

Apalachicola Bay System Initiative Community Advisory Board Outreach & Community Engagement Subcommittee Meeting – 20 May 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:

- Review/Approval of Op-Ed Newsletter Draft (Mahood)
 - Feedback from Committee Members
- Review/Approval of St. George Island Newsletter Draft (Mahood)
 - Feedback from Committee Members
- Review/Approval of ABSI Newsletter Draft (Mahood)
 - Feedback from Committee Members
- Review of Media Distribution Plan (Mahood, Grove)
 - Identify date to submit Op-Ed to newspapers (St. Joe Star, Apalachicola Times, Dothan Eagle, Wakulla News)
- Public Workshops –
 - Report back and set date of SGI Civic Club meeting (O'Connell)
 - Set date/contact with Eastpoint Civic Club (O'Connell and Grove)

- Preview of July 14th Oystermen’s Workshop (Mahood)
- Additional Items/News
 - Design of rack card?
- Adjourn

Review/Approval of Op-Ed Newspaper Draft

- *Mahood* – charged to send final version for committee approval
 - This will be a baseline draft for Committee and CAB members to take, personalize, and send to various media outlets such as *The St. Joe Star*, *The Apalachicola Times*, *Dothan Eagle*, *Wakulla News*, etc.
 - *Hanson* – charged to share draft and concept with CAB during June 16th meeting

Review/Approval of St. George Island Newsletter Draft

- *Mahood* – charged to send a revised version of the SGI Draft to committee. Once approved, will submit to Pat O’Connell for publishing

Review/Approval of May ABSI Newsletter Draft

- Mahood asked for the committee to review the May Newsletter
 - The committee approved, noting the addition of the Annual Report link and information about the 30th Carrabelle Riverfront Festival
 - Newsletter will be sent to ABSI distribution list and social media outlets on Monday, May 24th

Review of Media Distribution Plan

- Mahood reviewed plan for the Op-Ed Newspaper article (as seen in item #1)
 - Newspaper articles/submissions will be submitted after June 16th CAB meeting

Public Workshops*

**These workshops will only occur if/when each organization allows for public involvement and attendance and COVID-19 safety precautions and guidelines can be properly executed & followed*

- *Brooke* – charged with adding notes to baseline ABSI presentation
- *Mahood* – charged with creating “FAQ One-Sheet” on ABSI and Apalachicola Bay. This one-sheet will then be reviewed and added on by committee
- *O’Connell* – charged with confirming date for ABSI presentation during October 21st SGI Civic Club meeting.
 - The October meeting will allow for the most amount of locals and members to be present, following the summer vacation/rental months
- *O’Connell* – charged with talking to Ricky Jones and setting date for a presentation to the Eastpoint Civic Club meeting
- *Grove* – charged with setting ABSI presentation date with Apalachicola City Commission in August (August 3rd)
- *O’Connell* – charged with setting ABSI presentation date with Franklin County Commission in August

- Members began creating a list of events for ABSI to participate in, including but not limited to:
 - Estuary Day at ANERR – October 1, 2021, 1:00 – 5:00 pm
 - *Mahood* – charged with creating list of kid-friendly activities
 - Easter egg hunt using oyster shells
 - Paint/color your own oyster shell
 - Matching activity with restoration topics
 - Tonging activity with prizes hidden in oyster shells
 - Filtering activity/demonstration
 - FSUCML Open House – October 16, 2021
 - ANERR SciCafé Event at Eastpoint Brewery – early September

Review of Oystermen’s Workshop for July 14, 2021

- Mahood reviewed protocols/safety plan to hold a third in-person Oystermen’s Workshop on July 14th from 2:00 – 5:00 pm at ANERR

Additional Items/News

- 30th Carrabelle Riverfront Festival
 - Mahood and Brooke will be at the festival at a booth for the FSUCML to highlight ABSI
 - Business cards and rack cards will be available as well as a rotating slide presentation highlighting the progress of ABSI
 - *Mahood* – charged with finalizing slide presentation to send to group for approval
- ABSI Oyster Restoration Deployment
 - Brooke reviewed the plans for the restoration materials deployment occurring next week and early June. Local oystermen and ABSI team members will be deploying three types of restoration materials (shell and two sizes of limerock) at four points in the Apalachicola Bay System
 - Originally slated to kick off May 21st, due to inclement weather, the deployment will begin mid-next week (May 25/26) and continue into early June.
 - Mahood reviewed the plan to implement a press release through FSU Communications, as well as media outreach
 - Through FSU Communications, Mahood will target WFSU (Rob Diaz de Villages), Oyster Radio, WTXL Tallahassee, and The Apalachicola Times to cover the deployments, most likely in early June
 - Brooke’s graduate student, Jenny Bueno, will document images and videos of the deployments using a stand-alone camera and drone
- Rack Card
 - Committee approved need for ABSI rack cards to be created and distributed throughout the ABS region
 - *Mahood* – charged with creation of rack card by Friday, May 28th

Next Steps

- *Mahood* – charged with setting next Outreach meeting date, creating an ABSI rack card, finalizing SGI Newsletter article, distributing May Newsletter via email and social media, sending baseline Op-Ed draft to committee to review, finalizing slide presentation for Carrabelle Riverfront Festival, creating a ABSI/Apalachicola Bay “FAQ One Sheet,” and brainstorming ABSI kid-friendly activities,
- *O’Connell* – charged with putting ABSI presentation on SGI Civic Club October 21st meeting agenda, contacting Ricky Jones about Eastpoint Civic Club presentation, contacting Ricky Jones about August Franklin County Commission meeting agenda
- *Grove* – charged with adding ABSI to August 3rd Apalachicola City Commission meeting
- *Brooke* – charged with adding notes to baseline ABSI slide presentation
- *Hanson* – charged with presenting summary of Outreach Committee work at the July 16th CAB meeting, including addition of Op-Ed Newsletter concept