

OVERVIEW

Information and Education Committee Meeting

Savannah, GA
March 7, 2012

The Information and Education Committee will review earlier recommendations from the Snapper Grouper Advisory Panel regarding outreach, receive an update on the development of a Smartphone App for SAFMC regulations, receive presentations regarding the use of Social Media tools, and a review of the process used to solicit public comment during recent public hearing/scoping meetings. The Committee will provide recommendations to staff and Council as appropriate.

1. Snapper Grouper AP Recommendations

The Snapper Grouper AP provided a list of recommendations regarding improvements to communication as part of its report from its October 6, 2011 meeting (**Attachment 1**). Items specific to outreach are highlighted in the attachment.

Committee Action: The Committee is asked to review the recommendations and provide direction to staff.

2. Use of Social Media Tools

The Committee will receive an update on the development of a Smartphone App for distribution of SAFMC regulation information by Verona Solutions (**Attachment 2**). In addition, the Committee will receive an overview of the final report from the Regional Social Media Workshop (**Attachment 3**), including survey results, from Amber Von Harten with SC Sea Grant Extension, and a presentation from Emily Muehlstein, Gulf Council Outreach Specialist on how the Gulf of Mexico Fishery Management Council is utilizing Social Media tools as part of their outreach efforts (**Attachment 4**).

Committee Action: The Committee is asked to provide recommendations for Council consideration.

3. Public Hearing and Scoping Meetings

Recently held public hearing and scoping meetings have been poorly attended in some areas, resulting in little outreach opportunity and public input for the amount of staff time and funding required for these meetings. The Committee will receive an update on the number of attendees at the meetings, formal comments received and discuss possible options for addressing this issue.

Committee Action: The Committee will provide direction to staff.