

**SAFMC VISIONING WORKSHOP
SEPTEMBER 2013
CHARLESTON, SC**

Introduction & Recap of June 2013 Visioning Workshop

- Staff reviewed discussion from June 2013 workshop and recapped how the information was relayed during the August 2013 public hearings, including materials that were prepared for general distribution to inform stakeholders.
- Council reviewed the Visioning Project Overview document and the Visioning Project fact sheet.

Introduction to the Logic Model

- Staff gave a presentation on The Logic Model to prepare the discussion on revising goals and objectives and/or developing new ones for the SA Snapper Grouper FMP.
- Staff provided the framework for the discussion to be focused on strategic goals (based on goal themes) and objectives.

Review of the Mid-Atlantic Fishery Management Council 5-year Strategic Plan

Staff summarized feedback from Council on the content and format of the Mid-Atlantic Council's 5-year Strategic Plan. Questions and comments raised included,

- Understanding how the South Florida Management Issues Workshops were structured and conducted.
- For the port meetings,
 - Consider asking stakeholders: List three things the Council is doing right and three things the Council is doing wrong. Use this information to plan structure and content of port meetings.
 - Council expressed interest in sending a letter to each snapper grouper permit holder to introduce the Visioning Project and gauge interest and willingness to participate in port meetings?

Staff requested guidance on whether the Council would like to structure the snapper grouper strategic plan similar to the Mid-Atlantic Plan (based on broad strategic goals) or base the plan on more theme-specific draft goals:

- Some Council members expressed interest to utilize draft goals that the Council has already developed
- Other Council members expressed support for basing the snapper grouper plan on broad strategic goals similar to the Mid-Atlantic Plan, especially if the South Atlantic Council is eventually going to create a broader plan, one that encompasses other managed fisheries in the region.
- Suggestion to take draft goals and group them into broader categories, similar to the Mid-Atlantic Plan. This would be especially beneficial for stakeholders when they want to provide their input on a particular area.
 - Suggestion to have a separate category for MSA-mandated objectives.

- Suggestion to have four broad strategic goals - Science, Management, Communication, and Governance.
- Council needs to not lose sight of their desire to NOT engage in a stakeholder rebuilding process when developing a Strategic Plan for the SG Fishery. However, it is important that the Council acknowledge how critical it is for the Council to regain credibility and maintain good communication with stakeholders.
- Consider an “Ambassador Program” specifically to address the issue of rebuilding credibility among stakeholders. Perhaps do this ahead of the port meetings to increase their success.

Revision of Draft Snapper Grouper Strategic Goals & Objectives

- Staff presented suggested edits to goals and objectives and made edits according to input from Council members. (See attached draft document.)
- Draft Vision Statement was modified to remove the word “citizens”.

Discussion of Port Meeting Structure & Format

- Add Port Salerno and West Palm Beach as possible locations for port meetings in FL.
- Jessica briefly recounted how the meetings for the South Florida Management Issues Workshops were structured and conducted.
 - FL workshops lasted 3 hours.
 - FL suggested splitting up meetings by sector.
 - Need to consider new participants to the Council process and making sure they understand the management authority of the Council at the beginning of the meetings.
- Consider holding workshops at inland locations if possible (i.e., Columbia, Florence, SC).
- Consider aggregating commercial/chefs into one meeting and for-hire/private recreational/tourism into another meeting at each location.
- Preferred meeting times for chefs are around 12pm to give them enough time to come to the meeting before prepping for dinner service.
- Consider holding meetings in areas where we don’t normally hold public hearings, i.e. West Palm Beach, FL.

Council will continue discussion of the timing and content of the port meetings during the Executive Finance committee meeting. Items for consideration include:

- Timing of port meetings – ready for Fall 2013, Winter/Spring 2014?
- Budget for number of meetings.
- Consider different models for different states (i.e., GA concerned about traditionally low turnout at hearings and need to consider holding the port meetings in conjunction with other meetings – public hearings, etc.)
- Content of the port meetings – Does Council staff present draft strategic goals/objectives, series of guiding questions, or a mix of both?