



SOUTH ATLANTIC FISHERY MANAGEMENT COUNCIL

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Dr. Michelle Duval, Chair
Charles Phillips, Vice Chair

Robert K. Mahood, Executive Director
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Information & Education Advisory Panel Meeting

Crowne Plaza

4381 Tanger Outlet Boulevard

N. Charleston, SC 29418

November 5, 2015

Thursday, November 5 9:00 A.M. – 5:00 P.M.

1. Approval of Agenda – I&E AP Chair
2. Approval of May 2014 I&E Meeting Minutes and I&E AP Meeting Report – I&E AP Chair
3. SAFMC System Management Plan for existing deepwater Marine Protected Areas and proposed spawning Special Management Zones. **(Attachment 1a & 1b)**
 - A. Overview – Chip Collier
 - B. Discussion and Recommendations – Scott Baker
4. SAFMC Vision Blueprint for the Snapper Grouper Fishery – Communication Goal **(Attachment 2a & 2b)**
 - A. Overview – Amber Von Harten
 - B. Discussion and Recommendations – Scott Baker
5. SAFMC Technical Documents and Public Input Strategies **(Attachments 3a-c)**
 - A. Overview – Amber Von Harten
 - B. Discussion and Recommendations – Scott Baker
6. Update on SAFMC Fishery Citizen Science initiative **(Attachment 4)** – Amber Von Harten
7. Update on the Marine Resource Education Program (MREP) for the South East Region **(Attachment 5)** – Kim Iverson
8. Update on 2016 SAFMC Outreach Projects – Amber Von Harten

9. Other Business - Scott Baker

10. Adjourn – Scott Baker

Attachments:

I&E AP Meeting Minutes – May 2014

I&E AP Meeting Report – May 2014

Attachment 1a – System Management Plan - Deepwater Marine Protected Areas (Snapper Grouper Amendment 14)

Attachment 1b – System Management Plan – Spawning Special Management Zones (Snapper Grouper Amendment 36)

Attachment 2a – SAFMC Vision Blueprint for the Snapper Grouper Fishery – Communication Goal

Attachment 2b – SAFMC Vision Blueprint: Communication Goal – Prioritized Actions

Attachment 3a – Sample Public Hearing Document

Attachment 3b – Document Readability Improvement Team Report – June 2011

Attachment 3c – New Public Input Strategies Overview

Attachment 4 – SAFMC Fishery Citizen Science Fact Sheet

Attachment 5 – MREP South East Update

Information & Education Advisory Panel Members:

Scott Baker, Jr., Chair

Richard Abrams (FL FWCC), Vice-Chair

John Mark Dean

Shelly Krueger

Katie Latanich

State Agency Appointees –

Patricia Smith (NC DMF)

Phil Maier (SCDNR)

Paul Medders (GADNR CRD)

Federal Partner Appointees –

Lt. Mike Mastrianni (USCG)

Kim Amendola (NOAA Fisheries SERO)

Jennifer Koches (USFWS)

Vacant, (Gray's Reef NMS)

Council Outreach Representatives –

Charlene Ponce (Gulf of Mexico Fishery Management Council)

Diana Martino (Caribbean Fishery Management Council)

OVERVIEW

Information and Education Advisory Panel Meeting

North Charleston, SC

November 5, 2015

1. SAFMC System Management Plan (Attachment 1a & 1b)

The Council is developing System Management Plans (SMPs) for the eight, existing deepwater Marine Protected Areas established in 2009 through Snapper Grouper Amendment 14 (Attachment 1a) and proposed spawning Special Management Zones currently in development by the Council through Snapper Grouper Amendment 36. The SMPs outlines research and monitoring, law enforcement, and outreach activities for the managed areas. The AP will receive a presentation on both SMPs; review the outreach section of the SMP for the spawning Special Management Zones, and provide recommendations on the outreach section. **NOTE:** *The AP should focus on reviewing the outreach sections of Attachments 1a (pages 21-26) and 1b (pages 23-27).*

2. SAFMC Vision Blueprint for the Snapper Grouper Fishery (Attachments 2a & 2b)

Since December 2012, the Council has been working on a process for developing a long-term strategic plan for managing the snapper grouper fishery, called the Vision Blueprint. Council staff have facilitated council member visioning workshops at each Council meeting to develop goals and objectives for the Visioning project and conducted port meetings throughout the region in 2014 to provide the framework for the Vision Blueprint. The Blueprint consists of four goal areas to guide management of the snapper grouper fishery – Science, Management, Communications, and Governance. The AP will receive an update on the Visioning Project, review the Communications Goal area of the Blueprint and provide recommendations for planning and implementation of specific outreach actions identified in the Blueprint.

3. SAFMC Technical Documents and Public Input Strategies (Attachments 3a, b, c)

Staff will facilitate a review and discussion on the technical documents used during development of an amendment for a Fishery Management Plan. The AP will provide recommendations on the language, layout and use of acronyms in SAFMC technical documents in order to make the documents more easily understood by stakeholders. The AP will also review new public input strategies recently implemented by the Council and provide recommendations on the format of the strategies.

4. SAFMC Fishery Citizen Science Initiative (Attachment 4)

In March 2015, the Council formed a Citizen Science organizing committee to explore development of a fishery citizen science program in the South Atlantic. The AP will receive an update on the initiative and an upcoming workshop being planned for January 2016.

5. Update on the Marine Resource Education Program (MREP) for the South East Region (Attachment 5)

The AP will receive an update about the ongoing Marine Resource Education Program South East. 2015 MREP SE workshops were held in April (Science workshop) and September (Management workshop) in Florida. AP members will provide recommendations for the program, as needed.

Additional information about the MREP program is available at: <http://www.gmri.org/our-work/fisheries-convening/mrep-southeast>.)

6. Overview of SAFMC Outreach Activities 2016

The AP will receive an update on proposed outreach activities for 2016. AP members will provide recommendations on expansion of outreach activities.