

Final
INFORMATION & EDUCATION COMMITTEE
SUMMARY REPORT
SOUTH ATLANTIC FISHERY MANAGEMENT COUNCIL
June 8-10, 2020

The Committee approved minutes from the March 2019 meeting and the Committee agenda.

Advisory Panel Report

Scott Baker, the chair of the Information & Education Advisory Panel, provided a report from the Advisory Panel Meeting held via webinar in April 2020. Baker summarized the Advisory Panel's outreach and communications recommendations for best fishing practices, MyFishCount, and Citizen Science. In addition, the Committee heard a request from the Advisory Panel to meet twice per year if possible, once in-person and once via webinar, to allow for more frequent discussion.

Best Fishing Practices Update

Staff gave a presentation summarizing many of the best fishing practices related resources made available by state agencies, Sea Grant offices, and other partners. Following the Committee's review of those tools and associated analytics, staff discussed the current development of relationships with influential members of the fishing community in an effort to promote the use of best fishing practices. The Committee also received an update on postponed outreach events as a result of COVID-19 concerns, in addition to plans to attend future in-person events as allowed. Lastly, the Committee reviewed a draft webpage highlighting best fishing practices using a multitude of media and graphics to engage stakeholders. Committee Members supported the webpage and its interactive design.

Advisory Panel Structure

Staff provided a summary of ways the Committee might consider restructuring the Advisory Panel to accommodate the inclusion of additional seats for partner agencies and fishermen. The proposed modifications would also allow for added flexibility as the Committee's needs from the Advisory Panel change in future years.

Committee Members expressed concerns about the cost of expanding the Advisory Panel. As a result, the Committee directed staff to provide additional information on those estimated costs during the Full Council Session.

The Council chose to defer discussion of structure change to the AP until later closed session.

Staff also suggested that the Committee consider changing the name of the Advisory Panel and the Committee to more accurately reflect their roles in outreach and communications.

The Committee approved the following motions:

MOTION #1. CHANGE THE NAME OF THE INFORMATION & EDUCATION COMMITTEE TO THE OUTREACH & COMMUNICATIONS COMMITTEE.

APPROVED BY COUNCIL

MOTION #2. CHANGE THE NAME OF THE INFORMATION AND EDUCATION ADVISORY PANEL TO THE OUTREACH AND COMMUNICATIONS ADVISORY PANEL.

APPROVED BY COUNCIL

Other Business
