

## **Apalachicola Bay System Initiative Community Advisory Board Outreach & Community Engagement Subcommittee Meeting – 20 January 2021**

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).

\*Absent from this meeting

### **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:**

- December meeting minutes review and approval
- Feedback discussion following Jan. 13<sup>th</sup> CAB meeting
- Edit and approve January ABSI Newsletter
- Finalization of Tom Flanigan, WFSU Perspectives/ABSI Panel Interview (Ackerman)
- Update on putting ABSI on agendas for Apalachicola City and County Commission Meetings (Grove, O'Connell)
- Update on Media Distribution Plan (Mahood, Grove)
  - Oyster Radio
  - Apalach Times
  - Facebook and Social Media
- Public Workshops – solidify starting group and place, potentially date/time
  - Proposed solution for clearer audio recordings (Mahood)
- Additional Items/News

- Adjourn

### December Meeting Minutes Review

- Minutes approved by all of subcommittee
- For future Minutes approval –
  - *Mahood* -- charged to Draft Minutes to subcommittee members for review. Members will have one week to provide feedback, then the final version will be posted on the website

### Feedback Discussion Following Jan. 13<sup>th</sup> CAB Meeting

- Received little feedback at the Jan 13<sup>th</sup> CAB meeting
- Hanson and Grove noted that overall members seemed happy about the outreach initiatives and progress of the committee

### January 2021 Newsletter

- Mahood has drafted January Newsletter. Waiting on finalization of science update from ABSI researchers
- *Mahood* – charged to send Newsletter to subcommittee members by the end of the week for review, with goal to post and email out on the following Monday or Tuesday

### WFSU Perspectives

- Ackerman provided an update to the WFSU Perspectives process
  - Requests short bios of each panelist, and for each panelist and subcommittee member to provide 1-2 questions as prompts for the host, Tom Flanigan
  - *Ackerman* – charged to send out Zoom recording link to panelists and Mahood on Monday, January 25<sup>th</sup>
  - Recording will take place at 12:30 pm on Tuesday, January 26<sup>th</sup>, with an air date of 11 am on Thursday, January 28<sup>th</sup>.
- *Mahood* – charged to compile and/or write bios for each panelist, as well as compile list of questions for Georgia to be sent by end of the day Friday, morning of Saturday

### Commissioner Meetings

- Grove has requested that Sandra Brooke present to the Apalachicola City Commission at their meeting on February 2<sup>nd</sup> at 6 pm. This request is pending approval. *\*\*Note, as of January 21<sup>st</sup>, this request was approved*
- O'Connell – absent from this meeting. *Mahood* and/or *Hanson* will reach out to him for an update on presenting to the Franklin County Board of Commissioners
- Members agree that presenting to both the city and county commission should be a regular event. This will help keep the public up to date on ABSI and CAB progress, as well as aid in transparency of the project

### Media Distribution Plan

- Mahood provided update on the social media aspect of media distribution

- For each newsletter and important ABSI documents (such as the December 2, 2020 Oystermen’s Workshop Summary Report), Mahood publishes on both the Florida State University Coastal and Marine Laboratories Facebook and Twitter feeds.
- She now has a working relationship with Michael Allen from Oyster Radio, Petra Shuff from Wakulla Chamber of Commerce, and Lisa Munson from Carrabelle Chamber of Commerce. These three organizations regularly share out ABSI based information.
- Grove regularly shares information to the Apalachicola National Estuarine Research Reserve (ANERR), Focus on Franklin County; Ackerman shares via Apalachicola Riverkeeper; and Hanson shares via Wakulla Citizens
- Not much distribution has occurred via local newspapers -- The St. Joe Star and The Apalachicola Times
- Grove provided information for ANERR’s SciCafe series – on February 25, 2021, Sandra Brooke will give a presentation/seminar on the Apalachicola Bay System Initiative
- *Grove* – charged with sending information to Mahood
- *Mahood* – charged with advertising to FSUCML patrons and creating a Facebook calendar event

#### Public Workshops

- *All members* – charged with brainstorming potential civic groups and organizations to begin giving presentations to, as well as locations to do so
- Tentatively aiming for spring workshops (April/May), as the weather may be nice enough to hold outside and adhere to COVID social distancing guidelines
- *Mahood* – charged to create a Google Docs list so all members can brainstorm collectively. This list will also be a part of a shared Outreach Subcommittee Google Drive folder so all documents are available to members
- Mahood provided update on audio solutions for future workshops. Working with Kennedy Hanson from ANERR, they have decided upon Logitech microphone extensions, that will help clear up the audio in the multi-purpose room of ANERR.
  - *Mahood* – charged to send microphones Sandra for ABSI purchasing approval
  - Additionally, *Mahood* will follow up on availability of a lavalier microphone with Kennedy for use at future meetings

#### Future Subcommittee Meetings

- *Mahood* – charged with creating Doodle Poll to set up next meeting following the February 24<sup>th</sup> CAB meeting

#### No Additional Items or News

#### Next Steps

- *Mahood* –finalize January newsletter, create Doodle poll for future meeting date, send microphone option to Sandra, contact K Hanson about lavalier microphone, send bios

and questions to Georgia for WFSU Perspectives, create Google Drive folder with Google Doc for brainstorming public workshop opportunities, reach out to O'Connell about status of county commission agendas, create SciCafe Facebook event

- *Ackerman* – contact panelists with Zoom recording link
- *Grove* – contact Apalachicola City Commission to schedule ABSI presentation on Agenda, send Mahood SciCafe event information
- *Hanson* – confirm date for next Outreach meeting
- *All Members* – brainstorm public workshop groups and locations