



SOUTH ATLANTIC FISHERY MANAGEMENT COUNCIL

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Mel Bell, Chair | Steve Poland, Vice Chair

John Carmichael, Executive Director

AGENDA

Outreach & Communications Advisory Panel Meeting

October 8, 2020

(via Webinar)

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.

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.

Thursday, October 8, 2020 – 1:00 P.M. to 5:00 P.M. ([Webinar registration](#))

Approval of Agenda– Scott Baker

Approval of 2020 April Minutes– Scott Baker

1. Best Fishing Practices Campaign Update – Cameron Rhodes
 - a. Presentation (*Attachment 1*)
 - b. Discussion and recommendations - AP
2. SAFMC Citizen Science Program Update– Julia Byrd & Allie Iberle
 - a. Program Update and SAFMC Release Expansion Presentation (*Attachment 2a*)
 - b. Discussion and recommendations – AP
 - c. Social Media Strategy Presentation (*Attachment 2b*)
 - d. Discussion and recommendations - AP
3. MyFishCount Update – BeBe Harrison
 - a. Presentation (*Attachment 3a*)
 - b. Document (*Attachment 3b*)
 - c. Discussion and Recommendations - AP
4. Commercial Fish Rules App Update - Cameron Rhodes
5. For-Hire Electronic Reporting Outreach Update - Carly Somerset
 - a. Presentation (*Attachment 4*)
 - b. Discussion and Recommendations - AP
6. Updates from Advisory Panel Members - Cameron Rhodes

- a. Document (*Attachment 5*)
- b. Discussion - AP

7. Election of Chair

8. Other Business

Adjourn – Scott Baker

Advisory Panel Members:

Scott Baker, Jr., Chair
Shelly Krueger, Vice Chair
Melissa Crouch
Katie Latanich
Cinthia Sandoval
Doug Kelly
Patricia Smith
Mark Phelps
Sean Meehan
Jennifer Koches
Michelle Riley/Ben Prueitt
Emily Muehlstein Lumsden
Diana Martino
Erin Weeks
Lt. James Bruce
Tyler Jones
Staff: Cameron Rhodes

Attachments

Attachment 1: Best Fishing Practices Campaign Presentation
Attachment 2a: Citizen Science Program Update & SAFMC Release Expansion Presentation
Attachment 2b: Citizen Science Social Media Strategy Presentation
Attachment 3a: MyFishCount Update Presentation
Attachment 3b: Transition Plan Document
Attachment 4: For-Hire Electronic Reporting Outreach Update Presentation
Attachment 5: Updates from Advisory Panel Members Document

Staff: Cameron Rhodes

OVERVIEW

Outreach & Communications Advisory Panel

The AP will approve the agenda for the current meeting and minutes from the previous meeting.

1. Best Fishing Practices Campaign Update (*Attachment 1*)

Description: Cameron Rhodes will provide an update on the Council’s ongoing Best Fishing Practices campaign to promote the use of best fishing practices among fishermen following the implementation of new gear requirements in federal waters of the South Atlantic. The Advisory Panel will be asked to provide feedback and guidance relative to the following discussion questions:

- Did you see some of these Best Fishing Practices resources and others from other agencies following the implementation of new gear requirements this summer? If so, where did you see them?
- As an Advisory Panel Member with outside perspective, what did you like about the Council’s Best Fishing Practices Campaign? What worked well? What could be improved?
- What suggestions do you have for expanding the campaign and reaching other stakeholders?

Requested AP Action: Provide input and recommendations on current and future Council outreach and communication strategies for encouraging best fishing practices.

2. Citizen Science Program (*Attachments 2a and 2b*)

a. Citizen Science Program Update & SAFMC Release Expansion

Description: Julia Byrd will present a brief update on the Council’s Citizen Science Program and pilot projects highlighting activities that have occurred since the Spring 2020 Outreach and Communication AP meeting. One of the pilot projects, SAFMC Release, will be expanding to collect data on all shallow water grouper in 2021. The Advisory Panel will be asked to provide feedback and guidance on strategies to promote and recruit new users once the SAFMC Release project expands.

Requested AP Action: Provide input on Citizen Science Program activities and recommendations for promotion and recruitment for the SAFMC Release project when it expands to all shallow water grouper species.

b. Citizen Science Social Media Strategy

Description: Allie Iberle will present a brief overview of the Citizen Science Program’s social media strategy. The Advisory Panel will be asked to provide feedback on the overall strategy and guidance relative to the following discussion questions:

- Have you seen any of the #CitSciFri branded social media posts? If so, what did you like about the posts? What do you think could be improved?
- What social media strategies does your organization employ?
- What does your organization do to increase and maintain social media engagement?
- What social media analytic metrics do you think are most informative?

Requested AP Action: Provide input and recommendations on the Citizen Science Program’s current and future social media strategy.

3. MyFishCount (*Attachment 3a-3b*)

Description: BeBe Harrison will provide an update on the current transition status of MyFishCount. This will include information on the timeframe of the transition to the Angler Action Foundation, the latest modifications, survey information, and transition outreach plan as we approach the end of the grant.

Requested AP Action: Provide recommendations on the outreach portion of the transition plan.

4. Commercial Fish Rules

Description: Cameron Rhodes will provide an update on the development of a Commercial version of the Fish Rules App, a mobile application that will include commercial fishing regulations. The South Atlantic Fishery Management Council and the Gulf of Mexico Fishery Management Council are working together to develop the commercial app with the Fish Rules team.

Requested AP Action: None at this time.

5. For-Hire Electronic Reporting Outreach Update (*Attachment 4*)

Description: Carly Somerset will provide an update on past, current, and future For-Hire Electronic Reporting Outreach efforts and resources.

Requested AP Action: Provide recommendations for outreach and communications before and after implementation of the new reporting requirements.

6. Update from AP Members (*Attachment 5*)

Description: Advisory Panel Members will provide updates on ongoing projects, campaigns, or issues relevant to fisheries management. Some Advisory Panel Members submitted materials that were included in the Briefing Book and there will be time to discuss those resources and answer questions.

Requested AP Action: Provide information about relevant updates and offer feedback to other Advisory Panel Members.

7. Election of Chair

8. Other Business