

Apalachicola Bay System Initiative Community Advisory Board Outreach & Community Engagement Subcommittee Meeting - 15 December 2020

Part of the charge for all Members of the Community Advisory Board is to determine what each of them can do to inform people within their sphere of influence about ABSI and help tie ABSI tightly and positively to the community. Members are ambassadors for ABSI to bridge the gap between ABSI (academia) and the Franklin County community, some of whom within the power base are upset about the FWC approved Bay closure. While there will always be criticism and conspiracy theories, the members should be primed to run interference on behalf of ABSI, answering people's questions, and encouraging them to sign up for the newsletter.

Subcommittee members:

Subcommittee members include members of the ABSI Team (FSU): Sandra Brooke (Principal Investigator) and Maddie Mahood (Outreach Assistant) and members of the ABSI Community Advisory Board: Georgia Ackerman (Apalachicola Riverkeeper), Chad Hanson (The Pew Charitable Trusts, Chair of Subcommittee), Anita Grove (Apalachicola City Commissioner), and Michael O'Connell (St. George Island Civic Club, 2025 Vision).

Subcommittee Charge:

- To work with ABSI leadership to inform the public of who we are and what we are doing.
- To create outreach & community engagement strategies that attract stakeholders and the general public to actively inform the public about the Apalachicola Bay System Initiative's goals and actions.
- To measure effectiveness of these strategies through direct participation in achieving actions, as well as web analytics and media stories)

Agenda Items:

- Minutes review from November meeting
- Feedback on oystermen's workshop (meeting joined by FSU FCRC Consultant, Jeff Blair)
- Brainstorm Public Workshop dates and venues
 - Virtual and/or In-Person Format
- Review ABSI Newsletter Template
- Edit and approve December ABSI Newsletter
- Set regular Subcommittee Meeting Dates
- Update on Media Distribution Plan (Grove)
 - Oyster radio
 - Apalach Times / other local papers
 - Facebook/social media pages
 - WFSU "Perspectives" (?)
- Additional Items/News
- Adjourn

November Meeting Minutes Review

- Motioned by Mike O’Connell to be approved
- Minutes approved by all of subcommittee

Oystermen’s Workshop Feedback

- Jeff Blair and Sandra Brooke gave a brief synopsis of the [Oystermen’s Workshop](#) held on December 2nd, 2020 at ANERR (video and transcript available on website)
- Issues regarding the audio of the meeting were discussed
 - Issues included garbled audio, difficulty of understanding/hearing through masks, lack of microphone use, poor room acoustics
 - *Mahood* – charged to brainstorm new audio recording methods and present at the next meeting
- Overall, feedback from the workshop by the committee members and general public has been positive
- All members agreed that the Oystermen’s Workshops are important to continue, oystermen and those that work in the oyster industry’s input is invaluable to create effective and long-lasting restoration and management plans
- A Summary Report from the workshop will be posted to the website by *Mahood*
 - Brooke noted that Josh Gabel from Senator Rubio’s office requested the video, transcript, and Summary Report to be sent to his office. *Mahood* will follow up.
- Members discussed meeting dates and locations for the next Oystermen’s Workshop
 - Date – March 2021, exact date TBD
 - Location – Most likely ANERR
- Hanson commented that it is important to show that the feedback heard at the Oystermen’s Workshop will be incorporated in future Community Advisory Board meeting discussions

Public Workshop (moved up in the Agenda to include Jeff Blair)

- Blair stated that goal for the first Public Workshop is to take place in March 2021
 - By this time, the CAB should have a framework of a management plan to allow for public feedback
- Blair recommends drafting a list of questions to prompt public – a list of ideas to garner feedback
 - Ackerman suggests open-ended questions to be put on website a week or two in advance
- Goal is to meet with many small groups at a time, rather than one large, encompassing public workshop
 - *Grove* – charged to create list of possible groups to meet with such as SGI Civic Club, Apalachicola Chamber of Commerce, etc.
- Brooke suggested that zoom is not a good tool for an interactive workshop, and that we should think of alternatives. Zoom would be fine for presentation/lecture series on ABSI.
- O’Connell recommends hosting outdoor sessions in the spring when the weather is

warmer. This will allow for proper social distancing and following CDC Covid-19 guidelines

- Possible location could be the ANERR steps/amphitheater
- Suggest moving locations around the region – Apalachicola, Carrabelle, Eastpoint, Wakulla, etc.
- Goal at next Outreach Subcommittee meeting is to brainstorm Zoom lectures, target groups to meet with, locations for each small meeting
- Blair suggests setting up a presentation with the Apalachicola City Commission and Apalachicola County Commission
 - About 15-20 minute presentation, 15 minutes Q&A
 - *O'Connell* – charged to contact Ricky Jones and the County Commission to schedule a presentation
 - *Grove* – charged to contact City Commission to schedule a presentation

Newsletter Template

- The following template/items were approved for future newsletters
 - (in order from top to bottom) ABSI Mission, CAB Meeting Update, ABSI Science Update, Public Workshop Opportunities and/or CAB Member Profile highlights

December Newsletter

- The December Newsletter was approved by the subcommittee with the following changes
 - Additional pictures, included language and sign-up form for future Oystermen's Workshops
 - *Mahood* – charged to send out final draft for approval

Media Distribution Plan

- Newspapers
 - Grove contacted David Adlerstein at *The Apalachicola Times* and Michael Allen at Oyster Radio
 - Both are ready to begin distribution of ABSI information
 - Connection with *The Apalachicola Times* offers opportunity for connection with The Star (Port St. Joe) and *The Panama City News-Herald* (Panama City)
 - Subcommittee decided to hold on contacting smaller area newspapers → focus on the larger media outlets for the time being
- WFSU Perspectives
 - *Ackerman* – charged with contacting Tom Flanigan to set up ABSI and CAB spotlight
 - Potential panel members for presentation include Sandra and potentially Shannon, FWC, Steve Rash, Ricky Jones
- Facebook
 - *Mahood* – charged with drafting blurbs to send to local Facebook group administrators in an effort to further distribute newsletter and ABSI news. Will send to subcommittee for approval

- *Mahood* – charged with drafting list of Facebook groups to target, such as Carrabelle Chamber of Commerce, Wakulla Citizens, Apalachicola Chamber of Commerce, Focus on Franklin County Group. The subcommittee will add to the draft list as appropriate.

Future Subcommittee Meetings

- *Mahood* – charged with creating Doodle Poll to set up next one to two meetings in January and February
 - Subcommittee agreed to set a date after the January 13th CAB meeting

No Additional Items or News

Next Steps

- *Mahood* – brainstorm audio solutions for next Oystermen’s Workshop to present at next meeting, finalize December newsletter, draft Facebook blurbs for distribution, create list of Facebook groups and partners to work with, create Doodle poll for future meeting dates
- *Ackerman* – contact Tom Flanigan about WFSU Perspectives slot
- *O’Connell* – contact Ricky Jones and Apalachicola County Commission to schedule ABSI presentation on Agenda
- *Grove* – contact Apalachicola City Commission to schedule ABSI presentation on Agenda
- *Hanson* – confirm dates for next Outreach meetings, will give update on Subcommittee progress at the January 13th CAB meeting