

Apalachicola Bay System Initiative Community Advisory Board Outreach & Community Engagement Subcommittee Meeting – 2 March 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:

- Feedback discussion following Feb. 24th CAB meeting
- Edit and approve March ABSI Newsletter (Mahood)
- Report of City Commission meeting presentation (Grove, Brooke)
- Update on putting ABSI on agendas for County Commission Meetings (O'Connell)
- Report from WFSU Perspectives Panel (Ackerman)
- Report from ANERR's SciCafe and Symposium ABSI presentations (Grove, Brooke)
- Review of Media Distribution Plan (Mahood, Grove)
- Public Workshops – review and edit collaborative list of groups
 - Solidify starting group and time/date
- Review of upcoming March Oystermen's Workshop (Mahood, Brooke)
- Additional Items/News
- Adjourn

Feedback Discussion Following Feb. 24th CAB Meeting

- Received little feedback – all members noted that the rest of the Board seems pleased that outreach opportunities have increased over the past couple of months

March 2021 Newsletter

- Mahood has drafted March 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 the following week

Apalachicola City Commission

- Grove provided a brief review of commission meeting
 - It went well, the Commissioners seemed to appreciate an update on the project's progress
 - All subcommittee members agreed to schedule regular updates from the ABSI team with the Commissioners

Franklin County Commission

- O'Connell – confirmed with Commissioner Jones that Sandra could present at the March 16th Commission meeting (10-15 min presentation).
- *Mahood* – charged with confirming date with Sandra and coordinating meeting information

WFSU Perspectives Review

- Ackerman and other subcommittee members believe it went well
- Mahood added link of recording to the ABSI website, in an effort to continue increasing traffic
- Hanson and Grove noted that Bloomberg News listened in and contacted additional CAB members for information

ANERR's SciCafé and Symposium Reviews

- Grove stated that the SciCafé episode that featured Sandra and the ABSI project had 106 people register for the event, and 62 attendees from various stakeholder groups (fishermen, business owners, state agencies, NGOs, etc).
- Mahood noted that after the SciCafé event, the ABSI newsletter had 5 new subscribers the same day
 - Mahood added link to this recording on the ABSI website
- All subcommittee members noted that the Symposium was very informative, well-timed, and helpful to help other scientists and the community see all the research currently being conducted in and around the Bay.
 - Mahood added links to the Symposium recordings on the ABSI website

Media Distribution Plan

- Mahood provided update on the social media aspect of media distribution
 - For each newsletter and important ABSI documents, Mahood publishes on both the Florida State University Coastal and Marine Laboratory's Facebook and Twitter feeds.
 - She 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
 - *Mahood* – charged to ask Commissioner Jones to share ABSI information on his page as well
- Not much distribution has occurred via local newspapers -- The St. Joe Star and The Apalachicola Times

Public Workshops

- *All members* – began brainstorming public groups to present to
 - Decided to first aim for a public workshop with the SGI Civic Club.
 - Tentatively aiming for their April 21st meeting
 - *Mahood* – charged with communication w/O'Connell to solidify date and time
 - Committee members noted that Joel Trexler, FSUCML Director and ABSI Project Leader, could possibly present at this meeting to take the presentation burden off Brooke's shoulders. *Mahood* – charged with asking Trexler/Brooke about future presentation duties
 - O'Connell also offered to put a blurb about ABSI in the SGI Civic Club newsletter.
 - *Mahood* – charged with creating blurb and sending to O'Connell within the next two weeks
- *All members*– charged to continue brainstorming on collaborative Google Docs list

March 29th Oystermen's Workshop

- Mahood reviewed Oystermen's Workshop details with the committee.
 - She has contacted the oystermen from the first workshop and confirmed their attendance/interest in this upcoming one.
 - She will email out the Workshop agenda within the week

Future Subcommittee Meetings

- *Mahood* – charged with creating Doodle Poll to set up next meeting following the March 29th Oystermen's Workshop

Additional Items or News

- Hanson summarized a current, collaborative StoryMap project between ABSI and Pew Charitable Trusts. This StoryMap will highlight historical oyster landings in the Apalachicola Bay area. The intent is to create a presentation that is functional to present at public workshops, symposiums, and more.
 - This project is aimed to be complete by April/May. Hanson suggested presenting it at a CAB meeting for member feedback
- Mahood also noted a new infographic on Apalachicola ecosystem services is in the works

Next Steps

- *Mahood* –finalize March newsletter, create Doodle poll for future meeting date, contact Brooke about March 16th Commission meeting, contact Brooke/Trexler about SGI Civic Club meeting, create ABSI blurb for SGI Civic Club newsletter, contact Commissioner Jones about sharing ABSI information on his personal Facebook, email out Oystermen’s Workshop agenda
- *All Members* – continue to brainstorm public workshop groups and locations