

SOUTH ATLANTIC FISHERY MANAGEMENT COUNCIL

INFORMATION & EDUCATION COMMITTEE

**Westin Jekyll Island
Jekyll Island, Georgia**

March 4, 2019

SUMMARY MINUTES

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Chester Brewer
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Christina Wiegand

Other observers and participants attached.

The Information & Education Committee of the South Atlantic Fishery Management Council convened at the Westin Jekyll Island, Jekyll Island, Georgia, Monday morning, March 4, 2019, and was called to order by Chairman Spud Woodward.

MR. WOODWARD: I want to call the meeting of the Information & Education Committee to order. Our members are myself, Spud Woodward, as Chair, Art Sapp, Anna Beckwith, Chester Brewer, Doug Haymans, Wilson Laney, Lieutenant Commander Jeremy Montes, and David Whitaker.

Our first order of business is to approve this extensive agenda that you have in front of you. It's a very complicated agenda, and I guess this is my trial. They're just checking me out to make sure that I can work with a one-item agenda. Any changes to the agenda? Seeing none, we will consider the agenda accepted.

The second order of business is to approve the minutes from the last meeting of this committee, which was held on December 7, 2017, in Atlantic Beach, North Carolina. Any changes to the minutes? They are in your briefing book. Seeing none, we will consider the minutes approved as presented.

With that, we will go to our first agenda item, which is a report from Scott Baker with North Carolina Sea Grant, who is the Chair of our Information & Education Advisory Panel, and the meeting was held back in January, and he is going to be reporting to us from home, and so we've got him queued up. Scott, it's all yours.

MR. BAKER: Good morning. Thanks for having me. I'm just going to run through the report. Of course, I'm not going to read everything, but I just wanted to hit on some bullets under each of the ten items. We did meet on January 29 and 30 in Charleston, and we had a little bit of a light turnout. It was just post-shutdown, and so we did not have a lot of our federal members, but we did have some people joining via webinar.

The first item we talked about was the Citizen Science Program, and we received an update from Amber and crew on the status of the program. Specifically, we talked about the release of the new app that has been developed for the scamp pilot project and the FISHstory pilot project, and both of those are not, I guess, officially started, but we did talk about those two projects, and everybody was very excited about those, particularly with I will say FISHstory, because it seemed that everybody in the room knew of other people and other communities that had, probably, archivable photos that might be of use in the future, should that project pan out.

The second bullet was we talked about the electronic newsletter transition, and, as we all know, we've had a paper version of that for a long time, and it's finally transitioning to all digital. We received some templates to look at, and we basically reached consensus, and it's Template B that's in the briefing book, which is a very clean and simple e-newsletter email message format, using Constant Contact.

There was some suggestions to use videos, perhaps, at the top of the newsletter, to help capture more attention, once people clicked on the newsletter, and we also suggested including a table of contents in the newsletter as well. In terms of -- Once that email is finalized and archived onto the website, on the council website, we just made some suggestions about putting a little bit more

information to differentiate between news and announcements and things like that, little things on the council website.

Item 3 was we talked about fishery performance reports, and we basically looked at two different ways that this information might be gathered or presented, and we looked at a typical formal, written document that the council has been using, and we also looked at a Shiny app version, which is basically an electronic way to manipulate different fields on a website, and I know that Chip has been working on that, and part of the reason was the council has had a little bit of -- It takes an enormous amount of staff time to put together these performance reports and to compile the information, and so they were trying to look for a timesaver, where we might be able to ease that transition, or make it a little bit smoother, and so we saw presentations on both.

I think that people really seemed to like the Shiny app, because it was -- It did seem to be a timesaver, once it was put together, and, again, Chip had done a nice job with doing that. We also recommended that -- We also made some suggestions that, in terms of the workload and bogging down people at the actual AP meetings, to try to send out some of these homework items, in terms of questions for the performance reports, pre-meeting, and so prior to attending the AP meeting, which is pretty typical for council stuff, I think. We also, in terms of the challenges, suggested that the council also reach out to the Mid-Atlantic Council, since they have been using those fishery performance reports for a while now, to see how they have evolved with that structure.

Item 4 was we talked about best practices under the Snapper Grouper Regulatory Amendment 29, and this was certainly a challenging topic to kind of discuss, because it was a little overwhelming in I guess what we're trying to get, in terms of behavior change and things like that. In a nutshell, we suggested, the AP suggested, that we rely on resources that are basically already available through state and federal partners, and it would be a shame to reinvent the wheel, so to speak, but it would be nice to kind of be yet another portal that has all the links and information together in one place, and, if we did produce a document, printed document, a one-pager would be nice to be able to distribute to people.

There was a lot of discussion about whether the best practices should be enforced or mandatory or via a voluntary behavior change, through an outreach campaign, and we really couldn't reach a consensus on this. We had both sides of the coin here, and it was -- There was some comments from law enforcement on the panel that it would be a tough sell unless the language was changed to make requirements very clear, holding fishermen accountable. There was a suggestion that it might be a good time for a phase-in approach, if we were going to actually have regulations regarding that, but that was the gist of that conversation.

Moving on to Item 5, partnership opportunities with the AP members, we basically -- Cameron led us through some questions to ask ourselves, and we did some of this pre-meeting as well, talking about what items are individual AP members and their agencies or organizations working on, what has been useful, what has been challenging, and we -- Basically, everybody that came to the table brought together some items, and I won't go through all of them, and I will just hit one from each of the groups.

North Carolina Division of Marine Fisheries has started a new newsletter, using Constant Contact, and they are really focusing on a lot of the programs behind the scenes that their agency works on, and so how their field staff work and things like that, how the sausage gets made, so to speak. The

U.S. Coast Guard gave a great presentation on some of the work that they're doing on lectures at the College of Charleston, and they had a synthetic, or rubber, fish that they had some fish molds that they had made that are used for their Law Enforcement 101 training, which was really cool.

FWC and Florida Sea Grant are developing a Florida Friendly Fishing Guide Certification, and so it's a six-hour voluntary certification course for the charter boat industry. North Carolina Sea Grant is -- We have developed a blog, Hook, Line, and Science, that started in December, and that basically highlights research articles, summarizes research articles, and topics, as identified by a state-wide needs assessment on educational topics and information delivery preferences with saltwater anglers that we conducted a year or two ago.

The Caribbean Fishery Management Council really was talking about how they tailor their outreach and education items specific to each island, and the Georgia DNR -- One of the things that I took away from them was that they had a very successful license plate campaign, the customized license plate, where some of that money goes to habitat for the state, and it's a very beautiful plate, and I'm sure that helps sell things.

South Carolina DNR talked about their coastal resources blog, and I know that blog receives a lot of readership, and Wild Ocean Market talked about -- They're our only commercial entity here, but they talked about a symposium that they did with chefs and the media, and they brought them together to interact with Dr. Crabtree, in an effort for everyone to better understand how management works.

Some of the take-aways from that, or the next action items after that report, were we decided to develop a Google document to help the AP members keep updated on things that are going on by other AP members and as well as being a sounding board for new projects, and we also had some other folks that were saying that we should establish a document to collect relative fishery hashtags to use across social media platforms, so that we can develop shared message campaigns, and I thought that was really smart. Moving on -- Before we go to Item 6, I will say there was still an importance with using interim interactions, despite all the attempts and things I've just mentioned about online presence for outreach and education.

For Item 6, the MyFishCount update, we really didn't see a lot of new stuff, and we talked about some of the new things coming in, some of the push notifications, and there was some talk about needing to clarify the difference between the MyFishCount app and the new Citizen Science Program app, and we also received a presentation from Erin Spencer about the usership of the MyFishCount project.

For Number 7, for-hire electronic reporting and training, we saw two excellent graphics put together about permitting, and also a Shiny app version, to help fishermen understand the myriad confusion that relates to figuring out which permit you need. Number 8 was the system management plan workgroup, and we basically saw some of the draft versions of the Story Maps being produced about the effectiveness of the marine protected areas and the spawning special management zones.

We also looked at Fish Rules, Item 9. We had some suggestions for improving the app, the possible addition of photos to demonstrate what fish look like both alive and dead, fresh or frozen, in addition to images to explain how to measure fork length versus total length, and part of that

came from our conversation with law enforcement. I believe the last item was the Fishermen's Forum, and the expansion of that has been put on hold, as I understand, but it's going to include charter boat and headboat permit holders, in the future, for the South Atlantic, and part of that is because of when the new for-hire electronic reporting publishes.

The last item was a bonus item, and I just gave a quick presentation on our needs assessment with the recreational sector that I mentioned earlier, and, with that, that concludes my report, Mr. Chairman.

MR. WOODWARD: Thank you, Scott. I appreciate your service as chair of that advisory panel and all the members that participated. Any questions for Scott or interest in expanding on any of the topics that he addressed in the report?

MR. DILERNIA: I am not a member of the committee, but I do have a question regarding the MyFishCount update. I was wondering, has there been any attempt to correlate or compare the information or the data that is collected through the MyFishCount to the information and data that is collected through the MRIP program? Has there been any comparisons yet of the two data collection processes?

MR. WOODWARD: To my knowledge, no, but I will refer that to anybody on staff that might want to address it.

MR. WAUGH: That validation is a part of -- We hope to start down that process, and that's something that needs to be done, and we're in talks with MRIP folks, and we're trying to get this project extended, so that we can continue to build its usage. There are things that can be done, and we're working with MRIP to try and get them to ask for the MyFishCount trip number. There is a unique trip number that is assigned to each MyFishCount trip, and, if MRIP was to ask for that, that's a way that we could do some comparisons, and so that's in the plans for the future, but we've got to scale up the usage now and look to additional ways that we can work with our state partners to do validation, but that's something that definitely needs to be done, Tony.

MR. WOODWARD: Thank you, Gregg. Any other questions or inquiries? Seeing none, thank you, Scott, for giving us a briefing on the AP meeting. We appreciate it. Cameron, anything that you want to add?

MS. RHODES: No, I think that's all we have for the committee this morning. I just want to note that the recommendations from the I&E AP will likely be helpful in your later discussion, during the Snapper Grouper Committee, of Amendment 29, and so that's something to note, if you guys want to refer back to this or talk to me further about some of the recommendations from the AP, and please feel free to talk to me about it.

MR. WOODWARD: Thank you, Cameron. Any other business to come before the committee? Seeing none, we will adjourn.

(Whereupon, the meeting adjourned on March 4, 2019.)

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Certified By: _____ Date: _____

Transcribed By:
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April 1, 2019

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SAFMC Council Meeting - Day 1

Attendee Report: of 5 (Monday)

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