

Apalachicola Bay System Initiative Community Advisory Board Outreach & Community Engagement Subcommittee Meeting – 31 January 2022

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 powerbase 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), Rachel Walsh (Outreach & Education Specialist), 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).

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:

- Introduce Rachel Walsh, new Outreach and Education Specialist
- Review/Approval of ABSI Newsletter Draft (Walsh)
 - Feedback from Committee Members
 - Timeline for review and finalizing
 - Distribution plan
- Development of Public Questionnaire (Hanson)
 - Distribution / implementation
- Scheduling Franklin County Commission Meeting presentation (Brooke, O'Connell)
- Scheduling Apalachicola City Commission Meeting presentation (Brooke, Grove)
- Re-scheduling St. George Island Civic Club Meeting (Brooke, O'Connell)
- FSUCML Open House – April 30th, 2022 (Walsh)
- ANERR Estuaries Day (Grove, Walsh)

- Meetings with local influencers (Hanson)
 - Smokey Parrish
 - Others....?
- Discussion of new partnership between ANERR and FSUCML (Grove, Walsh)
- Discussion of creating a new op-ed to distribute/publish (Hanson, Walsh)
- Recap of ABSI K-12 Education Meeting (Walsh)
- Additional Items/News
 - Brainstorm outreach ideas
- Adjourn

Introduce Rachel Walsh, new Outreach and Education Specialist:

Rachel Walsh is the new Outreach & Education Specialist for the FSU Coastal & Marine Laboratory and Apalachicola Bay System Initiative. She will be taking over Maddie Mahood's duties as a communication liaison between the ABSI Leadership Team and the Community Advisory Board.

Rachel holds BSc. degrees in Biology and Geography and an MSc. in Media and Communication Studies from Florida State University. She has worked as a Program Director for an outdoor science education program focused on ecology of wild Pacific salmon and as Community Engagement Director for an Oregon watershed council based in Portland, Oregon.

Review/Approval of September ABSI Newsletter Draft:

- Feedback from Committee Members: Anita will send date/time and details for ANERR Estuaries Day, all subcommittee members will review.
- Timeline for review and finalizing: Please send input to Rachel by COB Friday. Rachel will send out revisions on Monday, Feb 7, and final input is due by COB Wednesday, Feb 9. Newsletter will be distributed on Friday, Feb 11.
- Distribution plan: Rachel will send to the distribution list provided by Maddie.

Development of Public Questionnaire:

- 30 minutes available for Community Outreach Plan Discussion at the March 30th CAB meeting.
- Questionnaire should focus on Goals A and B – Restoration & Management Strategies.
- Goal A has 8 strategies, Goal B has 12 strategies, and some of the strategies have many associated actions.
- The questionnaire should explain what the CAB has done to date and solicit input on the 20 Goal A & B strategies.
- Include both quantitative (multiple choice) and qualitative (open-ended) questions.
- Distribution/Implementation: Need to meet our target audience where they're at, including- SGI Civic Club, SMARRT group, mailings, calls, major events, Lynn's Seafood or

Eastpoint Firehouse for meetings (provide food if possible) – consult with Shannon Hartsfield, Roger Mathis, TJ Ward, Steve Rash for how to reach watermen.

- Rachel will start questionnaire, Jeff is willing to look at it, Rachel, Sandra, and Chad will discuss having another social science specialist review it.

Scheduling Franklin County and Apalachicola City Commission Meeting presentations:

- Need to give presentations to the City and County sometime in the next few months now that we have a draft plan.
- Mike can contact the Franklin County chairperson, Ricky Jones.
- Sandra is available to speak to the Apalachicola City Commission on Apr 5th or May 3rd. Anita will look into scheduling a presentation.
- Ask Jim Estes to join Sandra in giving presentations so he can weigh in from the agency perspective.

Re-scheduling St. George Island Civic Club Meeting:

- Sandra is not available on the next meeting date, Feb 17th.
- More follow-up needed to schedule the next presentation.

Remaining topics tabled until next meeting:

- FSUCML Open House – April 30th, 2022 (Walsh)
- ANERR Estuaries Day (Grove, Walsh)
- Meetings with local influencers (Hanson)
 - Smokey Parrish- county commissioner who has been in seafood industry for years
 - Others....?
- Discussion of new partnership between ANERR and FSUCML (Grove, Walsh)
- Discussion of creating a new op-ed to distribute/publish (Hanson, Walsh)
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Next Steps:

- *Everyone* - Send feedback on the ABSI Newsletter Draft by COB Friday.
- *Walsh* – Coordinate revisions to the ABSI Newsletter and publish by Feb 11. Meet with Grove following this meeting to discuss FSUCML Open House, ANERR Estuaries Day, and scheduling a presentation to the Apalachicola City Commission. Compile meeting notes and send to Hanson for revisions. Send/publish meeting notes and send Doodle Poll for

next meeting date. Develop a draft of the ABSI Public Questionnaire.

- *Hanson* – Assist in distribution of the ABSI Newsletter. Coordinate revisions to the meeting notes with Walsh. Meet with Walsh regarding development of ABSI Public Questionnaire. Present an update on the Community Outreach Plan at the March 30th CAB meeting.
- *O’Connell* – Contact Ricky Jones to schedule a presentation to the Franklin County Commission. Coordinate with Brooke and Walsh to schedule a presentation at the SGI Civic Club.
- *Grove* - Assist in distribution of the ABSI Newsletter. Schedule a presentation to the Apalachicola City Commission.