

Apalachicola Bay System Initiative Community Advisory Board Outreach & Community Engagement Subcommittee Meeting – 02 September 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
- Update on Distribution of Op-Ed Article (Hanson, Mahood)
 - Set timeline for Op-Ed to be distributed
- Update on Rack Card Distribution
 - Ken Jones target areas (Mahood)
- Organization Workshops –
 - Confirmation on ANERR SciCafé presentation for Sept. 22nd at 5 pm (Grove)
 - Confirmation on Eastpoint Civic Association for Sept. 29th at 5 pm (O'Connell)
 - Confirmation with Apalachicola City Commission for Oct. 5th at 6 pm (Grove)
 - Set date/contact with Franklin County Commission (O'Connell)
 - Additional dates/organizations?
- General Public Workshop

- Brainstorm pros and cons of hosting public workshop fall 2021
 - COVID regulations?
 - Venues?
 - Postpone until Jan/Feb 2022?
- Additional Items/News
- Adjourn

Review/Approval of September ABSI Newsletter Draft

- The committee has approved the draft and *Mahood* will distribute to the ABSI email list and social media accounts on Tuesday, Sept. 7th.

Update on Distribution of Op-Ed Articles

- *The Apalachicola Times* and *The Star (Port St. Joe, FL)*
 - Grove has been in touch with Dave Adlerstein, hoping for some information on if/when it will be published. week (July 5 – 10). *Mahood* – charged with touching base on September 14th.
- *The Wakulla News*
 - Published! Op-Ed was in the Thursday, August 19th edition of *The Wakulla News* under Hanson's byline.
- Other Newspapers
 - *Mahood* – charged with touching base with Chadwick Taylor on distributing Op-Ed to *Jackson County Times*, *The Floridian*, and *The Dothan Eagle*. **Deadline for distribution is October 1st.**

Update on Rack Card Distribution

- Mahood printed and mailed an additional 125 rack cards to Ken Jones of Riparian County Stakeholder Coalition (RCSC). He will distribute at various commission meetings in the region. *Mahood* – charged with touching base on progress on Sept. 14th.
- Committee decided that regular monitoring of rack cards in local visitor centers/community centers is key. The ABSI team will check in once a month on quantities.

Public Workshops

- *Brooke* – charged with adding notes to baseline ABSI presentation
- **Set Meeting Dates:**
 - ANERR SciCafé Series – **September 22th** at 5:00 pm at Eastpoint Brewery
 - Apalachicola City Commission – **October 5th** at 6 pm at Community Center (Zoom or in-person)
 - St. George Island Civic Club – **postponed until early 2022**
- **Proposed Meeting Opportunities:**
 - Franklin County Commission – **October 5th at 9:00/9:30 am or November 2nd at 9:00/9:30 am.** *Mahood* – charged with contacting Brooke on availability. Zoom or in-person

- Eastpoint Civic Association – changed to **October 11th at 6 pm** at Eastpoint Fire Station. *Mahood* – charged with contacting Brooke/Joel on availability.
- Committee decided that a public workshop should be held before the end of this CAB's phase on November 16th.
 - Plan for either an in-person OR virtual event
 - Potential meeting weeks – **October 25th – 29th** OR **November 8 – 12th**.
 - For in-person:
 - Held at either Millender Park, Battery Park, or Farmer's Market space in Apalachicola
 - From 5:00/5:30 to 6:30/7:00 pm
 - Instead of PowerPoint presentation, could use giant sticky note sheets to gauge opinion on "Top 10" strategies developed in Oct. 19th CAB meeting.
 - For virtual:
 - Easy set-up on Zoom Webinar
 - Important to really get the word out – potentially through paid advertisement
 - *Mahood* – charged with emailing Jeff Blair, Joel Trexler, and Brooke about this workshop opportunity

Additional Items/News

- Conservation Corps Oyster Aquaculture program is approved and underway! More details to come. Press release [here](#).

Next Steps

- *Mahood* – charged with setting next Outreach meeting date, distributing September Newsletter via email and social media, contacting Chadwick Taylor about Op-Ed, contacting Dr. Trexler/Dr. Brooke about Franklin Commission Meeting and Eastpoint Civic Association meeting, contacting Jeff Blair about general public meeting
- *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 October 19th CAB meeting