



# SOUTH ATLANTIC FISHERY MANAGEMENT COUNCIL

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Carolyn N. Belcher, Ph.D., Chair | Trish Murphey, Vice Chair  
John Carmichael, Executive Director

## AGENDA

### Outreach and Communications Advisory Panel Meeting

October 4-5, 2023

Town and Country Inn

Charleston, SC

Other than the starting and ending times of the meeting, times indicated on the agenda are approximate, and the order of business may be adjusted as necessary to accommodate the completion of agenda items. Interested parties should be aware that discussions may start earlier or later than indicated.

The meeting is available as it occurs via webinar: <https://safmc.net/events/oct-2023-outreach-and-communications-ap-meeting/>. Public comment will be solicited at the beginning and at the end of the meeting. Those wishing to comment should indicate such in the manner requested by the Chair, who will then recognize individuals to provide comment.

**Photo scanning event for FISHstory project: staff will be ready to scan historic photos contributed to the project all day on Wednesday, October 4<sup>th</sup>.**

### Wednesday, October 4, 2023 – 9 a.m. – 5 p.m.

Approval of Agenda – Scott Baker

*Approval of October 2022 Meeting Minutes – Scott Baker*

Public Comment

Welcome and Introductions – Scott Baker/Kim Iverson/Spud Woodward

1. AP Members Share – Kim Iverson
  - a. Florida’s Coral Reef Resilience Program Communications & Outreach Team (**Attachment 1a**) – Shelly Krueger
  - b. US Coast Guard TRACEN Outreach and Communications – LT Andrew Loeffler
  - c. Descending Device Outreach Coordination Team Update (**Attachment 1b**) – Nicole Nichols
  
2. Best Fishing Practices (BFP) Update
  - a. Staff and programmatic changes – Christina Wiegand
  - b. Sea Grant BFP Reef Fish Extension Update (**Attachment 2a**) – David Hugo

- c. SAFMC BFP Updates and New Projects (*Attachments 2b and 2c*) – Ashley Oliver, Nick Smillie
  - d. AP recommendations for BFP Campaign
- 3. Citizen Science Program (*Attachment 3*) – Julia Byrd/Meg Withers
  - a. Citizen Science Program Update – Julia Byrd
  - b. FISHstory Photo Scanning Update – Staff
  - c. SAFMC Release Project – Participant Recognition Program – Meg Withers
  - d. AP recommendations for Citizen Science program and projects
- 4. Habitat Blueprint (*Attachment 4*) – Myra Brouwer
  - a. Outreach and communication needs
  - b. AP discussion and recommendations
- 5. Mackerel Port Meetings (*Attachment 5*) – Christina Wiegand
  - a. Overview of plans for 2024 Port Meetings
  - b. AP discussion and recommendations

*6:30 p.m. – Group Social and Dinner Downtown Charleston*

**Thursday, October 5, 2022 – 9 a.m. – 3 p.m.**

Recap from Day 1– Scott Baker

- 6. Education Component for Snapper Grouper Amendment 46 (Private Recreational Permitting and Education Component) (*Attachment 6*) – John Hadley
  - a. Overview of Amendment 46 and education component
  - b. AP discussion and recommendations
- 7. Digital Communications Update (*Attachment 7*) – Nick Smillie and Kim Iverson
  - a. Update on website, social media (analytics and developments)– Nick Smillie
  - b. Review of recent developments and communication needs
    - i. SA Bite E-Newsletter and topics for upcoming feature articles. - Kim Iverson
  - c. AP discussion and recommendations

Other Business

Public Comment

Adjourn

**Outreach and Communications AP Members:**

Scott Baker, Chair	Sean Meehan
Shelly Krueger, Vice Chair	Emily Muehlstein
Tina Berger	Nicole Nichols
LT Andrew Loeffler	George Patane
Steve Dougherty	Matt Perkinson
Bryan Fluech	Mark Phelps
BeBe Dalton Harrison	Mary Sabo
Tyler Jones	Cinthia Sandoval
Jocelyn Juliano	Patricia Smith
Katie Latanich	Robert Todd
Diana Martino	

**STAFF**

Myra Brouwer  
Julia Byrd  
John Hadley  
Kathleen Howington  
Ashley Oliver  
Nick Smillie  
Christina Wiegand  
Meg Withers  
*David Hugo – Sea Grant Fellow*

Attachments

- Attachments 1a.** FL Coral Reef Resilience Program Communications & Outreach Team
- Attachment 1b.** Descending Device Outreach Team Update
- Attachment 2a.** Sea Grant Best Fishing Practices Extension Update
- Attachment 2b.** SAFMC Best Fishing Practices Program Update
- Attachment 2c.** ‘What It Means to Me’ Proposal
- Attachment 3.** Citizen Science Program Update
- Attachment 4.** Habitat Blueprint Outreach Needs (*available prior to meeting*)
- Attachment 5.** Mackerel Port Meetings
- Attachment 6.** Education Component for SG Amendment 46 (Private Rec Permit)
- Attachment 7.** SAFMC Website and Social Media Analytics and Update

**Staff Lead:** Kim Iverson ([kim.iverson@safmc.net](mailto:kim.iverson@safmc.net))

## OVERVIEW

### Outreach and Communications Advisory Panel

The advisory panel will approve the October 2023 meeting agenda, minutes from its October 2022 meeting, and introductions will be made. This will be followed by an opportunity for public comment.

The following agenda items will be discussed. Discussion questions are provided in the presentations as appropriate.

#### 1. AP Members Share

The meeting will begin with an opportunity for AP members to share outreach and education efforts related to federal fisheries in the region. **Shelly Krueger** will share her ongoing experiences as a member of the Florida's Coral Reef Resilience Program and their Communications and Outreach Team efforts in dealing with the coral bleaching during this summer's record water temperatures (*Attachment 1a*). **LT Andrew Loeffler** with the USCG Fisheries Training Center will give a brief overview of the TRACEN and solicit input from the AP for possible partnerships to help expand their messaging and outreach for LMR (Living Marine Resources) enforcement. **Nichole Nichols** with FWC will provide an update on recent changes with the regional Descending Device Outreach Coordination Team and ICAST 2023. (*Attachment 1b*)

**Requested AP action:** discuss and provide input and recommendations.

#### 2. Best Fishing Practices Program Update

Council staff will provide an update on the Council's Best Fishing Practices Campaign expansion. AP members will hear from David Hugo, the new Sea Grant Reef Fish Extension/Communications Fellow about his ongoing work (*Attachment 2a*). Ashley Oliver will provide an update on the new Best Fishing Practices Master Volunteer Program (BFP MVP), 'What It Means to Me' project, and Council outreach activities (*Attachments 2b and 2c*).

**Requested AP action:** discuss and provide recommendations for the Best Fishing Practices Campaign. Discussion points for Sea Grant efforts include potential upcoming industry events and the possibility of expanding outreach efforts into younger generations. Discussion points for the new project, 'What It Means to Me' include additional conversation topics that may fit in the scope of the project, platforms to share the videos on, evaluation methods, and best practices for filming and conversation facilitation. Discussion points for BFP MVP include evaluation methods, locations to host workshops, and how to make the workshop enticing.

#### 3. Citizen Science Program and Projects Update

Council staff will provide information on Citizen Science Program activities. Updates

will be given on the Citizen Science Program advisory groups, the Citizen Science Program's Project Idea Portal, Program evaluation, and the SMILE project. Additionally, staff will share information on the efforts underway to collect additional historic fishing photos for the FISHstory project and provide an update on the SAFMC Release project and its new Participant Recognition Program (*Attachment 3*).

**Requested AP Action:** discuss and provide input and recommendations on the FISHstory and SAFMC Release projects. Discussion points for the FISHstory project include strategies to plan and promote photo scanning events and other opportunities that could be pursued to gather historic photos. Discussion points for the SAFMC Release PRP include feedback on 2024 milestones, participant recognition strategies, and PRP promotion.

#### 4. **Habitat Blueprint**

AP members will receive an overview of the development of the Council's Habitat Program Evaluation and Blueprint (Blueprint), including goals to provide information to support Council communication on habitat issues (*Attachment 4*).

**Requested AP action:** discuss and provide recommendations relative to the communication needs for the Habitat Blueprint.

#### 5. **Mackerel Port Meetings**

Based on recommendations from the Mackerel Cobia Advisory Panel, the Council has directed staff to begin work on a plan to conduct port meetings for King and Spanish Mackerel along the Atlantic and Gulf coasts to gain a comprehensive understanding of the fisheries. The goal is to use the information gathered at port meetings to improve management efforts, especially under climate change. Council staff will provide an overview of plans for port meetings, which are scheduled to begin spring 2024 (*Attachment 5*).

**Requested AP action:** provide recommendations relative to Mackerel Port Meetings.

#### 6. **Education Component for Snapper Grouper Amendment 46 (Private Recreational Permitting and Reporting)**

Amendment 46 to the Snapper Grouper Fishery Management Plan considers the development of a permit for the private component of the recreational fishery that may be paired with an education requirement. Council staff will provide an overview of Amendment 46, currently under development by the Council, with a focus on the education components of the amendment (*Attachment 6*).

**Requested AP action:** provide recommendations for the Council to consider as Amendment 46 is further developed.

**7. Digital Communications Update**

Staff will provide an update on developments and analytics relative to the Council's website and social media communication tools (*Attachment 7*). Staff will also review the E-Newsletter *The SA Bite* and ask AP members for input regarding the newsletter as well as possible topics for upcoming feature articles relative to the newsletter

**Requested AP action:** provide input and recommendations.