



SOUTH ATLANTIC FISHERY MANAGEMENT COUNCIL

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

AGENDA

Outreach and Communications Advisory Panel Meeting

October 9-10, 2024

Embassy Suites Charleston Airport
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-2024-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.

Wednesday, October 9, 2024 – 9 a.m. – 5 p.m.

Approval of Agenda – Scott Baker, Chair

Public Comment

Welcome and Introductions – Scott Baker/Kim Iverson/Tom Roller

1. AP Members Share/Updates – Kim Iverson (*Attachments 1a, 1b, and 1c*)
 - a. Caribbean Fishery Management Council updates – Cristina Olan
 - b. Gulf Council projects overview – Emily Muehlstein
 - c. Descending Device Outreach Coordination Team update – Ashley Oliver
2. Brief on status of Snapper Grouper Amendment 46 (Recreational permits and reporting) and education component – John Hadley
3. Best Fishing Practices (BFP) and Citizen Science Updates (*Attachments 2a, 2b, and 2c*)
 - a. BFP & SAFMC Release Outreach Update – Ashley Oliver and Meg Withers
 - b. Sea Grant Reef Fish Fellow Update – Christina Wiegand and Greyson Webb
 - c. Citizen Science Program Updates – Julia Byrd

Lunch Break – 1.5 hours

4. Digital Communications Update – Nick Smillie (*Attachment 3*)

- a. Update and discussion on digital communications items – Nick Smillie
 - i. Website and social media analytics
 - ii. Regulations FAQ Page discussion
 - b. “What it Means to Me” video project – Nick Smillie/Ashley Oliver
 - c. AP discussion and recommendations
5. Outreach and Information Documents Review – Nick Smillie/Kim Iverson (*Attachments 4a, 4b, and 4c*)
- a. Update from Council Coordinating Committee Communications Workgroup
 - i. Review of plans for 50th Anniversary of MSA/Regional Councils
 - ii. Review of infographic for making motions
 - d. Review of “Navigating the Council Process” draft document
 - e. About the Council Slide Show
 - f. AP discussion and recommendations

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

Thursday, October 10, 2024 – 9 a.m. – 12 p.m.

Recap from Day 1– Scott Baker

- 6. Habitat Blueprint – Kathleen Howington (*Attachment 5*)
 - g. Outreach and communication needs update
 - h. AP discussion and recommendations
- 7. Mackerel Port Meetings – Christina Wiegand (*Attachment 6*)
 - i. Update on 2024 Port Meetings and upcoming report
 - j. AP discussion and recommendations
- 8. Stakeholder Engagement Meetings – Christina Wiegand (*Attachment 7*)
 - a. Update on plans for 2025
 - b. AP discussion and recommendations
- 9. Brief on Spawning SMZ Outreach Plan – Chip Collier/Kim Iverson
 - a. Overview of Spawning SMZ Outreach plan and partnerships

Other Business

Public Comment

Adjourn

Outreach and Communications AP Members:

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

STAFF

Myra Brouwer
Julia Byrd
Chip Collier
John Hadley
Kathleen Howington
Ashley Oliver
Nick Smillie
Christina Wiegand
Meg Withers
Greyson Webb – Sea Grant Fellow

Attachments

Attachment 1a. Caribbean Fishery Management Council Update
Attachment 1b. Gulf of Mexico Fishery Management Council Update
Attachment 1c. Descending Device Outreach Team Update
Attachment 2a. BFP & SAFMC Release Outreach Update Presentation
Attachment 2b. Sea Grant Reef Fish Fellow Update Presentation
Attachment 2c. Citizen Science Program Update Presentation
Attachment 3. Digital Media and Communications Update Presentation and Discussion
Attachment 4a. Regional Fishery Management Council Guide to Motions
Attachment 4b. Navigating the Council Process draft document (added to Recent Docs folder)
Attachment 4c. About the Council Slide Show (mp4)
Attachment 5: Habitat and Ecosystem Advisory Panel Blueprint Update
Attachment 6. Mackerel Port Meetings Presentation
Attachment 7. Stakeholder Engagement Meetings Presentation

Staff Lead: Kim Iverson (kim.iverson@safmc.net)

OVERVIEW

Outreach and Communications Advisory Panel

The advisory panel will approve the October 2024 meeting agenda 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 (Attachments 1a-1c)

The meeting will begin with an opportunity for AP members to share outreach and education efforts related to federal fisheries in the region.

AP Action: None required. Time for discussion and any questions relative to projects.

2. Brief on Snapper Grouper Amendment 46 (Recreational Permitting and Reporting) Educational Component

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. The OC AP met via webinar on May 8, 2024 to provide additional input on the educational component and provided a [Report from the OC AP](#) during the June 2024 Council meeting. Council staff will provide a brief update on the amendment status.

AP Action: None required.

3. Best Fishing Practices (BFP) and Citizen Science (CitSci) Program Updates (Attachments 2a-2c)

a. BFP & SAFMC Release Outreach Update

Council staff will provide a general overview of joint outreach and education efforts relative to the Council's BFP and SAFMC Release Programs.

b. Sea Grant Reef Fish Fellowship Update

Staff will provide updates on the BFP programmatic changes, including the addition of Grayson Webb, the new Sea Grant Reef Fish Extension Agent.

AP Action: Discuss materials presented and provide recommendations. The following questions are provided for discussion:

- Are there any questions you think would be valuable to include in the audience analysis?
- Beyond offering incentives, such as the chance to win a descending device, do you think there are other ways to encourage participation?
- What communication channels have you found most effective in reaching fishing communities? Any newspapers, broadcast channels, podcasts, blogs, magazines, etc. that you think would be worth contacting?

- Are there specific messages or themes that resonate well with anglers in your experience?
- Do you think there's value in tabling at outdoor expos such as SCDNR's Palmetto Sportman's Classic and Georgia Outdoor News' Sportsman Show?
 - Cost of tabling (typically around \$650)
 - Thoughts on partnering with tackle shop?

c. Citizen Science Program Update

CitSci staff will provide program updates including the launch of the Citizen Science Project Idea Portal, initial Program Evaluation, SciFish platform, SMILE, and FISHstory projects. The AP will be asked for input on recruitment strategies for the Zooniverse component of the FISHstory project and for ways to promote the CitSci Project Idea Portal.

AP Action: Discuss information presented and provide input on the following discussion questions:

FISHstory

- What strategies can we use to promote the FISHstory project in Zooniverse? Are you or any of your organizations willing to help promote the Zooniverse component of the project?
- We are still looking for more historic photos – *especially from the Carolinas and 1980s (all states)*. Are you aware of other individuals or organizations in your area that may be good contacts to gather additional historic photos?

CitSci Project Idea Portal

- What strategies can we use to promote the CitSci Project Idea Portal?

4. Digital Communications Update (Attachment 3)

Staff will provide updates on recent developments relative to the Council's website and social media communications. Staff will present website and social media analytics from the past year and lead AP discussion on media related outreach. The presentation will include the conceptualization of a regulations FAQ webpage and inquire the AP about ideas for the page. A brief update on the "What it Means to Me" video project webpage and progress will follow. The project involves interviews with fishermen in support of best fishing practices and fishery management.

AP Action: Discuss website and social media analytics, including possible trends or anomalies. AP members are asked to provide specific input on the Regulation FAQ page including any similar issues with regulation communications, thoughts on the concept, pros/cons, and new ideas for content. Input on the "What It Means to Me" project will also be solicited.

5. Outreach and Information Documents Review (Attachments 4a-4c)

Council staff will provide an update on the recent meeting of the Council Coordinating Committee Communications Workgroup in August 2024, including plans for the 50th anniversary celebration of the regional fishery management councils and Magnuson-Stevens Act. The meeting agenda included the development of an infographic to help

guide council members in making effective motions. Staff will provide a draft of the infographic for AP review. Council staff also drafted a document to be used at SAFMC meetings, providing an overview of what to expect at the meeting and ‘How to Navigate the Process’.

AP Action: Discuss materials presented and provide recommendations. The following questions are provided for discussion:

- a. Are there regional issues that should be highlighted in the proposed 25th Anniversary video?
- b. Does the draft infographic for motions effectively address the need for guidance in making motions for council members? Recommendations?
- c. Is the draft information for SAFMC meetings helpful? Too detailed or additional information needed? Are there other outreach/information flyers/brochures that would be helpful in better understanding the Council process?

6. Habitat Blueprint (Attachment 5)

AP members will receive an update on the education component of the Council’s Habitat Blueprint.

AP Action: Provide any additional recommendations.

7. Mackerel Port Meetings (Attachment 6)

Staff will provide an update on a [series of port meetings](#) being held along the Atlantic coast throughout 2024 to gather information on the king mackerel and Spanish mackerel fisheries. Members of the Council’s Mackerel Cobia Advisory Panel (AP) requested the Council hold a series of port meetings to gather more information on the Atlantic king and Spanish mackerel fisheries. AP members felt that a focused look into these fisheries was needed, especially as changing environmental conditions alter fishery dynamics.

AP Action: Discuss materials presented and provide recommendations. The following questions are provided for discussion:

- a. How can information gathered during port meetings be presented to the Council in a way that is informative and engaging but not overwhelming?
 - i. Ways to visualize regional similarities and differences?
 - ii. Guiding the Council from information that isn’t always management specific to actionable items?

8. 2025 SAFMC Stakeholder Engagement Meetings (Attachment 7)

The Council is developing a new type of stakeholder engagement meeting, with the first round scheduled to be held in Winter 2025. The meetings are designed to build relationships with fishery stakeholders by engaging them in an informal setting that allows for two-way conversations. Building relationships and momentum for participation in the management process requires consistent interaction with stakeholders over time, so staff intend for these types of meetings to become a regular part of the

Council's engagement efforts. Council staff will provide details on the objectives of the meetings, how the information will be used, meeting structure, timeline and other details on this outreach effort.

AP Action: Discuss materials presented and provide recommendations. The following questions are provided for discussion:

- a. Stakeholder engagement meetings are different from traditional opportunities for public input because they are not tied to a specific management action. The Council will need to communicate to stakeholders how the input gathered will be used, the benefits of attending these meetings, and the opportunities they provide that traditional meeting processes may not provide. Does the OC AP have suggestions for how to communicate the purpose of these meetings to stakeholders?
- b. Does the OC AP have suggestions for how to adjust the proposed structure for low or high attendance scenarios?
- c. Are there other methods that staff should consider for facilitating the meeting to better meet the objective of providing an opportunity for an open dialogue and mutual learning between Council members and stakeholders?
- d. Considering staff workload, does the OC AP have suggestions on how information could be presented during the unstructured session (looping PowerPoint, informational flyers, etc.)
- e. Are there novel or creative ways to summarize the information gathered during these meetings for Council members and the public?
- f. Are there additional outreach avenues that OC AP recommends or suggestions for how to encourage stakeholder attendance at this style of meeting?
- g. Evaluation methods are just starting to be developed, but does the OC AP have any comments on the current ideas for how the success of these stakeholder engagement meetings could be measured?

9. Brief on Spawning Special Management Zone (SMZ) Outreach Plans

The Council established Spawning SMZs through Amendment 36 to the Snapper Grouper Fishery Management Plan, [effective July 31, 2017](#). The Spawning SMZs are located off the coasts of NC, SC, and FL. The amendment includes a 10-year 'sunset provision' for most of the Spawning SMZs. Staff will provide a brief update on a research and monitoring efforts within the areas and partnerships to increase public awareness of the Spawning SMZs as the Council moves forward to address the pending sunset clause.

AP Action: No action required. The AP will be provided ongoing updates and asked to provide input as an outreach strategy is developed.