



THE SOUTH ATLANTIC FISHERY MANAGEMENT COUNCIL

# Stakeholder Engagement Meetings

**Snapper Grouper Advisory Panel  
October 2024**



# Goals and Objectives



Build relationships with fishery stakeholders by engaging them in an informal setting that allows for two-way conversations.



Objective One: Provide an opportunity for an open dialogue and mutual learning between Council members and stakeholders.



Objective Two: Increase knowledge of the fisheries management process to encourage stakeholder engagement in Council initiatives.

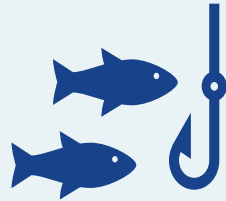


Objective Three: Provide a mechanism for stakeholders to bring their concerns and observations forward, directly to Council members.



Objective Four: Provide an opportunity for Council members to share information on salient management issues with stakeholders.

# Why is the Council gathering this information?



To identify topics that need to be addressed by the Council but haven't been on their radar.



To set the Council's workload priorities.



To guide the Council on active management actions (what they should be considering and asking when discussing a given topic), as appropriate.

Stakeholder engagement meetings are different from traditional opportunities for public input because they are not tied to a specific management action.

What would need to happen during or result from these meetings for you to consider them successful?

Does the SG AP have suggestions for how to communicate the benefit of attending these meetings to stakeholders?

Are there other ways the Council could use information from stakeholder meetings?



# Meeting Structure

## Prologue

- Attendees arrive at the meeting.
- Staff asks attendees why they decided to attend and what they were hoping to talk about this evening.

## Introduction

- A Council member provides a presentation explaining the Council's goals and objectives for stakeholder engagement meetings, ground rules, and how the night will operate.

## Structured Breakouts

- Attendees are broken out into two different groups to have facilitated discussion around two pre-determined topics.

## Intermission

- A quick break to allow staff to reset the room for the unstructured breakout groups.

## Unstructured Breakouts

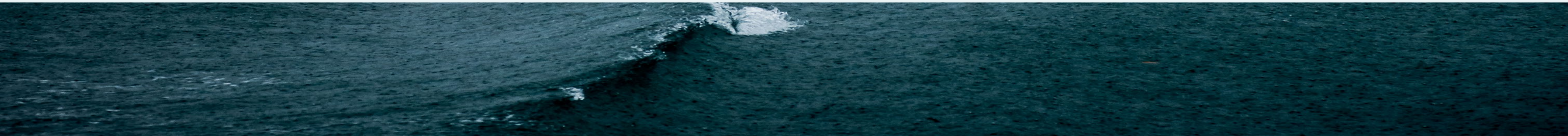
- Three stations set up around the room on different topics, providing an opportunity to have more informal conversations with staff and Council members on a variety of topics that may be of interest to attendees.

## Conclusion

- A Council member provides a presentation thanking attendees, recapping the Council's goals and objectives for stakeholder engagement meetings, and noting where information goes next.

# Post Meeting Logistics

- Immediately Following
  - Thank you email to all attendees,
    - bullet point list of some things learned
    - information on upcoming Council meetings and opportunities for participation.
  - Debrief with Council members that attended the meeting to discuss what went well, what didn't go well, and what was learned.
  - Prepare a summary report of the meeting and make it available on the website.
  - Post photos of the evening to social media.
- Next Council Meeting
  - At the start of the meeting, Council members that were present will each take a moment to note their biggest takeaways or things learned from the most recent round of stakeholder engagement meetings.
  - Detailed information from stakeholder engagement meetings would be presented before each relevant Committee or topic.
  - Presentation slides and/or summary report provided in the briefing book.



Does the SG AP believe fishermen in their communities would be willing to participate this type of structured meeting?

Are there other ideas that staff should consider for structuring the meeting to better meet the objective of providing an opportunity for an open dialogue?

Does the SG AP have suggestions on how information could be presented during the unstructured session (looping PowerPoint, informational flyers, etc.)



# Outreach Plans

## Council Website

- Background on why the Council is conducting these meetings.
- Goals and objectives of the meetings.
- Upcoming dates and locations.
- Summaries from past meetings

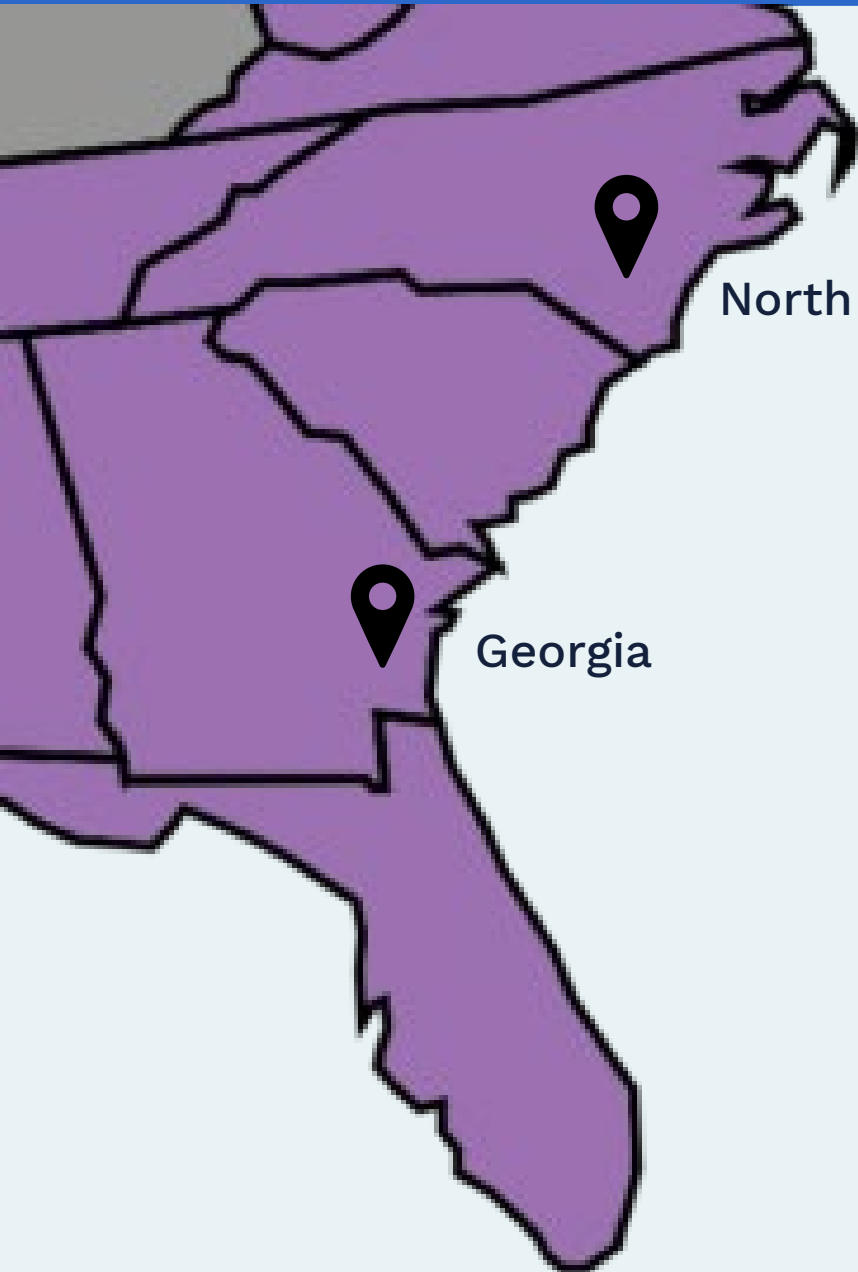
## Council Released Materials

- Flyers for each set of meetings:
  - Emailed out to specific shops within the Council's tackle shop database.
  - Sent with staff when conducting outreach events in a relevant area.
  - Provided state partners to share with their outreach staff, as appropriate.
- New Releases from the Council and relevant groups/agencies.
- Feature article included the South Atlantic Bite.
- Social media posts and stories.

## Community Materials

- Working with Advisory Panel members, BFP MVPs, Release Newsletter
- Industry groups (ex. CCA, NCFA, ASA, ASGA, SFA, NCWU, etc.)
- Saving Seafood mailing list, other media outlets.
- Outlets that have published information on Citizen Science and BFP.





North Carolina

Georgia

# Winter 2025 Meetings

## Meeting Topics

Structured Breakout Group Discussions

*To Be Determined*

*To Be Determined*

Unstructured Discussions

Federal Fishery Management 101

Citizen Science

*To Be Determined*

TBD topics will be identified by working with Council members in North Carolina and Georgia.

Are there additional outreach avenues that SG AP recommends?

Where in North Carolina and Georgia should the Council hold stakeholder engagement meetings?

Are there specific topics you anticipate fishermen wanting to talk about in these areas?



# Next Steps

Meet with the Council SEM Planning Team

- Review structure of meetings.
- Discuss outreach opportunities.
- Consider evaluation methods.

Meet with North Carolina and Georgia Council Members

- Determine structured and unstructured discussion topics.
- Discuss state specific outreach opportunities.

Present SEM plan to the Snapper Grouper and Outreach and Communication AP

- Gather input on meeting structure and ways to encourage attendance.

Present final plan to the Council at the December 2024 meeting

# Questions?