



SOUTH ATLANTIC FISHERY MANAGEMENT COUNCIL

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Dr. Michelle Duval, Chair | Charlie Phillips, Vice Chair
Gregg T. Waugh, Executive Director

AGENDA

Information and Education Advisory Panel

Hilton Garden Inn
North Charleston, SC

Tuesday, October 10, 2017 – 1:30 P.M to 5:00 PM and Wednesday, October 11, 2017- 9:00 A.M. to 12:00 P.M.

Approval of Agenda – Scott Baker, Chair

Approval of November 2016 minutes – Scott Baker, Chair

1. SAFMC Outreach Activities Update (*Attachment 1*)
 - a. Mobile App transition - Cameron Rhodes
 - b. Fishermen's Forum – Cameron Rhodes
 - c. Other items – SAFMC staff
2. Overview: MyFishCount Recreational Reporting App Project (*Attachment 2a-d*)
 - a. Review of MyFishCount survey presentation– Kelsey Dick
 - b. Review of MyFishCount survey document
 - i. Discussion and Recommendations – Scott Baker, Chair
 - c. Review of MyFishCount webpage content – Kelsey Dick
 - i. Discussion and Recommendations – Scott Baker, Chair
 - d. Review of Best Practices webpage content – Kelsey Dick
 - e. Discussion and Recommendations – Scott Baker, Chair
3. Overview: For-Hire Electronic Reporting Outreach Project (*Attachment 3*)
 - a. Review of project and training/outreach materials – Kathleen Howington
 - b. Discussion and Recommendations – Scott Baker, Chair
4. Overview: Red Snapper 2017 Season Voluntary Reporting Opportunity (*Attachment 4*)
 - a. Review of 2017 Red Snapper Season and iAngler Tournament for voluntary reporting during the season – Dr. Chip Collier
 - b. Discussion and Recommendations – Scott Baker
5. Update on SAFMC Fishery Citizen Science Program (*Attachment 5*) – Amber Von Harten
6. Update on the Marine Resources Education Program (MREP) South East – Kim Iverson

7. Election of Chair & Vice-Chair – Scott Baker, Chair

Other Business – Scott Baker, Chair

Adjourn – Scott Baker, Chair

AP Members

Scott Baker, Jr., Chair

Richard Abrams, Vice Chair

Shelly Krueger

Katie Latanich

Kenny Moore

Cinthia Sandoval

Doug Kelly

Patricia Smith

Phil Maier

Paul Medders

Lt. Warren Fair

Kim Amendola

Jennifer Koches

Michelle Riley

Emily Muehlstein Lumsden

Diana Martino

Staff: Cameron Rhodes

Attachments

Attachment 1: SAFMC Outreach Activities – Mobile app and Fishermen’s Forum Links

Attachment 2a: Presentation -MyFishCount Survey

Attachment 2b: Survey Document

Attachment 2c: Presentation - MyFishCount webpage content

Attachment 2d: Presentation -Best Practices for Releasing Fish webpage content

Attachment 3: Presentation - For-Hire Electronic Reporting Outreach Project

Attachment 4: Presentation – Red Snapper 2017 Voluntary Recreational Reporting

Attachment 5: Presentation - SAFMC Citizen Science Program

OVERVIEW

Information & Education Advisory Panel

The Committee will approve of minutes from November 2016 meeting and agenda.

1. **SAFMC Outreach Activities Update– (Attachment 1)**

Description: Council staff will discuss the Council’s transition to the mobile application, Fish Rules, and the Council’s newly established online Fishermen’s Forum.

Requested AP Action: Provide staff guidance on ways to utilize communication strategies to best notify users of the application transition and to come up with appropriate and current topics for the forum.

2. **MyFishCount Recreational Reporting Project – (Attachment 2a-d)**

Description: Council staff will present the MyFishCount Recreational Reporting App and provide an update on the survey that will be used in the testing phase of the app. The AP will receive a presentation on the how the MyFishCount app will be described in webpage content on the Councils website. The Council website will soon include a list of best practices for releasing fish and Kelsey will present the proposed webpage content.

Requested AP Action: Provide staff guidance about the survey’s design and structure; feedback and recommendations on design and content of the MyFishCount webpage; and direction on content and design of the best practices webpage.

3. **For-Hire Electronic Reporting Outreach Project – (Attachment 3)**

Description: Kathleen Howington, project lead of the For-Hire Electronic Reporting Outreach Project will provide an update on outreach efforts currently underway, including informational webinars, on-site trainings, and helpful materials.

Requested AP Action: Provide staff guidance on promoting training sessions and other ideas for outreach materials.

4. **Red Snapper 2017 Voluntary Reporting Opportunity – (Attachment 4)**

Description: Dr. Chip Collier will discuss the possibility of using the mobile application iAngler to capture recreational data during the red snapper season in October of 2017.

Requested AP Action: Provide staff guidance on how to best promote the application to potential users.

5. **Citizen Science Program Update – (Attachment 5)**

Description: Amber Von Harten, Citizen Science Program Manager, will provide on update on the program’s development and its newly established Action Teams.

Requested AP Action: None

6. **Marine Resources Education Program (MREP) Update**

Description: Kim Iverson will provide an update on the Marine Resources Education Program (MREP) South East and report on the science workshop held in May 2017.

Requested AP Action: None

Other Business