

SOUTH ATLANTIC FISHERY MANAGEMENT COUNCIL

INFORMATION AND EDUCATION COMMITTEE

**Doubletree by Hilton Oceanfront Hotel
Atlantic Beach, North Carolina**

December 11, 2015

SUMMARY MINUTES

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PARTICIPANTS/OBSERVERS:

Kevin Anson
Dr. Bonnie Ponwith
Erika Burgess

Monica Smit-Brunello
Dr. Jack McGovern
Scott Sandorf

Additional observers attached

The Information and Education Committee of the South Atlantic Fishery Management Council convened in the Doubletree by Hilton Oceanfront Hotel, Friday afternoon, December 11, 2015, and was called to order at 1:30 o'clock p.m. by Chairman Mark Brown.

MR. BROWN: I call the committee to order. Yes, this is the Information and Education Committee and I approve the agenda for the committee. On this committee, we have myself, Charlie Phillips, Anna Beckwith, Chester Brewer, Michelle Duval and Lieutenant Tara Pray. We have an overview of the November, 2015 Advisory Panel meeting and audio files from the September, 2014 committee meeting. Amber is going to do the overview of this last AP meeting.

MR. HARTIG: Mr. Chairman, do you want to approve the minutes?

MR. BROWN: I did, didn't I?

MR. HARTIG: Did you?

MS. BECKWITH: You've got to ask.

MR. BROWN: Okay, I would like to approve the minutes for the meeting, and I'll turn it over to Amber.

MS. VON HARTEN: We don't really have any actions for you all today; I just kind of wanted to give you an update on three things that I &E AP discussed at our November meeting. The first thing is the outreach section of the Spawning Special Management Zone System Management Plan.

Then we'll talk briefly about the communication goal, the vision blueprint and some guidance that the AP gave us about technical documents that the council produces, and a way to try to perhaps provide a summary in front of these giant amendment documents that we have that can really help the public maybe understand a little bit better what those amendments are about.

The first thing I'll talk about, I am actually going to show you a different document, because the AP went through - Chip came and gave a presentation about the SMP, and we went through action by action in the outreach section of the plan. They gave us some really thoughtful feedback about perhaps what we should focus on.

That is what is in the AP Summary Report. The summary of the recommendations was that they really felt like we should be focusing more on electronic based outreach publications that are available on our website as well as our mobile application. That perhaps people could request for print on an as-needed basis. Also, the main priority was to start really working with those fishing chart manufacturers, both printed as well as electronic, to get these sites on the maps of the different charts.

I'm going to actually switch over to a different document. Chip has actually already incorporated all of the edits from the I&E AP and put them in order of priority. I think, Chip, did they have this Spawning SMZ SMP draft or no?

DR. DUVAL: It's under Snapper Grouper.

MS. VON HARTEN: Oh, that's right, Appendix A. That's right. I just pulled the outreach section out of this, and if you all want to see this, I can send this around in a PDF form. Let me blow it up a little bit. Again, these are listed in the order of priority. The first one is to work with the fishing chart manufacturers, and just like the Deepwater MPA, SMP that you are going to hear about during Full Council.

The way this is kind of split out is in action items, tasks, a justification for why we need that action item, the deliverables for the action item and then the schedule by potential partners to accomplish that. The first priority action item is working with those chart manufacturers. Then the second one is the AP recommended that we develop some KMZ files, which are kind of just downloadable files that you can transfer to an SD card and then pop it into your GPS unit and upload the coordinates right there on your unit.

Chip has, I think, already been working with that. Our South Carolina DNR has this information for all the artificial reefs, and several of our AP members gave us some really good recommendations about how to make that happen. That will be really useful, and we can just post those on our website. People can go right to the web page for the SMZs and download them.

Then also incorporate any new information into some new rack cards that would go primarily on the mobile application to be included. I've already been in touch with our application developer to let them know that we are probably going to have some upgrades to the application coming up in 2016.

The group also felt that we really needed to kind of start focusing more on doing some videos and more interactive types of outreach, so they recommended developing a video presentation about spawning SMZs in the region, that could be posted to the website and our now functional YouTube channel.

That way it not only could be distributed through those venues but also be available to different fishing clubs and fishing groups to hear more about that. This would be like a very short three to five minute video, and some of the Sea Grant folks on the AP made some recommendations for some videos they've done in the past.

Then, of course, we can also utilize our website to develop some specific information about those spawning SMZs on our managed area section of our website, maintaining a list of key contacts in the port communities near those spawning SMZs that we could coordinate outreach efforts with. The lowest priority things were developing some actual printable specific rack cards about the SMZs, similar to what we have for the Oculina Bank and the possibility of developing a more comprehensive information brochure that would only be available electronically on the website that people could download and print themselves.

Then, of course, also distribute any news releases that come out of any research and monitoring projects that may come out of the spawning SMZs. The last thing is just some estimated costs of what these different actions might entail, and you will see it is not too expensive. If there are any thoughts or comments or anything about that, I can take those now.

MR. HARTIG: The interactive thing with the SMZs is a great thing. There are a lot of videos out there about spawning and things of that nature. I am just wondering how to focus in our area. We have Riley's Hump as a great example, at least in the southeast, as a place where this potential is realized. Do you want to go outside of our area as well, or not? That was what I was trying to get to. You're going to stay within the area with the successes we have in trying, okay.

MS. VON HARTEN: Well, I think the intent was just to provide some background information about what the spawning SMZs are, what their goals are, perhaps talk about spawning habitat, aggregations. We have lots of partners that have some really cool video and things like that, and then just focusing on the sites that may be eventually selected. It looks like, based on some of the stuff we saw yesterday, we might have some footage that we could possibly use.

MR. PUGLIESE: Just a quick note on a couple things. Number one on the KMZ opportunities through our atlas system, mapping and GIS system we have now, routinely we have the protected area HAPCs, coral, all the different managed areas of the council are presented in shape files, metadata, and KMZ, so we can expand and connect in those.

The other aspect of the system, an evolving system is that many of the areas, and this is something we've been trying to ramp up even further, are having representative imagery. Many of the SMZs have that. All the MPAs have imagery, but also some of them, like in Oculina different places, are starting to integrate video information there.

There are opportunities to connect in cross between the different systems and build on what we have. We have some vehicles and that may get expanded and refined with some of the newer capabilities, with say, going to ARC GIS online, which really opens up all kinds of capabilities.

DR. LANEY: Amber, I didn't see a reference in the document to what I think would be a couple of potentially significant partners that we could work with to improve our outreach, and those are the Natural Sciences or Natural History Museums in the four South Atlantic states. North Carolina has a tremendous one, in particular. Man, I would love to see Nick Farmer on the stage of the Nature Research Center giving the presentation that he gave to us yesterday. That would be incredible.

Then the other groups are all of the aquariums in the southeast. Both the museums and the aquariums have big educational programs, and I think they would be logical partners for us, in terms of getting the council's message out there, and also improving the public perception and understanding of how the whole South Atlantic ecosystem works. They are already doing it. I think they would probably be jumping at the chance to have the council partner with them on some of these things.

MR. BELL: Related to kind of the public being able to look at what a spawning SMZ looks like. That is an advantage to bringing in something like Area 51 and Area 53 in relatively shallow water, where people can go down and see it. I think that has some value. That is part of the reason we have done what we've been doing over the years, was to build kind of like a demonstration project in shallow water, because we can't dive in 400 feet of water.

But our intent, and one of the reasons we wanted to make sure that we kept the ability to anchor out there for divers to access it, non-consumptive divers, would be the public can go out there and swim in the middle of one of these things. I think demonstration projects like those two areas are useful. We had also had some discussions early on with the South Carolina aquarium about partnering for educational purposes.

What would be really neat, although I don't know that we could afford this, would be, there was an Area 52 and it was in an area next to a tower, where we could actually uplink video, and so we had live feed video similar to what Anna and I were looking at yesterday. Where was that? Frying Pan, yes, if we could do something like that on one of those sites and actually link it back ashore where people could watch what is going on out there, that would be great.

The problem is there is no platform to put an antenna on, and I guess you could do that from a buoy, but that would be pretty costly I would think. But nevertheless, you've got a couple of sites that could be visited by people and become kind of an attraction. One of the purposes of those sites was eventually education and outreach.

We've done education and outreach with them by us controlling the video, but once we open these things up and the public knows where they are, and you can go see them yourself, that is pretty cool. Again, realizing this is shallow water, but the concept is that it would work in a similar fashion in deeper water, deeper habitat. That is there as a potential education and outreach tool.

MS. BURGESS: I am encouraged by the fact that several of these items are products of the council's vision plan. It is very interesting, and I would like to see how these match up with the timeline priorities that the council selected. Yes, it is very interesting.

DR. DUVAL: I was just going to say, it is encouraging that there is that overlap between the kinds of communication items that are here and the items that have come out of visioning. I was very pleased to see the effort that the advisory panel put into this. It seemed like they were very enthusiastic about it. It seems to me like we're going to be going more and more to this advisory panel as we move down the road of implementing the vision blueprint, as well.

I know that is another part of your item. I guess one of the things in there in terms of utilizing the website to provide some of these outreach and education products and I know that not everybody – and this overlaps a little bit with our existing deepwater MPAs – I know that not everybody is necessarily interested in the cruise reports that have been done by the Science Center that are done annually through our existing Amendment 14 MPAs. But I think those cruise reports are really important and it would be great to link to those somewhere in there, as we're considering how we provide information to the public. It is not as pretty or maybe is accessible as a brochure or something like that where you would take information and put it together. But I think, just given the input that we've had from the public with regard to research that has or has not occurred in some of our managed areas, it would be great to link to those cruise reports on the managed areas part of our website.

Dr. LANEY: Thanks, Mr. Chairman, I'm not on your committee. I was just looking at the I&E membership. I'll just ask because it is probably quicker than me looking at all the affiliations. Do we have anybody on here that has video graphic expertise, and would that be a good addition

to the AP, or is that something that we just would seek out as we need it? I'm thinking here like Art Howard, for example, who has done a lot of work for NMFS, in particular, I guess, on the deepwater coral issue.

We've also got some great folks in North Carolina, I'm thinking Joe Albea and Tom Earnhardt, folks like that who do Exploring North Carolina. I don't know that they've done any segments really focused on the marine end of the system. Mostly, they do a lot of work focused on fishing and different fish species. But would that be a useful addition to the AP if we don't already have somebody on there with that expertise?

MS. VON HARTEN: Well, the makeup of the AP changed, I believe, last year when we decided to have some state designated seats from each of the resource agencies, and so lots of those folks have experienced developing videos. I think all of them do, including Scott Baker from North Carolina Sea Grant, and he showed us during the AP meeting, a video that they just made about the observer program in the state, and it was kind of exactly what we were all thinking about.

But maybe in the future, and we do have a new Gray's Reef person on the AP, Michelle Riley, and she is their media. They've kind of shifted the way they're going to do things and she has a lot of media experience. I think she is going to be a really good resource for those types of projects as well.

MR. BROWN: Also me and Chris were at the meeting and we were taking it all in. To me, the makeup of that AP is pretty diverse, but it is also an elite group too. The conversation was really good. But I also wanted to comment, you know you were talking about the video and Nick's presentation yesterday.

To me, that was something that was very informative, and I think that things like that would definitely help with providing the public with the information that they need, in order to understand what we are promoting and trying to do. I enjoyed it. I wish I had some popcorn, you know, and just lean back, because I was enjoying watching it. I wish it was a little longer, actually. But something like that, I think, was really good.

MS. VON HARTEN: I'll move on. We did talk briefly about the communication goal of the draft vision blueprint and kind of gave them an update about the progress to date. They pretty much just gave us some general comments. They were supportive; what I presented to them were the priorities similar to what I did with you all with the management objectives.

They were supportive of most of the things in there. They did indicate that they thought it would be a great idea to perhaps try to figure out ways, work with Kim and the Steering Committee of MREP to possibly figure out ways to do like a mini MREP, expand that further into the South Atlantic Region so that perhaps there are some other opportunities for more people to go through that program in a shorter course; also the possibility of developing training materials for new AP members that perhaps the timing doesn't match up necessarily for them to go through MREP.

We also have Charlene Ponce and Deanna Martino from the Gulf and Caribbean Council that come to our meetings, so it is a great synergy or kind of sharing information about how other councils are doing stuff. They gave us some feedback on what they do. The Gulf actually has an

orientation video that they send out to all their new AP members, so that was something that I think was a really useful comment.

Also, they talked a little bit about the use of informal polling on fishery topics. Several of the AP members have used that technique before. We talked about using those clickers, and how that might play a role in the future for public hearings and scoping, and also webinar polling and the use of surveys.

They also made the recommendation that perhaps just internally we could maybe sort out those action items in the blueprint for communication into action items that were capacity building, so things like MREP and outreach on fishery science versus tools. We had a whole different objective that focused on either; any questions on that?

Then the last thing that we asked for them to provide us feedback on was - Kim and I struggle with trying to convey information about amendments when we have these very technical and complicated amendment documents that the staff has to put together in a certain format. They are bound to the way that they have to put these together.

Providing a summary of sorts that could perhaps go in front, at the very beginning of the document that would just be two pages or less preferably, if that is even possible; just to kind of direct people to the meat of what the amendment is trying to accomplish and how to participate in the process.

We have them go through a little exercise. We gave them an amendment document, I believe it was Amendment 32 with blueline tilefish, and we gave them five questions and we gave them 15 minutes to go through the document and answer those questions, just to give them an idea to see how quickly they could come up with the answers.

They did pretty well, I think, probably because they're familiar with the documents. But they gave us some really good recommendations about perhaps developing a template that could be used to put together a type of summary like this. You will see that in the report. Essentially, their overall recommendations were that the summary should include just plain language and answer the following basic questions of why is the amendment being proposed?

What are the proposed actions? What are the council's preferred alternatives, and how do you submit public comment? They also gave us some feedback on some layout for these summaries that could use more tables and text boxes and figures and leaves a lot of the nitty gritty details into the amendment document. The idea is to have this summary that could be removed from the document as a stand alone kind of summary that people could reference. Gregg and Kim actually worked on an example, and you may not have even noticed it when you looked at this, but Attachment 2 under Data Collection is the for-hire amendment, and at the very beginning, here is kind of a quick little summary after the table of contents, and again, this was just our first attempt at trying to figure out what this might look like. It still needs work. But on Page 10 and 11, that is what this looks like.

It kind of takes those basic questions and answers them in a very simple format. What is being proposed; who asked to do this? Why is this being done? How many charter vessels will be

impacted? It provides just some basic information and then outlines the actions with the different subalternatives and things like that underneath.

Again, this is still a work in progress, as is also the timing for the reporting amendment. The other thing that the AP recommended was that we make sure that we have up front and center on the first page how to submit public comment and include that in the summary as well. Just to let you know, we're kind of thinking about this and trying to figure out a way to incorporate some of these summaries into the amendments in the future.

DR. DUVAL: Yes, I thought their suggestions were great, and I did notice the difference at the front of the for-hire electronic reporting amendment document. I thought it was great for a first attempt. I think it's really important to have those kinds of summary documents. I know it's often really difficult to do, depending on the complexity of the actions; and to have it be in sort of a visually appealing layout that makes it easy to read.

I can appreciate the struggle that you and Kim have in doing that. I think it's a great first attempt. I also noticed that there was a recommendation to use percentages instead of numbers in summaries, and the one caution I have there is that if you have a change from 10 pounds to 20 pounds, you know that is a 100 percent increase when you look at something like that.

Percentages can often overinflate what a potential impact is. That would be my caution in using percentages. I definitely appreciate that they are often easier to comprehend, and easier to look at the numbers. But I think there are cases where we really need to have the numbers, and in many cases, that is what our stakeholders ask for, so that is just a cautionary note.

MR. HARTIG: I'm not on your committee but this is funny, I am going to lose it here if I don't go forward. In the use of acronyms, are you going to do it every time or are you going to do what we usually do is lay out what the acronym is associated with and then use the acronym for then on, or would you just spell it out through the whole thing?

MS. VON HARTEN: Through the whole amendment or the summary?

MR. HARTIG: No, your summary that you are going to be putting together.

MS. VON HARTEN: I mean, typically, I think what Kim and I do is we spell it out the first time and then use it within a certain section, and again it just depends on space constraints, but usually I think using it fully the first time and then the acronym after that is typically the way we would do it.

MR. HARTIG: Yes, I know because sometimes even when I'm writing stuff, it depends on the audience, I will continue to spell it out. But space matters.

DR. DUVAL: Our agency actually has a directive that we're not allowed to use acronyms, which is annoying as hell, but I appreciate that it is much easier for stakeholders who are not going to become familiar with terms the first time around. It might be something to consider as you guys tweak this summary approach to avoid using, I mean maybe putting the acronym in there but avoid using it if you can, at least in the summary.

MR. BROWN: Are you talking like an occasional acronym?

DR. DUVAL: No, I'm talking more like you can spell out the term like annual catch limit, you know ACL in parentheses, but continue to use annual catch limit through the summary just so people have a chance to really absorb and internalize that. We have to spell out catch per unit effort on any slide that we put together or anything like that.

We have to spell out any acronym that we use in our agency when we're presenting something to the public; we have to spell it out. It is a frustration, but I appreciate why it's being done. That is not something we can do throughout an entire amendment. I mean, not at all. It is just being more conscious in the summary documents, I think, and also when we're speaking.

MR. WAUGH: One of the things we're going to try and do is within the summary and within your council conclusions, either not use acronyms or as Michelle just said, say it and then show the acronym so that over time people will learn what they are. But for those two sections figuring that that is something that the public is going to look at, the summary and the council conclusions; is trying not to use any acronyms in those sections.

MS. VON HARTEN: Then the last thing, Kim gave us a great update on MREP and we concluded the meeting, so we had a really productive meeting and like Michelle said, I really think that we've got a great AP and we'll be referencing their expertise a lot in the coming days.

MR. BROWN: Does anybody else have any more questions or anything?

MR. HARTIG: How about other business?

MR. BROWN: How about other business, any other business?

MR. HARTIG: I'm not on your committee and it has hit me several times this week, and I know we probably have that. I mean, the Oculina Information and Education and Outreach section is incredible. But what I'm asking is, on the council website can a stakeholder go and find out how much research has been done within the Oculina and the MPAs?

I think that is something we need to do. I mean, I get continually hit over the head with, you haven't done anything in the MPAs, you know you haven't done anything in Oculina. Actually, in Oculina there is a whole list of research that has been accomplished in that, and I think we need to try and have somewhere on our website where that can be accessed, so I could just say go here. If that is what you're thinking go here, and you'll find out for yourself that that is not true.

MR. BROWN: Did I hit you over the head yesterday?

MR. BREWER: I just want to agree with what Ben says, I got beat up about three times before this meeting because people knew that we were going to talk about SMZs and all I heard about, well, you haven't done anything whatsoever with these other protected areas. Why are you now putting in other ones when you don't even know what's going on? I would love that. It would be a nice defense mechanism, quite frankly.

DR. DUVAL: That is exactly the reason why I suggested that we need to have some link to the cruise reports that Andy David and Stacy Harter have done annually, or almost annually, both before and after our existing marine protected areas were put into place.

MR. BELL: I was just reminded, remember in addition to this the cruise reports, but we talked about the importance of visual stuff, and remember that SEFIS folks do tons and tons of video and stuff. If that could be available at some point you've got lots of video opportunity, potentially.

MR. PUGLIESE: Another added activity that is going in the background that is going to help, at least with some of these broader senses. The Gulf has a Gulf game system operational, they can access research, it is primarily habitat. You can actually get the number of different levels. It is part of the investigation for the expansion of our system.

We were looking at expanding that beyond Florida for the whole South Atlantic this year, and be able to have a capability of looking at the spatial area and look what types of research are done across multiple things; for habitat, for species and different things. That is evolving. But it is a pretty significant effort in the Gulf and we can just build.

I think the key is the structure, the operation is in place, and we can build and expand to cover our region more significantly. One other aspect that is already integrated under the system, and we need to make sure the spatial information is provided, is that as part of the deepwater coral activities and some of the more recent research is being done in the same format.

Originally, there was a SEADESC structure program developed so that when you had a cruise, specifically, you would have a very short component documenting where it went, a little imagery showing what was done, species collected; kind of a quick report that would be provided with the intent in advance of publication type of thing, because of all the problems we had of not getting information early.

A lot of the more recent cruise reports for the areas being funded for deepwater coral and for the MPAs have some of that structure, and we've got teasers on those connections, mostly PDFs versus the actual connected report. But I think that is where we're trying to get that in the formats immediately.

As we get those provided, both the spatial component as well as that individual report would give you very specific locational information with at least a snapshot, which is really useful to be able to get very quickly from a turnaround from a cruise to be able to see some of this.

MR. VON HARTEN: Yes, so I can work with Roger and Chip on maybe compiling some of that information to post. That is a very easy thing to do to post on our website on those managed area pages.

MR. BROWN: All right, unless there is any other business, I would like to adjourn the I & E Committee meeting.

(Whereupon, the meeting was adjourned at 2:05 o'clock p.m., December 11, 2015.)

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2015 - 2016 COMMITTEES (continued)

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**South Atlantic Fishery Management Council –
December 2015 Council Meeting
Atlantic Beach, NC**

Date: Thursday December 10, 2015

Committee: Information & Education

PLEASE SIGN IN -

In order to have a record of your attendance at each meeting and your name included in the minutes, we ask that you sign this sheet for the meeting shown above.

Name:	Mailing Address/E-mail: <i>(If your information is currently on file, please check the box.)</i>	How do you participate in South Atlantic fisheries? <i>(Check all that apply)</i>	
Gary Zorn	<input checked="" type="checkbox"/> On File	Commercial <input type="checkbox"/>	NGO <input type="checkbox"/>
		Recreational <input type="checkbox"/>	Govt. <input type="checkbox"/>
		Charter/For-hire <input type="checkbox"/>	Other _____ <i>Describe</i>
Bill Kozzy	<input checked="" type="checkbox"/> On File	Commercial <input type="checkbox"/>	NGO <input type="checkbox"/>
		Recreational <input type="checkbox"/>	Govt. <input type="checkbox"/>
		Charter/For-hire <input type="checkbox"/>	Other _____ <i>Describe</i>
Kellie Ralston	<input checked="" type="checkbox"/> On File	Commercial <input type="checkbox"/>	NGO <input type="checkbox"/>
		Recreational <input type="checkbox"/>	Govt. <input type="checkbox"/>
		Charter/For-hire <input type="checkbox"/>	Other _____ <i>Describe</i>
KATIE LATANICH	<input checked="" type="checkbox"/> On File	Commercial <input type="checkbox"/>	NGO <input type="checkbox"/>
		Recreational <input type="checkbox"/>	Govt. <input type="checkbox"/>
		Charter/For-hire <input type="checkbox"/>	Other _____ <i>Describe</i>
Andrew Rubin	<input type="checkbox"/> On File Andrew.Rubin@nona.gov NMFs - SE - HMS	Commercial <input type="checkbox"/>	NGO <input type="checkbox"/>
		Recreational <input type="checkbox"/>	Govt. <input checked="" type="checkbox"/>
		Charter/For-hire <input type="checkbox"/>	Other _____ <i>Describe</i>
Dean Foster	<input checked="" type="checkbox"/> On File	Commercial <input type="checkbox"/>	NGO <input type="checkbox"/>
		Recreational <input type="checkbox"/>	Govt. <input type="checkbox"/>
		Charter/For-hire <input type="checkbox"/>	Other _____ <i>Describe</i>

David Bush

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Council Mtg Day 4

10 Dec 15

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