

FINAL
SUMMARY REPORT
INFORMATION & EDUCATION COMMITTEE MEETING
Atlantic Beach, NC
December 10, 2015

The committee received a report on the November 2015 Information & Education Advisory Panel meeting. Staff presented recommendations from the advisory panel concerning the draft System Management Plan for spawning Special Management Zones; the Communication goal from the Vision Blueprint for the snapper grouper fishery; and an amendment summary for inclusion in Council amendment documents.

System Management Plan for spawning Special Management Zones:

Staff presented the advisory panel recommendations on the outreach action items in the plan which includes tasks, justification, deliverables, schedule, budget, and potential partners for accomplishing each action item. The committee recommended considering additional partners for accomplishing outreach action items to include the natural history museums and aquaria in each state. Additionally, the committee discussed the need to incorporate research and monitoring updates from the spawning Special Management Zones, deepwater Marine Protected Areas, and the Oculina Bank on the Council's website and other outreach products (research cruise reports from SEFIS, MARMAP, and Pisces). The committee recommended exploring opportunities to showcase underwater video from SCDNR of Areas 51 and 53 to help highlight how these demonstration project areas have been developed into important areas for fish habitat and spawning. The committee also noted that it was encouraging that the outreach action items in the System Management Plan overlapped with many of the Vision Blueprint action items and were encouraged that these actions were in alignment with outreach priorities for both.

Communication Goal of the Vision Blueprint:

Staff presented recommendations from the advisory panel on the action items in the Communication goal of the Vision Blueprint. Overall, the advisory panel was supportive of the items and made specific recommendations regarding support of expanding the Marine Resource Education Program into short-courses available throughout the region; training materials for the Council's new Advisory Panel members upon appointment; and the use of informal stakeholder polling and surveys.

Amendment Summary for Council Technical Documents:

Staff discussed developing brief summaries (2-pages or less) for amendment documents that would provide a short overview of the purpose, actions and comment opportunities for amendments developed by the Council. The advisory panel made recommendations for developing a template for the summary and the use of visual tools to summarize amendment information for the public. The committee cautioned about the recommendation to use percentages instead of numbers in these summaries and to consider which format is appropriate based upon what is being proposed in the amendment.

No motions were made during the committee meeting.