

Apalachicola Bay System Initiative Community Advisory Board Outreach & Community Engagement Subcommittee Meeting – 01 July 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:

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 ABSI Newsletter Draft (Mahood)
 - Feedback from Committee Members
- Summary of St. George Island Newsletter Publication (Mahood)
- Update on Distribution of Op-Ed Article
- Highlight Target Areas for Rack Card Distribution (Mahood, Grove)
- Public Workshops –
 - Set date/contact with Eastpoint Civic Association (O'Connell and Grove)
 - Set date/contact with Franklin County Commission (O'Connell)
 - Set date/contact with Apalachicola City Commission (Grove)
 - Additional dates/organizations?
- Preview of July 14th Oystermen's Workshop (Mahood)
- Additional Items/News
- Adjourn

Review/Approval of July ABSI Newsletter Draft

- The committee has approved the draft and *Mahood* will distribute to the ABSI email list and social media accounts on Tuesday, July 6th.

Summary of St. George Island Newsletter Publication

- Mahood shared that St. George Island Civic Club's newsletter, *The Island*, published an article on ABSI. All members agreed it was a wonderful article and thanked Mike and his wife, Pat O'Connell, for publishing it.
 - *Mahood* – charged with adding newsletter to ABSI website under "News"

Update on Distribution of Op-Ed Articles

- *The Apalachicola Times* and *The Star (Port St. Joe, FL)*
 - Grove spoke with Dave Adlerstein, will hopefully be published next week (July 5 – 10). Will touch base.
- *The Wakulla News*
 - Hanson is currently working with PEW to publish the Op-Ed in *The Wakulla News* using his byline (author name). If it takes too long, the Board agreed that another CAB member should do it, such as Dr. Brooke or Dr. Joel Trexler (Co-PI of ABSI, Director of the Florida State University Coastal and Marine Laboratory, citizen of Wakulla County)
- Other Newspapers
 - *Mahood* – charged with touching base with Chadwick Taylor on distributing Op-Ed to *Jackson County Times*, *The Floridian*, and *The Dothan Eagle*

Update on Rack Card Distribution

- Mahood asked Outreach Committee to create rack card distribution list. She will distribute to the following target areas:
 - Visitor Centers – Apalachicola, Eastpoint, and St. George Island
 - If extras – Carrabelle and Wakulla
 - Apalachicola City Commissioner Officials (send to ANERR to distribute)
 - Franklin County Commissioner Officials
 - Apalachicola National Estuarine Research Reserve (ANERR)
 - Apalachicola Piggly Wiggly
 - Public Libraries – Apalachicola, Eastpoint, Carrabelle
 - Eastpoint Civic Association
 - St. George Island Civic Club
 - Breweries/Restaurants – Oyster City Brewing, Eastpoint Brewery, The Beach Pit (SGI)
 - Beach House Rental Companies

Public Workshops

- *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

- For future CAB meetings or public workshops, ANERR/IFAS own the Scipio Creek Reserve Community Center – contact Erik Lovestrand
- **Set Meeting Dates:**
 - Apalachicola City Commission – **September 7th** at TBD time at Community Center
 - St. George Island Civic Club – **September 16th** at 6:30 pm at SGI Volunteer Fire Dept. Station
 - ANERR SciCafé Series – **September 29th** at 5:00 pm at Eastpoint Brewery
 - Estuary Day at ANERR – **October 1st** at 1:00 – 5:00 pm at ANERR
 - 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 16th** at 10:00 am – 3:00 pm at FSUCML
- **Proposed Meeting Opportunities:**
 - Wakulla County Commission – they meet twice a month on Monday evenings
 - *Mahood* – charged with bringing opportunity to Dr. Trexler/Dr. Brooke
 - *Hanson* – charged with setting up meeting date/time
 - Wakulla County – open workshop/presentation at Civic Brewing
 - *Mahood* – charged with bringing opportunity to Dr. Trexler/Dr. Brooke
 - *Hanson* – charged with setting up meeting date/time
 - Franklin County Commission – *O’Connell* charged with contacting Ricky Jones on setting date/time
 - Eastpoint Civic Association – *O’Connell* charged with contacting Rex Honeycutt on setting date/time

Review of Oystermen’s Workshop for July 14, 2021

- Mahood gave summary of workshop. FWC Law Enforcement will be in attendance as well as oystermen from previous workshops and those that helped with shelling project

Additional Items/News

- STEMtastic Video Lesson/Presentation
 - STEMtastic is a summer camp for elementary students in Georgia. They are hosting a Zoom event on July 29th and asked ABSI to participate and give a presentation on oysters and stewardship as part of their “brackish water” unit.
 - Mahood has been putting together a video lesson covering the life cycle of oysters, ABSI, spawning/experimental hatchery, and restoration projects
 - Grove has offered to send Mahood ANERR oyster lesson materials
- Hanson suggested that Jon Brucker (ANERR) give a presentation update at a future CAB meeting (possibly October?) on DEP’s oyster restoration project
- Mahood announced to committee that she will be leaving her full-time role at the FSUCML and ABSI on August 26th. Plans are pending to continue to work part-time

remotely.

Next Steps

- *Mahood* – charged with setting next Outreach meeting date, distributing ABSI rack card to target areas, distributing July Newsletter via email and social media, contacting Chadwick Taylor about Op-Ed, contacting Dr. Trexler/Dr. Brooke about Wakulla County meetings (Commission and public), creating an ABSI/Apalachicola Bay “FAQ One Sheet,” adding SGI Newsletter to ABSI website.
- *Brooke* – charged with adding notes to baseline ABSI slide presentation
- *Grove* – charged with contacting Dave Adlerstein about Op-Ed publication
- *Hanson* – charged with presenting summary of Outreach Committee work at the August 18th CAB meeting, keeping committee up-to-date on publication of Op-Ed in Wakulla County, and setting up meetings (once approved) with the Wakulla County Commission and at Civic Brewing
- *O’Connell* – charged with contacting Ricky Jones about August Franklin County Commission meeting agenda and contacting Rex Honeycutt about Eastpoint Civic Association presentation