



SOUTH ATLANTIC FISHERY MANAGEMENT COUNCIL

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Trish Murphey, Chair | Jessica McCawley, Vice Chair
John Carmichael, Executive Director

AGENDA

Outreach and Communications Committee

World Golf Renaissance

500 S. Legacy Trail

St. Augustine, FL 32092

Thursday, June 11, 2026, 3:15 PM – 5:00 PM

Approve agenda

Approve minutes (December 2022)

1. Advisory Panel Report – Scott Baker, Chair (*Attachment 1*)
2. Draft Outreach and Communications Goals and Objectives
 - a. Overview – Council Staff (*Attachments 2a-2b*)
 - b. **Committee Action:** Consider approving the outreach and communications goals, objectives, and strategies.
3. Return 'Em Right (RER) Expansion in the South Atlantic – Nick Haddad, RER (*Attachment 3*)
4. Other Business

Adjourn

Committee Members:

Tom Roller, Chair

Gary Borland, Vice Chair

Amy Dukes

Kerry Marhefka

Trish Murphey

Lt. Tom Pease

Attachments:

Attachment 1: Outreach and Communications Advisory Panel Meeting Report May 2026

Attachment 2a: Draft Outreach and Communications Goals and Objectives presentation

Attachment 2b: Draft Outreach and Communications Goals and Objectives document

Attachment 3: Return 'Em Right Update presentation

Staff Lead: Ashley Oliver (Ashley.oliver@safmc.net)

OVERVIEW

Outreach and Communications Committee

The Committee will approve the minutes from the December 2022 meeting and the agenda for the June 2026 Committee meeting.

December 2022 Committee Report

1. **Advisory Panel Report (*Attachment 1*)**

Description: The Outreach and Communications Advisory Panel met on May 5 and 6, 2026 in North Charleston, South Carolina. The AP Chair, Scott Baker, will deliver a summary of Advisory Panel discussion.

Committee Action: Review Advisory Panel recommendations.

2. **Draft Outreach and Communications Goals and Objectives (*Attachments 2a-2b*)**

Description: Council staff developed draft goals and objectives for outreach and communication activities. This is the first attempt to better define the scope and purpose of Council outreach activities, and the draft was reviewed by the OC AP at their May 2026 meeting. Staff will provide an overview for Council consideration.

Committee Action: Consider approving the outreach and communications goals, objectives, and strategies.

3. **Return 'Em Right (RER) Expansion in the South Atlantic (*Attachment 3*)**

Description: Return 'Em Right is an angler-driven program that has provided free best fishing practices training and gear to Gulf reef fish anglers since 2022. Staff from Return 'Em Right will provide an overview of the program in the Gulf and its plans for expansion to the South Atlantic.

Committee Action: None.

4. **Other Business**