

FINAL
SUMMARY REPORT
INFORMATION & EDUCATION COMMITTEE MEETING
Atlantic Beach, NC
December 6, 2016

The Information & Education Committee met December 6, 2016.

Information & Educaiton Advisory Panel Report

Scott Baker, Chair of the Information & Education Advisory Panel, briefed the Committee on discussions and recommendations from the November 2-3, 2016 meeting of the Information & Education Advisory Panel pertaining to the following items:

1. SAFMC Communications Survey

Major recommendations –

- Look at survey results by sector to fine tune outreach
- Evaluate printed vs electronic materials (opt-in or out)
- Mobile app upgrades
- In-person meetings coupled with use of YouTube videos

2. Snapper Grouper Amendment 43 (red snapper and recreational reporting)

Major recommendations –

- Consider incentives for the different actions in the amendment
- Outreach on discards and barotrauma
- Compile information on best fishing practices from other agencies/programs

3. Managed Areas Outreach

Major recommendations –

- how to structure the story maps on managed areas;
- Spawning SMZ outreach - focus on short video clips featuring site specific info vs. longer full production videos;
- an overhaul of how managed areas info is presented in the mobile app (collate into showing all areas located off each state)

4. Snapper Grouper Vision Blueprint 2016-2020 Outreach Activities

Major Recommendations –

- Online fishermen forum – suggest live chat session moderated with staff AND discussion boards for permit holders to discuss items amongst themselves (with staff oversight in the background)
- Fishery science/Data collection outreach – use MREP workshop topics to guide development of materials

The committee discussed the recommendations of the AP and expressed support for the development of the online fishermen’s forum and working with citizen science “champions” to help further the Council’s efforts to initiate a citizen science program. Council also provided the link to the FL FWC

YouTube channel to be used as an example of the types of short video clips the Council may want to produce for outreach tools. (<https://www.youtube.com/channel/UCHM28mzWFeqjXc9PCDUdc4Q>)

Overview of SAFMC Website Upgrade

Council staff presented the new SAFMC website and highlighted the new public comment and amendments under development pages. Staff described how public comments can now be submitted using online comment forms for each specific amendment as well as separate online comment forms used for collecting public input for Council meetings and scoping/public hearings. Staff also described how comments sent to Council members via e-mail were compiled for the December 2016 meeting and moving forward, will be directed towards the online comment form.

The Committee provided the following guidance.

- On amendment pages, add links to meeting pages on the Process section that outlines the dates for each step in the amendment development process.
- For the spreadsheet that compiles public comments from the online comment form, look into ways to format the columns to make the spreadsheet more readable.

Council members were asked to notify staff of any broken links or other issues they may discover on the new website.