

## Apalachicola Bay System Initiative Community Advisory Board Outreach & Community Engagement Subcommittee Meeting – 21 March 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) 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:

- Development of Public Questionnaire (Hanson, Walsh)
  - What are the objectives for the questionnaire?
    - a. Get feedback on the plan that we will use to refine or prioritize the plan (planning purposes)
    - b. Gauge public sentiment on aspects of the plan (select strategies)
  - How will the questionnaire be used?
    - a. Primarily for internal (CAB/ABSI) plan development/implementation
    - b. External/publish the results of the questionnaire (summarized, etc.)
  - Discuss expert review options (Pew Charitable Trust, others)
  - Review and feedback on draft
  - Timeline for review and finalizing
  - Distribution plan
- Open House Display (Brooke, Walsh)
  - Discuss plans for display (location, activities, material needs)
- Scheduling Public Presentations (Brooke, O'Connell, Grove)
  - SGI Civic Club – March 17th
  - Apalachicola City Commission Meeting - May 3rd

- Franklin County Commission Meeting?
- Franklin County Public Libraries?
- Other upcoming outreach events (Walsh, Grove)
  - Sopchoppy Worm Grunting Festival – Apr 9<sup>th</sup>
  - Carrabelle Riverfront Festival – Apr 23<sup>rd</sup>
  - ANERR Estuaries Day – May 6<sup>th</sup>
- Meetings with local influencers (Hanson, Brooke)
  - Smokey Parrish? Others?
- Discussion of creating a new op-ed to distribute/publish (Hanson, Walsh)
- Additional Items/News
  - Brainstorm outreach ideas
- Adjourn

#### Development of Public Questionnaire:

- What are the objectives for the questionnaire?
  - Educate the public about the CAB's work and Draft Framework Plan
  - Gather public feedback that can raise red flags/concerns
- How will the questionnaire be used?
  - We will make a summary available to the public – Sandra
- The main target audience for the questionnaire is locals, not new transplants
- Review Draft:
  - Currently includes Jeff Blair's questions from former CAB questionnaire and list of Goal A & B strategies with Likert scale asking respondent to rank importance of each strategy. Also includes space for open-ended comments on each strategy.
  - This format is too long and needs to be revised into language that is more public-friendly.
- How should we shorten the questionnaire? Options:
  - Break it up into multiple questionnaires that each include a subset of strategies.
  - Combine the strategies for the purpose of the questionnaire.
  - Select the most important strategies to include.
- Things we want to know from the public:
  - How representative the CAB is of the general population – Sandra
  - How respondents feel the Plan will impact the community
  - Their ideas for how we can keep the Bay open as a community - Anita
- What the public wants to know from us:
  - How are we going to get and keep the Bay open
  - How have we been spending the money
- How best to distribute/implement the questionnaire?
  - Online questionnaire plus in-person components focused on target audience
  - One or two public meetings with target audience (locals, oystermen)
  - Can we do real-time polling at meetings with clickers? – Chad
  - Should we hold focus groups? – Anita
  - Should we bring the questionnaire to public places for people to fill out?
  - Reach out to civic and church groups/parent groups – Georgia
  - We can break public presentations on the Plan into components and give quarterly presentations to the County Commission, including progress updates.

The meetings are available to the public. - Anita

- From last meeting: 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 ShannonHartsfield, Roger Mathis, TJ Ward, Steve Rash for how to reach watermen.
- Actions:
  - Chad will report back on this discussion at the upcoming CAB meeting on March 30<sup>th</sup> and we will schedule our next meeting to continue to work on this.
  - Ask CAB members to attend FSUCML Open House on March 30<sup>th</sup> (in shifts) to talk to the public about the CAB and the Draft Framework Plan.

FSUCML Open House Display (April 30<sup>th</sup>):

- We will have an ABSI information table, hatchery table with microscope and screen, and bay scallop table – Sandra
- We should have CAB members present. Anita and Georgia willing to attend.
- Have a sign-up sheet for the ABSI newsletter.
- Activities to share about the Plan and solicit public input at Open House and other festival events?
  - Create a large format list of the Goal A & B priorities? Select a smaller number (five) of the priorities to include in this?
  - Ask people to indicate their own priorities in some visual way, by putting a pin in a placard or a coin in a basket that represents one of the priorities.

Public Presentations:

- SGI Civic Club – Sandra presented on March 17th
- Apalachicola City Commission Meeting – Presentation scheduled on May 3rd
- Franklin County Commission Meeting? – Mike will talk to Ricky Jones
- Franklin County Public Libraries? – Rachel followed up with them and is waiting to hear back
- Sandra and Mike met with Smokey Parrish
- We should also meet with Noah Lockley and Bert Boldt, Franklin County Commissioners

Other Upcoming Outreach Events:

- Sopchoppy Worm Grunting Festival – Apr 9<sup>th</sup>
- Carrabelle Riverfront Festival – Apr 23rd
- ANERR Estuaries Day – May 6<sup>th</sup>
- FSUCML will be tabling at these events and will include ABSI information

Discussion of creating a new op-ed to distribute/publish:

- Tabled until next meeting

Next Steps:

- *Everyone* - Send feedback on the ABSI Rack Card. We'll be reprinting it soon.
- *Walsh* – Compile meeting notes and send to Hanson for revisions. Send/publish meeting notes and send Doodle Poll for next meeting.
- *Hanson* – Present an update at the March 30<sup>th</sup> CAB meeting. Ask CAB members to attend the FSUCML Open House on March 30<sup>th</sup> (in shifts) to share with the public about the CAB's work and the Draft Framework Plan.
- *O'Connell* – Contact Ricky Jones to schedule a presentation to the Franklin County Commission.

