results yet? I would definitely support them reviewing these results and providing any feedback. That's what we've got them for.

MR. HARTIG: In thinking about the fishing clubs, and we have talked about the fishing clubs as long as I've been on the council, and we have gone to fishing clubs, but we've never had the sustained effort over time. We have never included them long-term in outreach and education. Yes, we will snip in and out, and I know Gregg has given presentations to one club in particular, but I think, with a sustained effort and maybe some kind of the council -- You know, what's going on with the council. At every meeting, I don't know that it's necessary every meeting, but at least -- I am not sure how often they meet.

There is a whole lot of things to take into consideration about how often each club meets, how often they would need to be visited by the council as far as either some kind of electronic, but a person is always the best way to do it, and that's not always easy to sustain. I am thinking out loud.

DR. DUVAL: Annually, I go to a particular fishing pier, as they do their spring kickoff, in the southern part of the state, and so I think I've done this for four years now, and I'm going to take Chip's name in vain, because he is the one that suckered me into it the first time. It is I think four years that I've been going there, and so it's become a little bit of a tradition of, hey, this is when we get to throw darts at Duval, but I think it is good outreach, and I've gotten to know quite a few anglers and charter captains down in that area of the state, which is not an area that I get to that often, and so there is benefits for me as well in that regard, I think, and I say that because I think even just an annual visit to a particular club or a facility is helpful and can start building those relationships.

Maybe it's a year in review of what the council has done, and here are some of the things that the council is going to be tackling ahead of time, or even maybe particular clubs might appreciate a visit, whether it's virtual or in-person, twice a year. It could be Anna goes to a particular fishing club and Amber is there virtually to help answer questions or facilitate something, or Amber walks through a presentation of a particular issue that that club might be interested in and then Anna is there to help navigate some of the questions afterwards. I think it doesn't have to be -- In terms of the investment, I don't think it necessarily have to be monthly. It doesn't even have to be quarterly. I think even semi-annually or annually is appreciated.

MR. HARTIG: Certainly one place where we do that on a yearly basis is our seafood festival, and Amber and Kari both were able to come to the festival this past year, and they had a lot of interactions with the public. Now, they weren't all fishermen, but there was a lot of interaction with the public in general, and fishermen as well, but I still don't know that we're reaching that many -- We're reaching some recreational fishermen, for sure. There is no doubt about that, when I think back on it, and a few commercial guys. It's well worth it to have some kind of council presence in our booth going forward, I think. I think it is. I mean, you saw how many people you interacted with, you guys both. Of course, the posters were a big draw, but there were questions as well, and so that's one way you can do it, another way.

MR. HEMILRIGHT: I'm not on the committee, but I do get the mailings and stuff like that. For me, I think the best way to reach the charter or the commercial guys is when you get your permits. In your packet of permits, with your logbooks, there is always a thing telling you what permits you have, and so there could be a one-pager from the council that gets included in that packet that tells them where they can go find your app and your this and your that, and that's one way that -- They're going to get their permits, and so that's one way to give them a heads-up on maybe the three or four places where you can look at or do something, because you always get your permits. That's one thing.

I would say for 99.9 percent, that's going to be the best way to get that for the charter or the commercial. I am not tuned up on exactly what the charter has to have, but, through that permit process, a one-pager. There are other things in there that tells you how to fill out your logbook and what permits you have and what you're supposed to do, and you could just have something in there that the South Atlantic Council -- If you have these permits, here is where you could go and the website and different things, just to help them out there, and it probably wouldn't be that -- It's probably more effective for me, my permits, through there, than it would be for the mailer that comes in the mail. Pretty much, by the time the mailer gets in the mail for me, I have heard it from three or four different sources, electronically through my emails or something like that. Thank you.

LT. HOCKENBERRY: I would just like to give a heads-up in reference to the one-pager. In general, we're out there on the water all the time, and we're all about the boater education, and so, if you have a one-pager that we can hand out, that's what we're here to do, and so being the Executive Officer at the Southeast Regional Fisheries Training Center for the next two years, just give it to us, and we recently updated our module to include the SAFMC app, which we teach.

Not only are we teaching the new LMR BO officers, and you're talking about a hundred or 125 a year, and then we're actually going out, as I was just out for ten hours a couple of weeks ago, and educating the public as well, and so any information that we can hand out, we will be more than willing to help. Thank you.

MS. VONHARTEN: Okay. I think we've covered most of these bullet items, and you have given me lots to think on and come back to you with later, and, if there are any other ideas you have stewing around after this conversation, let me know.

Then the next thing is I was going to just brief you on the upcoming outreach stuff that's going on. The big thing is the website upgrade. It's going to have a couple of new features to it, including just a tab on the page that is going to be strictly for public comments, and so, instead of having to

drive everybody to different pages every time a council meeting rolls around or a public hearing, they will go to the public comment tab, and those things that are open for public comment, the forms will be listed right there, and the links and everything, and so I'm really excited. It's using the latest and greatest content management systems, and our web designers are really, really great to work with. They hopefully can help us provide some other additional new features as we move along.

Also, we're kind of just starting to think about some managed area outreach, as the spawning SMZs and the system management plans and all of that starts to possibly get geared up next year, if that goes through, and so talking with hopefully the I&E Committee more about that. Chip gave the overview of the system management plans at their last meeting, to talk with them about that a little bit more.

Then obviously implementing some of this vision blueprint outreach things. It sounds like we've come up with some really creative ways to make some of those things happen today, and so that's good. Then, just recently, we worked with Jessica's staff at FWC to do some more outreach about the snapper grouper/dolphin wahoo fillet from the Bahamas issue, and a press release went out the past few days, and we're working on a rack card and things like that to get information out about that amendment that has been passed.

MR. HARTIG: I think that one-pager, if we can work with NMFS and they would actually send it out with the permits, is a great idea, because it would reach at least all the permitted commercial fishermen and the permitted for-hire vessels as well. It would be interested to see what you could get on one page of what you thought was the most important things to be able to get in that package. I would be interested in that.

MS. IVERSON: We have our app postcard, and so, if we could have two pieces of paper, maybe the app postcard and then a one-pager with just other resources, but I will have to get with SERO staff to see who we can talk to about making that happen, if it's possible.

MR. BROWN: Unless there is any other business, I would like to adjourn the Information & Education Committee.

(Whereupon, the meeting adjourned on September 12, 2016.)

Certified By: _____ Date: _____

Transcribed By:
Amanda Thomas
October 2016

SOUTH ATLANTIC FISHERY MANAGEMENT COUNCIL
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Timestamp	Full Name	Email	Mailing Address (If your address is already on file, just type "on file")	How do you participate in fisheries in the South Atlantic? (Check all that apply)
9/12/2016 7:55:15	Dean Foster	dean@pewtrusts.org	on file	Non-Governmental Organization
9/12/2016 8:24:09	tim griner	tim@charlottefishco.com	file	Commercial Fisherman
9/12/2016 10:50:54	Bill Kelly	fkcfat1@hotmail.com	On file	Commercial Fishing Representative
9/12/2016 12:31:27	LTJG Amy Hockenberry	amy.n.hockenberry@uscg.mil	1050 Register Street, N. Charleston, SC	Coast Guard
9/12/2016 14:40:09	Richen Middleton Brame		on file	Non-Governmental Organization
9/12/2016 15:11:54	Lora Clarke	lclarke@pewtrusts.org	on file	Non-Governmental Organization
9/12/2016 15:16:12	David Bush	davidbush@ncfish.org	on file	NCFA

MONDAY 9/12/16

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