

Apalachicola Bay System Initiative Community Advisory Board Outreach & Community Engagement Subcommittee Meeting – 04 November 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 Franklin County Commission Meeting presentation (Brooke, O'Connell)
- Summary of Apalachicola City Commission Meeting presentation (Brooke, Grove)
- Rack Card Update (Mahood)
- Review of Eastpoint Civic Association Meeting on November 8th at 6 pm (O'Connell)
- Review of Apalachicola Seafood Fest (Mahood, Grove)
 - Rack cards
 - Posters? Shells?
- Discussion on the continuation of the Outreach Subcommittee
 - Discuss CAB Phase 4 plans
- Update on Outreach and Education Assistant hiring and availability (Mahood)
- Additional Items/News

- Brainstorm outreach ideas for early 2022
- Adjourn

Review/Approval of November ABSI Newsletter Draft

- The committee has approved the draft and *Mahood* will distribute to the ABSI email list and social media accounts on Friday, November 5th .

Summary of Franklin County Commission Meeting

- Brooke, Grove, and O’Connell gave a recap of the County Commission meeting. They unanimously agreed that Brooke gave a great presentation and that the commissioners and members of the public asked thoughtful and important questions.
- Committee unanimously agreed to include recording of the meeting in the ABSI newsletter.
- Brooke agreed to put together a semi-annual (6-month) ABSI report for Commissioners.
- Members agreed to begin setting up one-on-one meetings with influential individuals of the ABS region to keep them informed, engaged, supportive, and to gather ideas.

Summary of Apalachicola City Commission Meeting

- Brooke and Grove provided a summary of the meeting. Presentation went over well, not many follow-up questions.
- Planned to give an update presentation in 6 months.

Rack Card Update

- Mahood printed an additional 250 rack cards for the FL Seafood Festival and to give to ANERR. *Mahood* – will print more and have an intern re-distribute within the community within the next month.

Review of Eastpoint Civic Association Meeting

- O’Connell confirmed Eastpoint Civic Association meeting on November 8th at 6 pm at the Eastpoint Fire Station. Brooke will present and both Brooke and O’Connell will provide a recap at the next Outreach meeting in December.

Review of Florida Seafood Festival

- As stated above, Mahood printed 250 rack cards for distribution at the festival and at ANERR.
- ABSI will also have two posters displaying the ABSI mission and oyster research sites, as well as a monitor with a rotating slide presentation of current ABSI research initiatives as of November 4th 2021
- ABSI will be at the festival under the FSUCML tent from November 5th to November 6th

Discussion on the continuation of the Outreach Subcommittee

- Preliminary vote is to continue the Outreach Subcommittee in Phase IV of the CAB

- Discussion will continue after the November 16th CAB meeting

Update on Outreach and Education Assistant hiring and availability

- Mahood will continue to work remotely as long as needed
- Interviews with potential candidates are in the process of being scheduled for the week of November 8th and November 15th

Additional Items/News

- None

Next Steps

- *Mahood* – charged with setting next Outreach meeting date, distributing November Newsletter via email and social media, print and distribute more rack cards throughout the region
- *Brooke* and *O’Connell* – charged with providing update from Eastpoint Civic Association meeting at December Outreach meeting
- *Brooke* – tasked with creating 6-month ABSI report for Franklin County Commission
- *Hanson* – charged with presenting summary of Outreach Committee work at the November 16th CAB meeting