

SOUTH ATLANTIC FISHERY MANAGEMENT COUNCIL
OUTREACH AND COMMUNICATIONS COMMITTEE

**World Golf Renaissance
St. Augustine, Florida**

June 11, 2026

Transcript

Outreach and Communications Committee

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Observers and Participants

Other observers and participants attached.

The Outreach and Communications Committee of the South Atlantic Fishery Management Council convened at the World Gold Renaissance in St. Augustine, Florida, on Thursday, June 11, 2026, and was called to order by Chairman Tom Roller.

MR. ROLLER: I'm going to begin the committee meeting for the Outreach and Communications Committee. Just a reminder of who is on this committee, and I'm going to look over to my staff member here, Ashley, and so -- It's on the thing, and so the committee members are myself, Gary Borland, Amy Dukes, Kerry Marhefka, Trish Murphey and Lt. Tom Pease, who is not here.

The first order of business is I'm going to look for approval of the agenda, and if anybody has any objections. Seeing no objections, I'll pass this -- We'll pass the agenda by consensus. The next order of business is to approve the minutes from our December 2022 meeting. Does anybody have any edits, or any objections, to the minutes? Seeing none, we'll approve the minutes by consensus, and our first order of business is our advisory panel report, and I'm going to pass that over to Scott Baker, the chair of the AP.

MR. BAKER: Thank you, Tom. Hello, guys and gals. Scott Baker, giving my last update to the advisory panel. We met back in May, and we had a full agenda. This meeting, we hadn't met in a couple of years, and we had a lot to talk about with -- You know, as you all know, Kim retired, and there's kind of a change up in duties of staff, and so we kind of talked a little bit about that, and Ashley is going to talk about that later.

We typically start our meetings with AP members share, and we kind of just talk about things of interest, and I just -- I wanted to point out that the cool thing about this meeting is we have representatives from the Gulf Council and the Caribbean Council, and so it's really cool to hear. It's almost like a tri-meeting of all these different groups, and all of these -- All of these councils are heavily involved in recreational fisheries, unlike some of our other councils, and so it's really interesting to hear some of those things.

One of the things that the Gulf Council talked about was a voicemail system that they set up for public comment. I thought that was really neat. It's a pretty low-cost way for them to get a different avenue of comment, and so I just wanted to highlight that.

We also heard from the Habitat Panel, from Kathleen, and she just talk about some of the things with that, and how to -- How there's going to be a new webinar series about non-regulatory issues, kind of things that the Habitat Panel can and cannot do, and there was a suggestion from south Florida about a webinar on sargassum.

We talked about red snapper, of course, and we can skip that for now, and we talked about the Magnuson-Stevens Act, the 50th anniversary, and, looking at some of those pictures in the presentation, it's kind of scary considering how long several of us have been at the table here.

We heard from Nick. He talked about communications platform of the council, and looking at some metrics, and he's been doing this for a while now, and so it's interesting to see how things change through time. There was broad consensus to continue what Kim had started, which is with the digital version of the newsletter, and so the *South Atlantic Bite*, and that's a good amount of information, right-size nuggets.

One thing that kind of people brought up was, you know, when you see some metrics, it's kind of hard to know are those metrics good or not, when you don't know who you're comparing it to, and, again, having these other council members there, it was -- It was verified that, in terms of government newsletters and things like that, the open and click rates on the council's emails are very good, and so they should be proud of that.

One thing we talked about was Fish Rules and particularly with -- Because one of the biggest parts of the council's website hit rate is, obviously, with regulations, and, because more and more people are getting, you know, their information straight from Fish Rules, and I know that the council has, you know, a contract, an agreement with them, and it would be great to have like a presentation on the analytics of Fish Rules and see if there's any other partnership opportunities with that platform.

This is a big slide, but I'm just going to hit a couple of these things. This is some of the draft goals of the new program. This is what you're going to talk about next, actually, but Emily, from the Gulf, brought up a really good comment, which was, when thinking about comment in general, we really want not just quantity, but we really want good comment, and so comment that is particularly useful to the council.

I think we discussed how everybody sitting around this table values the comment that is offered during public comment or written comment or online comment, but the public doesn't necessarily know how important that is, and, if there's any ways to just continue to pound on that message to tell them that this is important, because everybody around this table has a job to do, and you can either do it with comment or without comment, and so I think you just have to keep hammering that home.

We talked about how -- You know, sometimes it's usually easier for people to tell their own story than it is to get up here and recite facts and figures, support this and that, and so just encouraging people to provide their personal testimony is just as good as, you know, saying you're in favor of something or other.

We talked about really continuing to work with local captains, and, you know, the linchpin in a lot of this is just building trust, and that's -- You know, that's the amendment that never ends, right? It's just something you have to keep working on, and you have to keep building on, and so we just looked at different ways to explore those methods, and we talked about other outside organizations. I don't recall any specific things, in terms of what others are doing, but we did -- FWC did mention that, you know, an easy win for them was having an agency page on Fishbrain, and I think they had several thousand followers, you know, on that platform.

Next, we talked about how to engage with the Marine Resource Education Program alumni and with council workshop participants, all the types of council workshop participants. You know, this sounds really easy, and it's probably not, but collecting phone numbers, you know, and so many people are using their phones now, you know, more than everything else, whether it's voluntarily, you know, and one of our -- I will share that, one of our advisory panel members, he was texting with his son, and he was not getting a response very quickly, and his son was, you know, sixteen or seventeen, and he was like nobody uses text, and it's all Snapchat, and it's all -- You know, so I'm just saying we're approaching a world that's changing very quickly, and I think we have to change with it, which is pretty scary.

Again, diversifying communication methods and, you know, this is not really within the world of the council attention grabbing language and things like that, but, again, just reiterating what our stakeholders likely expect in order to be engaged.

You know, if we start getting into pie-in-the-sky type things, trying to think of how allowing participants to customize their communication options, again whether it's a text, or whether it's an email, or whether they want to hear only about news, or only about citizen science, or only about regulatory updates, and it could be cumbersome, but just a way -- It might be a way to engage more people.

I think this was related particularly to the MREP participants, which is, you know, we engage these people, and we train them, and then we, you know, send them off into the world, and, ideally, you know, we want them to give back, but sometimes it can be challenging, I think, for these people to figure out what's the next step, and so people -- It's much easier to respond to a suggestion than it is to create something yourself, and so I think this is a great opportunity for the council and stuff to say, look, you're way ahead of the game in all these other categories, and this should be your next -- This would be a next step you should consider.

Next, we talked about Lines of Communication, and, overall, this was very broadly supported by the AP. We talked about how important it is for word of mouth, and with the example being the 2026 Hatteras meeting was well attended, and I know that one of the previous meetings that was in Hatteras had a very big turnout, and in part because -- I think it was the dolphin MSE meeting, in part because a rumor went out, or got spread among the charter boat fleet, that the council was coming to shut down the fishery, and so, of course, everybody came to the meeting, and they probably all remembered that meeting not being so bad, and so maybe they came back, but it just goes to show how significant word of mouth, correct word of mouth.

There was some recommendations to possibly shorten the meeting to ninety minutes, and in part because maybe you stay two hours, but we've all been to that meeting that the moderator says we're done, and you can go home early, and that can make people feel good, and so having that in your back pocket to be able to do that.

I think one of the goals here is really to aspire to continue to engage these people beyond this meeting. You know, they've made the effort to come to this meeting, and we want to see those people regularly. We want to see those people from now on, and so, you know, using different communication tools, personal tools to stay engaged with them, to encourage them to take the next step, to keep participating.

We talked about possibly moving the tabling session to earlier in the agenda. People often come to meetings, and they're ready to get their comment out, you know, and so just having that front and center might be helpful. We also talked about having comment cards, as opposed to sticky dots, you know, and maybe a comment card that you put in the box, and nobody can see what you wrote, and put it in, something like that, if that's the only way to get a comment from someone, as opposed to having it be on a board and so, again, these are simple things that may or may not work, but these were just suggestions, but, in general, Lines was, I thought, very well done, and, of course, highlighting council members present and encouraging follow-up.

Another big slide, and we talked about, you know, again, increasing public comment, and, again, this is something that Emily Muehlstein from the Gulf brought up, which was really, you know, focusing not just on quantity, but quality of comments, and, you know, these are big things that fisheries are dealing with, you know, in science in general, lack of trust, perceptions, not really knowing what to expect, comments not influencing decisions.

You know, it seems like every council has different online tools, and most people don't have to navigate between councils, and so it's really not an issue, except for some of our people in North Carolina and south Florida, but just talking about -- Really, again, this is a long-game process, and how do we -- This is a slide you could have at every meeting, right, and how do we increase public comment? How do we make it better, and so this is just a smattering of ideas.

You know, the voicemail system, I thought that was pretty unique. Social media reels, you know, constantly trying to figure out are the tools that we're doing, and are they effective, and then, of course, just -- Like I said, this is a never-ending process, and we've just got to keep going.

Next, we talked about something closer to my home, the Sea Grant Reef Fish Fellowship. This is a fellowship that we kind of created with the South Atlantic programs with the council over these last four years. The last fellow, Ryan, just left us to go on to bigger and better things. Christina gave a great presentation on that, and I did want to call out Christina, because she did an amazing job with this fellowship.

The Sea Grant folks gave some day-to-day advice, and did a few things, but Christina was there every day with all four of these people, and really brought these people up to speed, which is an amazing feat if you can -- I'm sure you're all aware of this, but just to have someone to come in, and to learn enough to be able to engage with people, you know, it's a tough thing to do, particularly with young, early career, recent college graduates, and so we were very happy with this program.

We would love to keep it going, and we're actually looking for other, you know, funding opportunities. I know Sea Grant has been very happy with this, and so we're still in the process of looking, but we would love to do this again, and I think what's interesting is, although, you know, this topic is very focused on recreational fisheries, I mean, there's so many other avenues of opportunity, and, you know, social science outreach. The council, you know, it's difficult to do surveys and things like that, and, again, having someone just focusing on public comment accessibility would be amazing, and so there's lots of opportunities, and certainly lots of interest.

We talked about the Sea Grant Release Rodeo, the feedback, and, of course, Sea Grant has partnered with the council assisting with the Release Rodeo that was started by a Reef Fish Fellow last year. Some things to consider, again, is just -- These will be called nudges, right, and you just need a nudge to keep going, to keep participating, and so push notifications, Fish Rule banners, videos like Meg has created, which was really good, social media promotions, and, of course, you know, it works better if the council and partners isn't doing this, but the actual participants are doing this. You know, never be amazed at what people will go to to have their picture on something, you know, on the front of a magazine or whatever, and so it's pretty crazy.

Expand partnerships, again, part of the Reef Fish Fellowship, in particular with the council, was working with these tackle shops and businesses, and, of course, fishing club presentations. All those things work and have helped expand SAFMC Release, and, again, providing clear guidance

on how to participate. I mean, that's -- In my opinion, that's been very well done. The Citizen Science Program has done such a great job on all of this.

We talked about the participant recognition program and FISHstory. We talked about using different milestones to track engagement, and that's where some of the, you know, Sea Grant contributions have come in to be able to give to some of those participants. You know, we talked about -- Again, this is all, you know -- I won't say pie-in-the-sky, but, you know, these are additional duties that someone could do if there was worth time and money and funding, but expand outreach to tournaments, and captains meetings, and more like family-friendly events. You know, I know there's been an interest, in general with this program, of getting a very wide swath of people, and so including families and young anglers.

Develop a video to highlight the participant recognition program, and Meg has done a great video with the Citizen Science Program. We talked about custom artwork. It would be a great recognition item, and, again, just -- I think this all kind of comes home, that app fatigue in this space is very real, and so, you know, branding and visibility is important.

We talked about Citizen Science Program indicators. Overall, of course, they're doing a great job. Essentially, the program is collecting a large number of indicators, which they presented to you already, and we essentially recommended that they keep doing that. Some of those indicators are going to be good for anglers, right? In other words like is the data that I'm submitting going to be used, and the program is certainly having that type of success. Other indicators would be for funding agencies and things like that, and so they're on the right track here.

Finally, we elected a new chair and vice chair, and I'm happy to hand it over to Shelley Krueger from Florida Sea Grant, and Shelley is going to be great, because Shelley is down in Key West, and she has a foot in both councils, and so she definitely has -- She definitely will be great, and then, of course, Brian Fluech, who is with Georgia Sea Grant, but that, Mr. Chair, concludes my appointment. Thank you.

MR. ROLLER: Thank you, Scott. Do we have any questions for Scott? I heard a thank you, but so, while you're up here, Scott, I believe you were chair of the AP for how long, ten or fifteen years?

MR. BAKER: It's been a long time.

MR. ROLLER: It's been a long time, and I know, the last couple of times, you were a little bit volon-told back into the role, but I'm sure I speak for the council, and I want to thank you for all the time that you've spent with this AP, and all the time you volunteered, and you're an incredible chair, and we love working with you in that role, and so thank you, Scott.

MR. BAKER: Appreciate it.

MR. ROLLER: So, with that, looking at the agenda -- I'm sorry, Andy. Go ahead.

MR. STRELCHECK: Thanks for the presentation, Scott. Scott and I go way back to graduate school, and so it's always good to see you. I wanted to put a little bit more light on the call-in that the Gulf Council is doing and thought -- I'm glad that, obviously, you guys found that interesting,

and so we were having some issues where people didn't feel comfortable necessarily publicly speaking during meetings, and so they actually went to this anonymous call system.

We were concerned, obviously, that that might have some other ramifications, but the calls have not been really that substantial, but it has been a good opportunity for people to have their voice heard in a more protected fashion, that allows them to do it kind of on their own time, and so I just wanted to mention that.

Then I know, obviously, the AP meeting happened I think, before all of the chaos with red snapper, Scott, but just -- Not to put you on the spot, but I'm going to, right, and perspectives, or thoughts, on outreach or education based on everything that has kind of transpired around the red snapper EFPs, any recommendations, kind of now that we've had the court decision, and, you know, kind of things that are transpiring since then.

MR. BAKER: Wow, and that's a big one. I think the challenge is there's so many layers to it, right? I mean, there's the whole rebuilding process, that people don't understand, and so you've got -- Theoretically, you've got fish in the water, but they're not the right fish. They're not the big fish. There are not enough of those, and I think that is beyond most people to figure out without some type of intervention. I think it just goes too against what they see, and between that and -- I don't know. I don't know what the correct strategy is with that, to be honest. It's just it's too complicated, I think, for a simple solution, if that makes sense.

MR. STRELCHECK: Yes, and, obviously, I knew I was throwing a tough question at you, and I appreciate that, and I've seen, obviously, a lot on social media, a lot of, you know, anger, frustration, misinformation, knowledge, right, and so there's a lot of different angles to this, and, you know, I'm always trying to think about, one, how can we explain things better, and, two, how can we work with our stakeholders better, because it's a two-way street, in my view, and there's benefits, obviously, to learning from a tough situation like this.

The other thing I'll mention, and I really appreciate your comment about the MREP graduates, and kind of the next steps. I've certainly, yes, seen kind of MREP graduates step away from the process and maybe not know what they would do next, but then I've also seen really quite a few of them step up and start communicating out about what they learned in the process, right, and they reach back out to people that they met through MREP, that were helping with the education component, and asking good questions, and so I love that, you know, opportunity to build on those next steps, and, anything we can do to support that, we're happy to, obviously, provide input.

MR. BAKER: You know, I do want to -- Now that I've had the chance to think a little bit about that, I do want to put a plug in for the next, you know, speaker, Nick, because I think, when we think about these fisheries being open, and they will be open to some capacity, you know, I think we're just going to have to really double-down on this change of behavior, and it's --

At least for a lot of these fisheries, I think it's going to have to become this is a -- You're going to have to get as much enjoyment out of releasing fish as you are at keeping them, and I think that's going to be a hard -- That's going to be a hard sell for recreational anglers, I think, but I just have a feeling that's just where we're going to be going, and there's been a lot of tools with that. You know, the Return 'Em Right program is great, and just, you know, the science is there. It's just

getting people to change their behavior, you know, to do it, and so it's tough. It's a tough road. Thanks.

MR. ROLLER: Thank you, Scott. Do we have any other questions? I'll just add one comment. You know, I've been at some Gulf meetings where this voicemail system has been discussed, right I think in the -- I happened to be at the meeting where they were implementing it, and I really enjoyed Emily's presentation on that, and I was fascinated how cost-effective it has been for the council.

I think something like \$58 a month, and I just find -- I find it interesting, particularly given a lot of the conversations I've had here in federal management, as well as my experience in state management, and there's a lot of fishermen who want to speak on certain issues that they just don't feel speaking about publicly, and so I would love this council to consider that at some point. Seeing no other questions, I think we can move on to the next item, and I'm going to pass it over to Ashley here.

MS. OLIVER: All right, and so next we are going to get into our draft outreach and communications goals, objectives, and strategies. As you all know, I have moved into a much broader outreach role, previously very focused on descending device and best fishing practices outreach, and so now much broader, and also working much closer to Nick, which is why he's up here. He's going to help me kind of co-present this, but, really, in this transition, we realized that we don't have, and really haven't had, kind of a guiding framework on how we do our broader outreach and communications, and so we felt the need to build a little bit more structure on how we approach these efforts.

In this presentation, a lot of this may seem quite familiar. It's a lot of work that we are doing right now, and have been doing. There is some new stuff in there, but most of it should be pretty familiar, but, ultimately, we just wanted to kind of get it in one kind of space, one area, present it to you all, and, you know, if there's any modifications, that's, you know, very much welcomed, but, really, it gives us something to kind of look at and look forward to.

Just due to kind of the nature of the subject, it did make some wordy slides, and so Attachment 2b in a briefing book is kind of the document version of this presentation, if that's a little bit easier to read. I also briefly wanted to cover the presentation layout. First, I have to give a shoutout to Julia Byrd. If you guys remember her citizen science indicators presentation, a very similar setup here, and so I just thank Julia for that guidance.

Kind of the way this will run is Nick and I will present you a goal, and then a purpose, and so the goal is something that will be lofty, long-term, broad, or as the purpose is the whole reason why we have that goal, and, probably most importantly, how it relates to the council's work.

After that, we will present a series of objectives and their associated strategies. The objective will be something that's specific and measurable, and then the strategies, of course, will be the approaches, and the ways, that we will achieve that objective, and, before I hand the mic over to Nick to kick us off with Goal Number 1, I just thought I would bring kind of the discussion questions up first, so you guys can kind of keep those in mind as we walk through these slides.

Of course, again, any modifications, we definitely welcome those, but these are kind of the three main questions, or discussion points, that we have for you, the first being, you know, do those purpose statements provide sufficient rationale for their corresponding goals, and especially do they relate to the council's work? Second, are we missing anything, and then, lastly, is there support from the committee to continue with these goals, objectives, and strategies? I'll note here that we don't need a formal motion or anything like that, and kind of just a consensus from the committee. All right. I'll hand it to you.

MR. SMILLIE: Goal 1. Are we awake? This is really riveting stuff. Like Ashley said, it's a lot of the stuff that we are already doing, but we really are looking for guidance on you all to have everything in one place, kind of drive the direction of our communications and outreach companionship here, I guess you could say.

Goal Number 1 is provide consistent, understandable, and accessible information on the council, regulations, and stakeholder input opportunities. The purpose of this is essentially just to make sure that stakeholders and participants are well-informed and ready to participate effectively in the management process, but not just the management process, even in their own fishery, hence the, you know, regulatory part of this goal, and so we'll go to Objective 1.

The first one is using as many effective communication avenues as possible, and I like to say as effectively possible as well, because, if we're just spamming people with information, and it's not really getting through to them, then it's not effective, right, and so the first part of this is sharing information through in-person outreach, social media, website, and external partner publications, you know, working closely with our partners to share information through them as well.

Then I guess the next one is on the regulatory side of things. You all know it's becoming increasingly difficult to decipher and memorize regulations. I'm now taking all the calls from folks that have questions about regulations, and, I mean, I'm getting questions as simple as, you know, what's the snapper grouper aggregate, and then I still have to go onto the website and double-check, and make sure I'm not giving them the wrong information, and so making that info as clear as possible is going to be really important.

We've got Fish Rules and our regulations page to do that. We've also been working with Fishbrain to push out banner ads and notifications on people's Fishbrain apps, and so that's been pretty helpful for the likes of Lines of Communications and stuff, and then you may have noticed this since I kind of started taking over all this digital media stuff, but a lot of the presentations look the same, have similar branding.

You know, we use the same font as the website. We use a lot of the same images and graphics and things like that across all of our communication products, and that is by design, so that, when somebody sees a presentation, they know it comes from the council. When they see a social media post, or even verbiage in the South Atlantic Bite, they know that it's coming from us, and not kind of being repurposed from something and so that just kind of helps with that consistent design and brand recognition.

Objective 1.2, this is really just to make sure that our stakeholders are aware and prepared for public comment opportunities, and so the strategies to achieve this objective are we plan to start analyzing some of the attendance numbers and trends, just to see, you know, how many folks are

showing up, you know, when folks are showing up, and what are the issues that people are turning out for. I think a lot of you already know a lot of the species that people like to turn up for, but it would be good to kind of have that in writing, so that we can use that to, you know, guide our preparedness for public comment going forward.

Then, you know, really being proactive about sharing these details, getting ahead of the curve, making sure that, if we are going to have high turnout at a public comment meeting, that we provide various resources, you know, explaining to folks what to expect, you know, the value of public comment, which I try and talk about every time we host, and then, you know, how to be effective with their public comment. As Scott mentioned that Emily mentioned, you know, it's kind of quality over quantity with comments, and I think that's it for 1.

MR. ROLLER: Do we have any questions or comments regarding this first part of the presentation? Amy.

MS. DUKES: Thank you, sir. I just really wanted to applaud you guys specifically for the Fish Rules and Fishbrain coordination. I think not only at your level, but then working its way down to coordinate through the state level has really been able to have a cohesive network for our anglers. I think it's actually really helpful, because, when I'm talking to an angler, and they want to know about a council-driven fish, it's like, hey, go to Fish Rules, and I know I'm sending them to a dedicated site that has accurate, complete information, knowing you're on top of it, and so I just really wanted to say thank you for that effort, because it really has shown a positive influence on the recreational and the commercial anglers in South Carolina.

MR. ROLLER: Go ahead, Nick.

MR. SMILLIE: To that, thanks, Amy. I mean, just with South Carolina DNR specifically, Matt and I work together constantly, and, you know, it's a team effort from the states and us, because, a lot of the time, you know, Matt will be talking to somebody and they'll say, hey, that regulation is off, and so then I'll go on, you know, and update it immediately, and, you know, so it really is a team effort. I appreciate that.

MR. ROLLER: Thank you, Nick. One comment that I had to make, that I was really impressed with was the branding, using the same font in the graphics. That was something that I had never really thought about, but now I notice it, right, and I had noticed it beforehand. I mean, it's like, when you see one of the stickers we produce, you immediately know it's council-branded, and I think that's really helpful in our community, and that's a really good thing to bring here. Do we have any other questions or comments? We can move on.

MS. OLIVER: All right, and so Goal 2 is to engage stakeholders in the council process and council initiatives, and so, again, public comment, SEDAR, Lines of Communication, the BFP campaign, the CitSci Program, just to name a few. The purpose of Goal 2 is to ensure that stakeholder perspectives are solicited and available to support effective fishery management.

Starting with Objective 2.1, continuing to foster that two-way communication with stakeholders. I know this has been a focus for the council the last four or five years. The first way we can do that is continue with those Lines of Communication meetings. I think this top picture here is a great visual of just literally seeing two-way communication. This is from Lines earlier this year,

and so you can see that Tom and Trish -- They're not talking at people, but they're talking with people. That's something we really want to continue doing.

In the same vein, engaging fishermen at high-traffic locations, and so, in the bottom two photos there, you see Meg. I'm in that picture too, but I cut myself out, instead of Meg, because I thought that would be nice, but, anyways, we're talking -- We're at a fishing club, giving a presentation, and then John Hadley is talking to a family at a fishing expo about how descending devices work, and so really just trying to meet fishermen where they are, whether that's a tackle shop, a fish house, a seminar, you know, other outreach events throughout the coast, and not just different locations, but also different target audiences.

Objective 2.2 is to encourage input from stakeholders in the fishery management process. Nick kind of hit on this in Goal 1 a little bit, and so Strategy a is just promote those council meetings that are looking for input on amendments, and so your scoping, public hearing, public comment sessions. We can do that through council publications, our website, social media, and in-person outreach when we can.

The second strategy, I think this is probably one of those newer strategies we've put in here, but that is to highlight that public input is considered by the council in your decision-making process, and I guess an example of what I mean by this is, you know, us as staff, and those stakeholders that are here frequently, they do hear that public testimony makes it into the council discussions. We want to try to explore some ways that we can really highlight that and show to others that happens.

Then the last objective under Goal 2, 2.3, is to promote stakeholder participation in those initiatives and activities, and so, again, the CitSci Program, the BFP campaign, SEDAR, Lines of Communication, just to name a few.

As Nick mentioned in Goal 1, we can share this information through all of our in-person outreach and our social channels. We can continue our collaboration efforts with our state and federal agency partners, other programs, stakeholders, maybe through their own media publications, or the events that they put on, or they attend.

I think a really good example here would be ICAST. The last four, and now this is the fifth year - - The last four years we have been a part of Donuts and Descending Devices. I know you guys have heard about this over the years. This is an FWC-led event, but we are a part of it as well as Return 'Em Right, The Nature Conservancy, Guy Harvey Foundation, among five or six others, and so it's been a really great collaboration across regions and programs.

As you all know, Nick does a wonderful job maintaining our website, and the webpages, and so, with this, we really just want to make sure that those webpages are clear, they're accessible, and just easy to find information for stakeholders, and then, lastly, similar to Strategy c, but we really just want to make sure that any messages that we are sharing out there, that are similar to other efforts or agencies, we want to make sure that those messages align.

The last thing we want to do is confuse stakeholders, when we're really just trying to get the same point across, and so staff -- We are a part of all kinds of different workgroups, to really make sure that those messages align.

MR. ROLLER: Questions? Feedback? Comments, or feedback, or discussion? Amy.

MS. DUKES: Thank you, sir. I appreciate that. Kind of looking back at your 2.2, and your b, you're highlighting the public input. You know, we often sit around this table, and we talk about, well, the AP said this, and the AP said that, and we oftentimes will pull stuff from when we got public comment, but I really think highlighting those wins, those success stories, for lack of better words, is really important.

I think the first one that came to my mind is we, as a body changed our preferred alternative in December for black sea bass, for Regulatory Amendment 37, and it had everything to do with people coming to that council meeting, sitting at that table, and chatting with us, and I think reiterating that back to the group, through your social media networks, and your newsletters and stuff, I think is really, really helpful, and so we appreciate that.

Then, just from a selfish standpoint, the coordination with the state agencies is -- You're absolutely right, and it's key, and we do need to send the same message all the time, and so the fact that you guys are thinking about that, and considerate of that, is just very appreciated, and we really do enjoy working with you.

MR. ROLLER: Any other discussion, or comments? Not seeing anything, we can move on.

MR. SMILLIE: Okay. Here's a big one. Goal Number 3 is strengthen public trust in the council and the fishery management process. I know that you all have heard this get thrown out a lot, right, and it's always -- It's kind of the eternal problem, right, you know, strengthening and bridging that trust gap. It's kind of a lofty goal, and it's a little bit more ethereal, but it's something that we kind of want to take a more pragmatic approach to, as far as communications and outreach goes, and so, by doing that, we've got a couple of objectives.

The first one is build and sustain effective relationships with stakeholders and communities. We are out there, you know, quote-unquote, boots on the ground, right, at a lot of events and seminars, specifically the citizen science and best fishing practices campaign, when Ashley was doing that, constantly out in the public, and face-to-face is the best way to bridge that trust gap, right, just communicating with somebody face-to-face.

It often eliminates keyboard warriors, because a lot of people will actually want to, you know, actually understand what you're saying, and it allows you to reduce barriers by finding commonalities and talk to each other, right? You know, we're all human at the end of the day.

The next one there is we want to engage a broad and diverse range of stakeholders up and down the coast, different sectors, different, you know, folks that target different species, and that is going to kind of drive the different variety events that we go to, and continuing Lines of Communication, because we had a great time in North Carolina, and had some really productive conversations, and it gives folks a chance to have face-to-face, direct two-way contact with council members, which is pretty invaluable in this day and age, especially considering, you know, a council meeting kind of set up, the structure of a council meeting set up, and it's a lot different than that.

The next one is kind of champion our trusted ambassadors, right, and those in the advisory panel process and our state and agency partners, folks that are there, like I said, boots on the ground, that are familiarized with the management process, and can help kind of distill that information in a digestible way, and so supporting them in different ways, right?

Attending events that support advisory panel members, and, you know, other hardworking entities of the council, support them with straight-up information and materials, anything that they need. If they need help understanding a topic, you know, providing them with the information and resources that they need to digest that topic, and then, you know, encourage them to get out of their comfort zones and stay involved in the council process. Lastly, you know, MREP is amazing, and it gets a lot of people involved in the process that otherwise would not, and so continue promoting the Marine Resource Education Program.

MS. OLIVER: I just want to shout out Haley Stephens. I love this picture of her. You all know Haley, and she's very involved, but this specific event was the Daytona Fishing Expo. I guess it was last year, but she was presenting on the Sea Spirit, and she asked us to help her put together a presentation on Management 101, and so she probably presented to, I don't even know, fifty, sixty, seventy people on Management 101.

MR. ROLLER: Any questions or discussion on this part? Go ahead. Goal 4.

MS. OLIVER: We'll keep on rolling, and so this is our last goal. This one is all about evaluation of Goals 1 through 3, and so what we want to do with this is track our outreach and communication efforts so that we can identify trends, inform our outreach priorities, and refine communication strategies, and the purpose of Goal 4 is to support more effective and responsive outreach and communication efforts.

I'll kick it off with just specific for outreach, and so establishing indicators for our outreach efforts. The first strategy is to continue utilizing our outreach events and evaluation tracker. This is a pretty new tracker that we put together at the beginning of this year. Currently, it is specific for seminars, booths, and tabling events. That's just because that's mainly what we do right now with our in-person outreach, but, the way this tracker is built, it kind of has three main sections.

The first is kind of all the logistical information. The second section is about the kind of goals, and the target audiences, and the third section is probably most applicable here. That's all about the evaluation of the event, and so Christina put together some really wonderful questions for us for this tracker, and what we do, after each event, is the team that attended will go through that evaluation, answer the questions together, and most of them are on a Likert scale, and so we're kind of able to quantify how successful the event was, and so that has been really helpful the last six months.

Similarly, we have that tackle shop database. I know we've talked about that over the last few years. This just keeps all the information from our tackle shop visits. The information we put in here includes, you know, who we talked to, does the store sell descending devices, and, if so, what kind, and what kind of fishermen shop here, you know, what materials, and how many materials, did we leave at this shop, and this is really helpful, especially now that we've been to over I think 170 tackle shops in the last four years, to look back.

I mean, I used to be able to remember what happened at each shop, but I can't anymore, and so now, looking back, I can see what we left, what happened at that shop, and it also helps us find gaps of where maybe we haven't been to in a long time.

Changing gears a little bit, we can use post-meeting expectation metrics. I kind of already talked about the outreach events, but, for our meetings, maybe, you know, as an example, Lines of Communication, and you all know the amount of outreach that goes into Lines. You all do it, and our partners do it, and so maybe we can kind of look at, you know, how much -- You know, who we talk to at the beginning, and our initial pushes, see who all and how many actually sign up, and then kind of compare that to who all comes to the actual meetings, but this needs, I think, a little bit more development.

We also use dynamic QR codes. These are on all of our paper and most, if not all, of our digital materials. With these dynamic QR codes, we're able to track the number of scans we get on materials, and we also can see kind of the city of where they came from, and so this is really helpful.

Kind of going back to the tackle shop outreach for example, you know, say we visit a tackle shop here in St. Augustine, and, three months down the road, we get pinged that we got some scans on our create your own descending device rack card, and we can see that it came from St. Augustine. We probably haven't been back down here in the last three months, and so we can attribute that to our tackle shop outreach, and that's also very helpful for all of the outreach events that we do.

Then, lastly, this was a suggestion from the OC AP. I think we do this already, but it's kind of nice to put it all in this objective, but, again, just kind of, you know, talking with other organizations, comparing what we do, how it worked, just so that we can identify what's effective and what's not.

MR. SMILLIE: Then this is kind of my wheelhouse, right, establishing and monitoring digital communication indicators. It's just a fancy way of looking at all of our analytics, and what people are doing on the website, tracking that to understand what interests people the most.

For example, and Scott brought this up, I normally do my analytics report to the OC AP, and our regulations page is the most visited page on the website, by far, year in and year out, and then you can look at how -- You know, let's say just the top five species change on a year-to-year basis, and John and I have talked about, you know, providing maybe a list of the top five species to you all every year to just see, you know, a recap of what people are searching the most on our website, to get a good understanding of what the public is interested in.

That's one example of looking at these analytics over the website, seeing trends, and capitalizing on the trends, and so seeing the trends, and responding to the reports, by drilling down on what works, you know, figuring out why, you know, lowly-engaged products on social media, or on the website, are the way they are, and capitalizing on the more popular products.

MS. OLIVER: All right, and so then our final objective under Goal 4 is to evaluate stakeholder participation in the public comment process, and so you probably see that there is a strike-through in the word "track" on there. We had some recent discussions, as staff, trying to really define the word "track", and what we meant by that, and, ultimately, what we came up with was that we're not really trying to track public commenters. We're really wanting to just kind of evaluate our own

observations, and just kind of learn from that, and, you know, just learn how we can focus our engagement.

With that being said, we removed the word “track”, and we also took out Strategies c and d, for the same reasons, but we do think we can still achieve this objective with Strategies a and b, and, so, that being said, Strategy a, and Nick kind of talked about this earlier, but just evaluating the attendance trends, and really for each type meeting type, and then Strategy b gets more into kind of the topics that are talked about in public comment, and, you know, what generates the most public comments, and where are stakeholder interests, and where are there gaps, and how can we, you know, focus our engagement.

All right, and so that wraps up the goals. I know we've kind of been stopping as we've been going, but, just to bring the discussion points up one more time, again, we're looking for any modifications as needed, but also focusing in on, you know, those purpose statements. Do they relate to the council's work properly? Are we missing anything, and then, lastly, is there support from the committee to continue on with these goals, objectives and strategies?

MR. ROLLER: Thank you. Let's open it up for discussion. Andy, did you put your hand up? Go ahead.

MR. STRELCHECK: Yes, and I want to first just comment on Objective 4.3, and I don't think it's something you want to add to this, but we had an interesting discussion earlier this week about how different ways people engage, you know, with the public hearings, some benefit from in-person, and virtual can be better for other communities, and, in this day and age -- You know, John showed, earlier this week, about the flat budgets, or potentially even declining budgets, right, and to be able to now take that data that you're collecting here and kind of do the cost-benefit analysis of, you know, staff time, resources, money that's spent on venues to do in-person, versus, you know, virtual meetings, and I'm not suggesting, you know, to go all virtual, but I think that gives you some metrics and information then to assess the value of those public meetings and other activities where you're collecting information from the public.

MR. ROLLER: Thank you, Andy. When I look at this, you know, this report a little holistically, first of all, I'm very impressed with the outreach we do at this council. We do a lot, and I think it has a huge effect to our fishing community, and what I've been really interested in is this in-person work that we've done over the last few years, like the mackerel port meetings, following by Lines of Communication, and what I can say, as a council member, I've seen the benefit from that, right?

I've seen, you know, a lot of real positive interactions with my community. I've built a lot of relationships, and it's actually -- I think it's made it easier for other fishermen to approach me and talk to me about issues, which I think has been wonderful, you know, and, like Andy said, I'm really interested in the way you have metrics, to apply that to some of that work, to see where we can best spend our staff time, because it was important to remember there's only so much we can do, right, and to not overextend ourselves, but I like that. Do we have any other comments or questions or discussion? Nick.

MR. SMILLIE: A good response to Andy's point, and I guess another example of something that we've been doing, you know, digitally is in regards to scoping. I know there's discussions around scoping in general, but, in the recent past, maybe the past year-and-a-half or two years, we've been

doing -- Recording presentations of the scopings, especially the ones that are held virtually, because traditionally we would have a little bit higher attendance at in-person scopings, and then the online ones wouldn't be so heavily attended, and definitely depending on the subject, of course, but a lot of those, you know, YouTube recordings have been viewed, you know, post-mortem, after even the scoping has ended, and so that would go into something like, you know, the analytics tracking.

MR. ROLLER: Amy.

MS. DUKES: A question first. Did I hear you say 140 tackle shops? Is that correct?

MS. OLIVER: I think we're at 170, is what we put on the infographic.

MS. DUKES: See. Then I listened wrong.

MS. OLIVER: We've revisited a lot, too. I wish I could remember the percentages up on the top of my head, but it's been quite a bit that we've revisited more than two times, because we've learned that talking -- Or going back multiple times builds relationships.

MS. DUKES: So I apologize that I had the number wrong, and that's why I asked, because I had a little question-mark, and so I'm going to correct it to 170 and say that that's very impressive. I too will echo the comments that have already been stated. I'm beyond grateful for the outreach and communication team that the council staff has, the coordination and collaboration also with the citizen science folks, and ensuring that you have a cohesive message from the council perspective, and bringing in your partners, whether that be state or Return 'Em Right or Sea Grant, and it's just an amazing process.

To get to your actual discussion questions though, the establishing of the indicators, the evaluation of our stakeholders and the participations, I do feel like you have provided enough rationale here in your work, the goals, the objectives, the strategies. I feel like you are being very comprehensive of what's out there. I would think that this would be a living document though, and, as new things come about, new information is provided, it can be relayed in here, and, that way, you're never really giving up on anything. You continue to keep the gas pedal pushed to the ground, and so I am supportive of everything that you guys have put together, and I just can't wait to see what you do next.

MR. ROLLER: Thank you, Amy. John Walter.

DR. WALTER: Thanks, and I echo all the great efforts here. I think that it has gone a long way in terms of public understanding of the process, and their ability to participate in it. One thing, and there's a question, and you've asked a question here, and are there any goals, objectives, or strategies missing, and I see, in Goal 3, strengthening public trust in the council and the fishery management process, and I'm going to put a difficult question out there, because I think we've had some very difficult conversations with -- Part of that is also incorporating trust in the agency.

I think that's -- Unfortunately, for better or worse, the council is part of the agency, who either does the science or implements the council's decisions, and therein lies really I think where we're at a pivotal moment of perhaps lack of trust in that, and lack of regard, and I think that's the

challenge here, is rebuilding that trust with the public, working as best as possible to -- While we might have different relationships with stakeholders, we're all part of the same process, and so I think that's the key there.

I don't know whether writing that down is necessary, or just understanding how integrally linked we are in that, that trust in the council also is trust that the agency implements what the council wants, and so I'll put that out there, because I think that's something that we're going to have to work on, particularly with regards to our public, given a lot of the things that have happened.

I know that our communications staff within like the Science Center and the agency is trying to work on that, improving our customer service, and certainly meeting and trying to communicate better, as much as we can, about the why, in terms of things that the agency has to do, and particularly explaining the science, because the science is usually what underpins the why on everything, and so, you know, our staff is there to help, in terms of trying to better message that and rebuild trust. Thanks.

MR. ROLLER: Thank you, John. That is a lot to think about. Any other questions or comments as we discuss this? Trish.

MS. MURPHEY: Yes, and I was just going to Goal 3, Objective 3.2, your trusted ambassadors, and it just got me thinking about what you've done so far as far as having ambassadors with through the best fishing practices training. I thought that was a great ambassadorship thing, the what it means and all that, and then, you know, just looking here at Haley talking about the councils and everything, it kind of made me wonder if there's a way to build all that into an ambassador program.

My thought being, you know, how you did the training with the best fishing practices, maybe businesses or tackle shops or whatever, and, again, I'm just sort of thinking out loud, but if you could have them as ambassadors, and, you know, maybe the sticker on the door, or something above the head at the cash register, to get somebody to ask what is the South Atlantic Fishery Management Council, and just get them to ask, and then they're telling you something and it just - You know, maybe the rack cards around as well at these businesses.

Anyway, just kind of thinking out loud that that may be another ambassador type strategy to think about, but I really think -- I just go back to that best fishing practices training, and the folks that came in, and, you know, that was actually -- Those became ambassadors, and so, anyway, my thoughts on that.

MR. ROLLER: Thank you, Trish. Myra.

MS. BROUWER: Thank you. I just have a quick question, and so I've been kind of multitasking here, and so can we go back to Goal 1? I feel like I didn't see anything very explicit about the why behind what the council does, and I think it's important that we tell our stakeholders who the council is, and all of these things, but I wonder if there's room, somewhere in here, to be more explicit about communicating the why, and I think maybe that's where John Walter was going with his comment, but, like I said, I was sort of listening with one ear, and doing something else here, but do you see what I'm saying? Just be more direct about explaining to people the why, because I think that also goes a long way to building trust, right, and so it can probably fit somewhere in there.

MR. ROLLER: Myra, that is a very good point. Just give me one second. Myra, that's a wonderful point, and I think that that's something that we've had a lot of discussion about in the past, and it's a big gap in this process, is people don't necessarily understand what the council does, and what our role is, and I think that that's something that we do need to explain, and always figure out a way to say it in very simple words, and that leads into what John said regarding how we are part of the process, and we are essentially -- Technically, we're tied to the agency, being, you know, how we're all -- How all the work comes together, and so that's a very good discussion point. Thank you. Nick, were you going to say something?

MR. SMILLIE: Yes, and I was going to thank John for that comment as well, and it's kind of -- When I think about the process, it is all-encompassing, right, and so, a lot of the time, when I'm having a conversation with somebody at ICAST, or, you know, at a Haddrell's seminar or something like that, and talking with them, a lot of the questions are about, well, what do you all do, you know, and that's the first thing.

Then you have to start by, you know, we manage the federal fisheries, blah, blah, blah, and then you kind of get around to that, all right, now where does the decision-making process start, and, you know, a lot of the time, it starts with the science. I think we could probably do a better way at maybe having that explicitly written down, like Myra said, because the process is, you know, a holistic system, right, but I just wanted to reiterate that.

MR. ROLLER: Thank you, Nick. Ashley.

MS. OLIVER: So, just kind of looking at this goal here, I mean, if we just, you know, maybe change "council" to just "fishery management process", and is that generally -- Do you think that would cover it, encompass it, and then we can add in some more strategies under the objectives. I just want to make sure I'm understanding this correctly.

MR. ROLLER: I would do both.

MS. OLIVER: Both?

MR. ROLLER: Is that what I heard, Amy? Yes.

MS. OLIVER: Council and the fishery management process?

MR. ROLLER: I'm seeing some nodding heads, looking at the committee. I would agree with that. I think it's important to -- I mean, we don't want to take the council out of it, because that is us, but I think, if we add the process in there, that would be helpful. Mr. Carmichael.

MR. CARMICHAEL: Yes, and I also do want to point out, you know, "stakeholders" is a pretty general word. I know, in working with these guys on this, and thinking about it, to me, it applies to everybody. Like it's not just the people who aren't part of the process, but our advisory panel members, and others, they're stakeholders, and I think, in a lot of ways, they're covered in this, and it kind of makes you wonder, and maybe this is something tech staff can work with at advisory panels, as we have meetings, is just, you know, what's their level of interest in just kind of a general update at their meetings about the range of things the council is doing.

I know, a lot of times, they're wanting to make every minute count, much as you guys do, but there may also be some interest just to hear a little more about the broader issues that the council is addressing, and so I just want to make sure, you know, and it's something that Chip and I have been talking about, is make sure that advisory panel members and others are not overlooked in this whole thing.

MR. ROLLER: That's a good point. Thank you. Amy.

MS. DUKES: Thank you, sir, and Andy kind of hit it on it a little while ago, and that a lot of everything that you guys are doing honestly comes down to funding, and I know it has been so difficult to ensure that there's ample funding for outreach and communication, and things like citizen science as well, and I'm just looking at the possibility -- You know, you've got the CCC meeting being held here in our region next year, and I think you guys are ground-setting, as far as a lot of the efforts that the staff in you all's shop have been able to do.

It's almost, to me, an opportunity to brag a little bit, try to figure out how maybe some of the programs can be expanded to other councils, and then just try to figure out where some additional dollars can come from. We keep talking about how the agency has really got a big priority in cooperative research and things like that, and I'm just trying to figure out how we can just reevaluate some of the dollars that are going around, and figuring out how we can make more money happen.

I know that's easier said than done, but this avenue, this connection with our constituents, stakeholders, AP, the word is "hard", and you have to like define the word, and then the word, but figuring out how we can stay engaged with them is the only way that I think we can ever have trust, because, if we don't have the engagement with the folks, then we're not really going to be able to have a sound body here, and so keeping in front of folks, getting more folks involved, and hopefully that telephone game within our constituents carries. You know, you talk to one person, and it really does carry to two or three more, and so I'm hoping that we can just continue to elevate this program and make it bigger.

MR. ROLLER: Thank you, Amy. I think staff is capturing that. This has been a good discussion. Do we have any other comments? I'll just briefly touch on back to what John Carmichael said, and to remind us to remember to include our advisory panel members in this. I do think that's a really important point, but I also will give staff credit for that. At least when I was an AP member, and as well as AP members I've attended, I feel that we've done a pretty good job of using them to be ambassadors, quite frankly, but I think that's an important point we need to underline and continue with going forward.

I'm going to do a last call for any comments on this presentation. I think that's been a good discussion, and I think it's time to move on. All right. Well, our next item of business is we're going to have Nick Haddad present on the Return 'Em Right expansion to the South Atlantic, and so come on up.

MR. HADDAD: Thank you, Mr. Chair, and thank you to the council for having me here today. I'm the last thing holding us back from happy hour, and so I'll try to rush through this. My name

is Nick Haddad. I'm a program director for Return 'Em Right, and I work for Florida Sea Grant as well, and I'll jump right into it.

I'm going to give a little bit of a programmatic overview, because I believe this is my first time presenting to the full South Atlantic Council, and talk a little bit about our outreach and education initiatives, go a little bit into our gear use surveys, some monitoring and evaluation work, some more of the data streams, the less public-facing side of things, talk a little bit about expansion, and hopefully answer any questions you have.

Return 'Em Right was originally a seven-year project, plus expansion, which I'll talk about later, funded from Deepwater Horizon oil spill money, with three main partners, the Gulf States Marine Fisheries Commission, Florida Sea Grant, and the NOAA Restoration Center.

Really, three main components of this project, the education and outreach and fish descending device distribution, which is led by Florida Sea Grant, and the research and monitoring led by the commission. The three main goals are to reduce mortality in reef fish suffering from barotrauma in release, improve anglers' experiences with release gear, both of which will in turn improve the overall health of reef fisheries.

This project started way back when, and it feels like it's been a long time, but it really started with a foundation, which is setting up branding. Nick Smillie talked about the importance of branding, and so that's where we started with this program. Return 'Em Right came up with the project name, logo, iconography, typography, with Return focused on getting fish back down to depth, and Right emphasizing a right and wrong way to do it, and so this branding would be independent of partners, and one that is guided by anglers, but grounded in science.

Then we established all new digital media, the website returnemright.org, social media at Return 'Em Right on Facebook, Instagram and YouTube, and then, from there, starting the tough part about developing the core kind of component of the project, which was an education module. We wanted something that was easily accessible to anglers, but something that was also short and concise. We had to procure release gear, and so we originally awarded contracts to three descending device manufacturers and launched the program on May 3rd of 2022.

I wanted to give you a quick snippet of the education module and the software we use, which is Articulate Rise, and we've made a lot of changes. We're probably on version four of this education module, and so we really use angler feedback to evolve the program, and modify the education module, but there's really a few main parts, a registration form, eligibility questions, which deem you eligible for free, or now discounted, release gear, and then the meat of the content is on barotrauma venting and descending, with a little bit of general best release practices in there, too.

I think, from us education and outreach folks, we could all talk for hours about best release practices and best fishing practices, but, you know, we wanted to really hone-in on the most important part about how to identify barotrauma and the solutions to barotrauma, and then, from there, you get a gear distribution. From the gear distribution, we used to send the gear for free. Now you receive a 100 percent off discount link, and the anglers now pay shipping and handling, as of a month ago. I didn't include anything of data over the last month on how things have changed, but I can answer some questions on that change later, if needed.

Here's a little snippet of our education module data, and so, over the last four years, we've had over 54,000 anglers complete the online education module and distributed over 50,000 boxes of release gear. As Scott and Nick said earlier, word of mouth is really one of the most important things in these fisheries, and it is our top source of traffic, and so most people find out about our program from talking to each other about it. The second is YouTube, and then other, which we've recently broken out, and it actually -- Other is mostly fish apps, like Fish Rules, and Fish Verify, and so we've kind of broken that other category up recently, but really a spread of Facebook, magazine, newspaper, other social, TV, radio, and pretty much everything.

85 percent of those packages were delivered to Gulf States, 6.2 percent to North Carolina, South Carolina and Georgia, and the vast majority goes to Florida, and 45 percent of those packages are shipped to what we would consider Atlantic counties, and I believe that was using FWC's kind of distribution for Gulf versus Atlantic.

We also send gear use surveys to anglers, and so, once they've had a package of descending gear for six months, they get a survey, and then they continue to get surveys every year after, basically gauging, you know, their experiences with the gear, and so 84 percent of anglers report fishing in the Gulf, 16 percent report fishing elsewhere, and, of those that don't fish in the Gulf, it happens to be another perfect 84 and 16 split, and 84 percent fish in the Atlantic, and so you're at around 98, or 99, percent in total fish in the Southeast, between the Gulf and South Atlantic.

Some more on that gear use survey, and so 93 percent of anglers are extremely satisfied with the package of gear. Overall satisfaction is around 99 percent, and 94 percent report having no issues with the devices, and we actually provide SeaQualizers pre-rigged to a three-pound weight, and the top issue we have is that people say we either give them too much weight or not enough weight, and I can't really help them on both of those things.

Believe it or not, that's the top issue, followed by the second issue is setting the depth on the SeaQualizer, and so what we've done recently is started including a new print material in the box. One side is a weight guide, how much weight you need to descend fish, teaching people a little bit more about swapping them out, and then the flip side of that is specifically on setting the depth of the SeaQualizer.

Then some kind of interesting data here, too. On the right, I have this data split between Gulf and Atlantic, South Atlantic responses, and we ask which release device or tool you prefer after using this gear, or having this package of gear, and, overwhelmingly, people prefer descending devices, 87 percent, roughly. You can see it's slightly higher in the Atlantic, and still 12 percent of anglers, after using descending devices, prefer venting tools in the Gulf, versus only 9 percent in the Atlantic. That doesn't surprise me, based on the regulations being around a lot longer here in the Atlantic.

Then another kind of interesting one is how likely is it that you would buy a fish descending device, if needed, and roughly 25 percent or so, 23 percent in the Gulf, and 26 percent in the Atlantic, already bought descending devices, and then another 67 and 65 percent are likely, and right around 5 percent, in both the Gulf and South Atlantic, are unlikely to buy them on their own. Again, this is after they receive them from us, after they use them.

I want to quickly hop over to some of the monitoring through the data and some of the data streams we use to evaluate this project. This is largely through the Gulf States Marine Fisheries Commission, and Charlie Robertson leads this work. He's likely online too, if we have questions about the specific stuff, and so collecting some data from state reef fish validation surveys, and we help fund Gulf at-sea observer programs.

Collaborative studies are more of the research university side of things, looking at answering questions like does depredation occur while descending, and improving some of the discard mortality rates, and then also some human dimension surveys, which I'll talk a little bit more of.

We also have questions on the Southeast Region Headboat Survey about venting and descending, and then I already mentioned some of the Florida Sea Grant data streams from our gear use survey, and then also an education module follow-up survey, which we've had about 25,000 responses, and so that's how we modify the education module, based on angler feedback.

Just an example here of state reef fish validation surveys. This is being done in Florida, Alabama, and Mississippi, and so you can see, on the right here, questions on descending and venting, or descending, and if descending alive, if it was actually used, and if they're onboard. This is really high-level voluntary information from the private and for-hire recreational sectors, and, again, it's self-reported after fishing trips, and the data vary slightly by state.

This human dimension survey that I mentioned before, this is to assess awareness, attitudes and perceptions, and use of best fishing practices in the Gulf. This is a snapshot of the Gulf reef fish fishery, and so this is not people necessarily that have gone through our program. We did this survey in 2021, and we did it again in 2024 to measure change over time, and so we're looking at a three-year change in just a snapshot of the fishery of what anglers think.

Just some results here in Gulf reef fish anglers over that three-year sampling period. Awareness of fish descending devices rose from 32 percent to 58 percent. Confidence in ability to return fish to depth rose from 56 to 71 percent, and anglers awareness of Return 'Em Right rose from 4 percent to 30 percent, and so this is important.

This is the last question asked on the survey, is whether they're familiar or have heard of Return 'Em Right. This question is asked last, so that it doesn't bias any of the responses earlier on in the survey, and, from there, we can compare the 30 percent of anglers that are familiar with Return 'Em Right with the other 70 percent of the anglers that are unfamiliar with our program.

In general, those familiar with Return 'Em Right have higher awareness of best practices, greater knowledge of barotrauma, higher intention to use release devices, and more confidence in releasing fish, and, on the right here, I have a graph showing some best release practices, and I have it separated by anglers that are aware of Return 'Em Right in green, and anglers that are unaware in blue, and you'll see, for almost every best release practice, except for throwing fish up in the air, which was kind of a control, to see what people would respond to, almost every category is much higher in green.

If you look at using fish descending devices, or awareness of using fish descending devices, 90 percent, which I would love that to be 100 percent, but I think we know how that goes. You'll

never get 100 percent there, but 90 percent for those aware of Return 'Em Right, versus 48 percent of the rest of the fishing population.

That kind of leads us to expansion into the South Atlantic, and so I mentioned this was originally a seven-year project, but it was recently approved for a big expansion, in both area and for other species, and the starting point of that expansion is opening up that reef fish education and gear distribution component to the South Atlantic.

When we made that education module system change requiring anglers to pay shipping and handling last month, we did make anglers that fish in South Atlantic states eligible for release gear, and so South Carolina, North Carolina, Georgia, and Florida east coast, although people probably were selecting Florida before anyway, and we're planning on doing a hard launch coordinated with each of the state agencies, the council, and the Sea Grant programs, to actually announce this expansion into the South Atlantic.

I was planning this for a week or two from now, in advance of the Georgia, South Carolina, and North Carolina EFP seasons, but, given that those were shut down, we may put a little bit of a pause on this and wait for sentiment to cool down a little bit in the angling community, and so the opportunity exists right now, and we have not done a big, formal hard launch yet of that.

From a research and monitoring standpoint, those human dimension surveys that I mentioned, measuring change over time, the baseline survey and the three-year change, we're also going to continue to do those.

Those will be expanding to the South Atlantic as well, and so Charlie is currently working with each of the state agencies to try to address which questions we need added, which questions can be removed, and what that process, the sampling frame, is going to look like in the states, and, also, we're being cognizant of other work that's already been done in responsive management. The Nature Conservancy and the South Atlantic Council has done survey work before, and so we want to make sure we're considering those questions, and making sure they can be comparable over time.

Then, of course, from the data stream perspective, exploring opportunities to work with state agencies on monitoring descending device use in the South Atlantic, and, lastly, I just want to emphasize really being coordinated in this effort. By no means are we trying to come to the South Atlantic to take over education and outreach. We have a lot of respect for what this council, and the council staff, has done for education and outreach, and so we want to stay coordinated in that, and expand collaboration with the South Atlantic Sea Grant programs as well. As of now too, we've added the South Atlantic Council staff representative on our project management team, so that we can stay coordinated and moving forward.

With that said, I want to thank kind of all the many partners from industry, universities, agencies, everyone that has been involved with this project, and hopefully this grows to encompass more industry groups, and more representatives from the South Atlantic as well, and, with that, I'll take any questions.

MR. ROLLER: Thank you so much, Nick. Do we have any questions? Well, I'll start off. I have a couple of comments. First of all, I think your angler awareness metrics are fascinating. I think

that's a great thing to look at, to see that sort of response from your program. I also was going to ask you about throwing fish in the air, but I'm glad to learn that that was a control question, and it's also great to see you guys coordinating with this council. I think that's really important, because, you know, obviously, our council really knows the lay of the land, and, when it comes to outreach, you know, the more the merrier, right? Everything we can put together is going to be really helpful.

A little bit of a question here, because I've been wondering about it myself. I saw that, you know, when you looked at, you know, awareness of the different methods, I was surprised to see people had venting was so low, right, and could you speak a little bit about that, why you think anglers are less likely to do venting versus using a descending device?

MR. HADDAD: Are you specifically looking at the gear use survey, the follow-up right here, for kind of reference after receiving the gear?

MR. ROLLER: Yes.

MR. HADDAD: Well, I would say, personally, just from being a fisherman myself, and years of working this project, that the biggest knock on venting, and the biggest reason I think descending devices are great, isn't necessarily the survival rate difference in studies. It's the fact that a lot of anglers -- The vast majority of anglers out there, private recreational anglers, are not people fishing every day. You know, they have a boat, and they fish weekends, and venting isn't a process that's necessarily as easy as it looks. It fails a lot.

I would say the top comment we receive from our program is that people would vent and never have enough success with it. They hated venting, and it's failing, and they're watching fish float off and die, and so descending devices, especially if you have a good setup, and you have an easy, smooth, seamless part of their fishing experience, and you have it rigged, and you have it in a rod holder, and you have it ready to go, I think it takes some of the error out of that venting process, and a vast majority of, I think, private recreational anglers enjoy that, like not having to guess if the venting is going to work.

MR. ROLLER: That's some really interesting feedback, and I do agree with you. I mean, when I think about -- When I'm descending fish, and I'm not going to call it foolproof, but it's rare that the descending device doesn't work properly, right? I'm going to get that fish down, and it's not going to float back up, and whether I'm at anchor or using -- You know, I'm spot locked, and I don't have to like move my whole operation to go and get that fish and try to descend it again.

I guess, you know, the comment that I would make was that, you know, prior to, you know, a lot of these descending devices being available, I was venting fish a lot, and I seemed to like almost had been convinced that I was doing it poorly, that I might be hurting fish, and I think that that's what drove me away from it, and, you know, recently, I've experimented with some new venting tools, and like there's this really great retractable one, and I've also found it to be very, very convenient too, right, because, you know, you're not, you know, reeling up a four or five-pound weight at times, and so thank you for giving your -- For giving some feedback on that one. Do we have any other questions for Nick here? Amy.

MS. DUKES: Hi Nick, and thanks for the presentation, and, actually, you set me up for another question about venting, because a lot of anglers in the South Atlantic are choosing to vent. It's a very small subset, but it's almost like, no, this fish doesn't need to experience barotrauma, or it's not experiencing barotrauma, and it's eyes aren't bulging, and so they're like I'm not going to use my descending device, and they're like wait a minute, and maybe it still needs a little something, and so we've been doing some education and outreach specifically to the charter observer program that we started in South Carolina.

We are providing venting tools, with significant in-person education, and so it is something that Ashley and I talked about quite a bit, about, man, I mean, I would rather them do something than nothing, but I do hear your points about the success rate of actually using a SeaQualizer, and descending, and so we do appreciate the expansion to the South Atlantic. It is something that we've already pushed out through our still live landing pages about the EFPs, and it has just got a lot of great information in it, just for our anglers anyways, and we don't want to lose that momentum, and so we appreciate you allowing us to put information up there.

I wanted to go back to -- You talked about the monitoring through data, and the collaborative studies that you did, and were any of those collaborative studies that you started more angler asks, or angler driven, or has it been more research driven, or perhaps a combination of both?

MR. HADDAD: So I'm going to do my best to answer that. I want to also say thank you for including that information on the EFP landing page. In our other category on our education module, people can write in another source, and people have written in the South Carolina EFP landing page, as well as the North Carolina EFP landing page, I believe, and so I can show you those data points, and show you specific people that came from the South Carolina, or those areas.

Regarding the collaborative studies, some of those, like the depredation on descending devices one, we worked with charter captains to actually film releases of fish on descending devices with go fish cameras, and so some of them did engage, and I believe the Louisiana Department of Wildlife and Fisheries study involved angler preference, or some type of survey on -- But I believe it was angler preference on descending device type in that, and so it was a mix, and some strictly kind of the science research side, as well as mixing in some citizen science angler work in that as well.

MR. ROLLER: A follow-up, Amy?

MS. DUKES: Just on a different subject, and so the human dimension survey is really cool stuff. I loved the throw the fish question. Is this something that you plan on doing and replicating again in the future?

MR. HADDAD: Yes, and we're going to continue to do these, to measure changes over time, and use the same questions as a baseline three-year, again probably in another three years in the Gulf, and then also try to move these same things over to the South Atlantic, to start as soon as possible as, I mean, kind of a baseline, but you all have been doing work for a very long time on this, and so it's not really a baseline, but you've got to start somewhere if you're measuring change over time, and you're replicating the same survey methodology, and so, yes, expanding them in the Gulf, and also moving into the South Atlantic with them.

MR. ROLLER: Jimmy, did you have a question?

MR. HULL: Thank you. I'm not on your committee, but, Nick, this is fantastic news, and a great program. Great job. My question is probably to John Walter. Is this the type of information that could be incorporated in a stock assessment as to the percent usage of descending devices? Would this inform you? Is it good enough to inform that?

DR. WALTER: Well, you've read my mind a bit, because I was actually asking Nick about this prior to this, in terms of what kind of data we might have out of the project, because you're exactly right. That percent utilization of descending devices was explicitly considered in the projections of the previous assessment, and is going to have to be considered in this one, and it relates to the fraction -- What discard mortality rate you would apply, and so I would say, yes, absolutely, and it's something that's going to be incorporated, and needs to be incorporated, ideally with data, rather than an assumption about what is going to happen.

I think, the more that this project could collect hard data, the better we can characterize what that would be, what the discard mortality might be, and so I would say, Nick, maybe you could just comment on some of the things, and some of the data that might be available, and where it might be useful for the assessment that's pending. Thanks.

MR. HADDAD: Yes, and I want to emphasize that the main point of collecting this data is to measure the restoration success, and the program's impact, but, obviously, some of these data streams could be also used in science, and to support management and decision-making as well, and so, as of now, these are really our main data points, data streams, from primarily the Gulf side, and we are just getting started on what this could look like in the South Atlantic.

Like I said, I believe Charlie is likely online, if he has anything to extrapolate on that, but starting with kind of those human dimension surveys in the South Atlantic, and seeing where we can go from there, and we're all very early on this, and just opening up in the South Atlantic, as kind of just a month ago with the soft launch.

MR. ROLLER: John.

DR. WALTER: Yes, and I guess are these -- Are any of these programs, or any of that data, part or entered into the SEDAR 90 process right now?

MR. HADDAD: I personally do not know the answer of that question. I mean, I've looked at the SEDAR 90 data workshop streams, data streams, for venting and descending, and none of these specifically from our program are included in that.

MR. ROLLER: John, did you have your hand up?

DR. WALTER: Yes, and I guess, while we wait, if they aren't, or if it's something that I think -- Because it often really is going to be in the projections, and the assumptions of the projections, if this program is kind of only starting in the Atlantic, and it's still an important consideration for projected -- What might be the projected behavior, because the assumptions had -- the projections had to make an assumption about how behavior might change, and I think it would be important

to maybe get a presentation, or at least something into the SEDAR 90, if at all possible, about what data might be available. I think it would be really beneficial to the process. Thanks.

MR. HADDAD: Yes, and, as we know, anglers travel, and so that's why you see a large spread of data points. People, especially given the short red snapper seasons in the South Atlantic over the last, you know, several years, people in the Atlantic fish the Gulf frequently, and so there are people that, you know, utilize this program because they fish in the Gulf, and they likely utilize the program because they fish in the Atlantic too, and so there's certainly -- Although we're just officially moving into the South Atlantic, I can guarantee you there's been information spread. There's no borders for information.

There's been -- There's certainly people that travel and fish both regions. I think, if you -- From South Carolina, at least, through eastern Florida, if you ask most hardcore anglers if they fish both coasts, most of them will probably tell you yes, or at some point they do fish both areas.

MR. ROLLER: Amy.

MS. DUKES: Thank you, and so, the NOAA collaboration you're doing with the Southeast Regional Headboat Survey, is that specific to the Gulf Coast only?

MR. HADDAD: Charlie online, maybe, and I believe -- I believe it -- I mean, I think that program is uniform. I would think it goes and wraps around, and so it's not just the Gulf headboat survey.

MS. OLIVER: We're about to get you unmuted, Charlie. One second. Charlie, we unmuted you. Can you unmute yourself?

MR. HADDAD: Charlie, you might be able to unmute yourself.

MS. OLIVER: Charlie, are you unmuted on your end? We have you unmuted on our end, and we're not hearing you.

MR. ROLLER: Charlie, if you can hear us, Amy Dukes would love to hear from you through email on that. Thank you. This has been a great presentation and discussion. Do we have any more comments, or issues? One thing that I'll close out on is, you know, how excited I am about this, because, you know, as a fisherman, the widespread use of descending devices has been -- It's probably one of the more revolutionary things, to me, in my business and operation.

It has changed the entire way that I fish, and, as this outreach happens, I think one of the most amazing things I see, with anglers of all experience levels, is, when I show them how to descend fish, people are amazed by it, and it's like people will look at me, and they go, man, that just feels good to do that, and I think, as we expand this, as word of mouth continues, I hope it continues to be really revolutionary in this fishery in general. John, you have another question?

DR. WALTER: Yes, and I just want to follow-up on that, and emphasize that, because, in terms of how we're going to turn dead discards into more opportunity, are through things like this, and so it's really essential, and I think one of the concerns that has been raised, and brought to us, is are we going to get credit for doing this, and I think that's certainly a concern, is it going to get

credited in the stock assessment process, and it is certainly credited on the water, because the fish that was returned right, and survives, and so that's more fish.

The abundance in the indices would reflect that, but, in terms of crediting within the stock assessment process, I think that's where the data is really the key, in terms of being able to quantitatively incorporate what changes in angler behavior, and I think that has shown to be essential, in terms of how the process -- How that gets addressed in the process. I would certainly want to credit that as much as possible, those changes in angler behavior, but I think that's really going to require having hard data to be able to say, yes, indeed, discard mortality was decreased by X percent because of this kind of utilization, but, moving forward, it's going to be essential, and, yes, this is a game changer. Thanks.

MR. ROLLER: Thank you, John. Did you want to follow up, Nick? Go ahead.

MR. HADDAD: Yes, and I just wanted to say one more point to that as well, is that, you know, we talk about angler trust and, you know, being honest with anglers, and that our message is that not every fish is going to survive release, and that's including using a descending device, and so it's being honest in our messaging that a descending device doesn't save every fish's life, but it's giving each one their best chance.

It's not letting fish float off be an excuse anymore, because, you know, saying it's dead no matter what, and our whole concept is that there's right and wrong, and it's simply the right thing to do, and so, you know, whether we get enough, or whether the science and managers get enough data to give that credit, you know, we're going to continue our messaging to do it, because it's the right thing to do, and, you know, I guess it's up to everyone else to kind of prove the rest in science, or at least do our best to prove and give credit for it, but our main message is that it's the right thing to do, and we're giving each fish their best chance of surviving release.

MR. ROLLER: Fantastic. Thank you. Last call. Any questions or comments? Seeing none, thank you so much for your presentation, Nick. That was a great discussion, and I've got one more item on the agenda, and that is Other Business. Does anybody have any other business for this committee? Seeing none. I will adjourn this committee and pass it to you, Madam Chair.

(Whereupon, the meeting adjourned on June 11, 2026.)

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Certified By: _____ Date: _____

Transcribed By
Amanda Thomas
July 16, 2026

ac Thurs 6/11/26

	Committee	Name	State	Affiliation	Seat
1	Outreach and Communications	Tom Roller (Chair) ✓	NC		At-Large
2	Outreach and Communications	Gary Borland (Vice-Chair) ✗	SC		Obligatory
3	Outreach and Communications	Amy Dukes ✓	SC	SC DNR Marine Resources Division	State Agency
4	Outreach and Communications	Kerry Marhefka ✓	SC		At-Large
5	Outreach and Communications	Trish Murphey ✓	NC	NC Division of Marine Fisheries	State Agency
6	Outreach and Communications	Lt. Tom Pease ✗	FL	Seventh Coast Guard District	USCG

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Sonny Gwin

John Walter

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Rick Devictor

Clay Porch - web

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OC Thurs. 6/11/26

First	Last	Suffix	Affiliation
Trish	Murphey	✓	NC Division of Marine Fisheries
Jessica	McCawley	✓	Florida Fish and Wildlife Conservation Commission
Robert	Beal	X	Atlantic States Marine Fisheries Commission
Carolyn	Belcher	✓	GA DNR Coastal Resources Division
Gary	Borland		
Amy	Dukes	✓	SC DNR Marine Resources Division
Judy	Helmey	✓	
Francis (Dewey)	Hemilright	✓	
James	Hull	✓	Jr.
Kerry	Marhefka	✓	
Tom	Pease	X	Seventh Coast Guard District
Charlie	Phillips	✓	
Tom	Roller	✓	
Robert	Spottswood	X	Jr.
Andy	Strelcheck	X	NOAA Fisheries Southeast Region
Deirdre	Warner-Kramer	X	Office of Marine Conservation OES / OMC
TBD	TBD		U.S. Fish and Wildlife Service Representative

June 2026 Council

Attendee Report: Meeting

Report Generated:

06/15/2026 08:30 AM EDT

Webinar ID	Actual Start Date/Time	Duration	# Registered
942-313-427	06/11/2026 07:45 AM EDT	8 hours 54 minutes	246

Staff Details

Attended	Interest Rating	Last Name	First Name
Yes	Not applicable for staff	Council	South Atlantic

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Beyer	George
Bianchi	Alan
Boots	Benjamin
Bradshaw	Christopher
Brouwer	Myra
Brown	Hunter
Bubley	Walter
Bunting	Matthew
Byrd	Julia
Carruthers	Tom
Cermak	Bridget
Clawson	Jessica
Cody	Richard
Collier	Chip
Crispe	Miriam
Curtis	Judd
Curtis	Christina
DeVictor	Rick

Dobbs	Jeffrey
Dukes	Amy
Favale	Julianne
Flemming	Robert
Flowers	Jared
Floyd	Brad
Foss	Kristin
Friedrich	Tony
Gervasi	Carissa
Gloeckner	David
Griner	Tim
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Hackney	Heather
Hallas	sara
Helmey	Judy
Horstead	Adrian
Howington	Kathleen
Huber	Jeanette
Hull	Jimmy
Iberle	Allie
Iverson	Kim
Jacoski	Greg
Karnauskas	Mandy
Kersting	Anne
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Klibansky	Lara
Knowlton	Kathy
Larkin	Michael
Lazarre	Dominique
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Lee	Max
Levy	Mara
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Marinko	Jeff
Masi	Michelle
McMahan	Trevor
McPherson	Matthew
Meehan	Sean

Mehta	Nikhil
Merrifield	Mike
Moller	Alexandra
Moore	Jeff
Moss	david
Murphey	Trish
Neidig	Carole
Newman	Thomas
Norcross	Jennifer
Offner	Tia
Oliver	Ashley
Ott	Emily
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Schlick	CJ
Shaw	Kristi
Shervanick	Kara
Silvas	Rachael
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Spurgin	Kali
Starling	Savannah
Stemle	Adam
Stephen	Jessica
Stephens	Haley
Stevens	Molly
Sweetman	CJ
Talton	Trista
Thomas	Suzanna
Turley	Brendan
Vaz	Ana
Vecchio	Julie
Walia	Matt

Walsh	Jason
Walter	John
Wamer	David
White	Geoff
Williamson	Veronica
Withers	Meg
Woodstock	Matt
adisa	sylvia
evans	joseph
gwin	earl sonny
oden	jeff
reese	dylan
sandorf	scott
vara	mary
zales	bob
Aines	Alex
Alhale	Sydney
Atkinson	Seth
Batsavage	Chris
Beal	Bob
Bertoline	Sue
Blough	Heather
Blum	Catherine
Bogdan	Jennifer
Bonura	Vincent
Borland	Gary
Brantley	William
Bremer	Nik
Brogan	Gib
Bruger	Catherine
Califf	Julie
Callaway	Lillie
Cheshire	Rob
Cox	Jack
Crosson	Scott
Dash	Mark
DiJohnson	Alex
Drexler	Michael
DuBeck	Guy
Dubniczki	Hayden
Dyar	Ben
Emory	Meaghan
Farrell	Delaney
Figueroa	Alena

Franco	Dawn
Freeman	Chase
Gahm	Meghan
Gardner	David
Gore	Karla
Graham	William
Gray	Alisha
Griffin	Aimee
Haddad	Nick
Hadley	John
Harrison	Alana
Hart	Hannah
Haymans	Doug
Hilliard	Bob
Hubbard	Nolan
Hutt	Clifford
Hyman	Alexander
Jones	Christopher
Keppler	Blaik
Kersting	Anne
Kinman	Charles
Krebs	David
L	M
L	Michael
LaVine	Britni
Lavine	Craig
Law	Alexander
Lazo	Sarah
Lazo	Sarah
Leach	Scott
Lima	Anthony
Lloyd	Victor
Locke	Charles
MCGOVERN	Jack
Mackesey	Brendan
Marks	Rick
Mathis Jr	Robert
McWaters	Mark
Mcclees	Matt
Mehlhorn	Anna
Muffley	Brandon
Neer	Julie
Nicholson	Shaun
O'Donnell	Kelli

Owens	Marina
O'Meally	Conor
Palmrose	Kristin
Parsell	Steven
Pease	Thomas
Perkinson	Matt
Peterson	Cassidy
Rathke	David
Redd Jr	Larry
Remsberg	Loren
Riley	Richard
Rose	Tyler James
Rule	Erica
SCOTT	TARA
Sartwell	Tim
Scalise	Timothy
Schmidtke	Michael
Soltanoff	Carrie
Stasser	Katie
Stephenson	Sarah
Sweeney Tookes	Jennifer
Sweeney Tookes	Jennifer
Taylor	Alexandria
Tenore	PARIS
Treece	Andrea
Walsh	Mick
Walsh	Michelle
Westcott	Lauren
Whaley	Dave
Whitmer	Morgan
Wilke	Kate
Williams	Erik
Willingham	Darrin
Wilms	Sean
Wilms	Olivia
Woodward	Spud
Wynn	Chris
Zalys	Todd
Zapf	Daniel
bonura	Vincent
spottswood	000Robert
zurbrick	james