

Apalachicola Bay System Initiative Community Advisory Board Outreach & Community Engagement Subcommittee Meeting – 13 April 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)
 - Review and feedback on April 8th draft
 - Discuss expert review options (Pew Charitable Trust, others)
 - Timeline for review and finalizing
 - Discuss distribution plan – community presentations
- FSUCML Open House – April 30th (Brooke, Walsh)
 - Discuss plans for display (need for CAB volunteers)
 - Develop interactive activity for Draft Plan strategies
- Scheduling Public Presentations (Brooke, O'Connell, Grove)
 - Franklin County Commission Meeting?
 - Franklin County Public Libraries?
- Other outreach events (Walsh, Grove)
 - Sopchoppy Worm Grunting Festival – Apr 9th
 - Carrabelle Riverfront Festival – Apr 23rd

- ANERR Estuaries Day – May 6th
- March ABSI Newsletter Draft (Walsh)
 - Timeline for review and finalizing
 - Distribution plan
- Meetings with local influencers (Hanson, Brooke)
 - Who should we meet with?
- Discussion of creating a new op-ed to distribute/publish (Hanson, Walsh)
- Additional Items/News
 - Brainstorm outreach ideas
- Adjourn

Development of Public Questionnaire:

- Review and feedback on April 8th draft:
 - Looks clean, keep it succinct – Georgia
 - Currently 5 pages, could be shortened
 - Do we need a comments option for every question? – Sandra
 - Don't need a summary at the beginning since it will be accompanied by a presentation. – Chad
 - Instead of for every question, provide space at the end for comments, or maybe for each priority? – Chad
 - The comments option for each question could work well for some people – Georgia
 - Leave the goals/priorities headings or remove them?
 - If we leave the headings, need to give quick summary recap of what they are – Sandra
 - If we add very short intro, it could work without a presentation – Georgia

Example intro:

The ABSI Community Advisory Board has drafted a restoration and management plan for the Apalachicola Bay. Please take a moment to give us your feedback on the following priorities from the plan.

 - May need to offer a “carrot” or small gift item for completing the survey - Georgia
 - Add a self-description section at the beginning, with pre-defined categories
Example: Commercial oyster harvester
 - Add: What County do you live in? – Rachel
- Discuss expert review options (Pew Charitable Trust, others):
 - We don't need to involve Pew Charitable Trust for this questionnaire – Chad
- Timeline for review and finalizing:
 - Subcommittee members give additional feedback via a Google Doc by this Friday
 - Send to Jeff, Joel for feedback as well... Steve and Shannon? Ed Camp? – Mike
 - Schedule another meeting for the 2nd week in May
 - May not be able to hold the community presentations before the next CAB meeting, but if not, we can report on our progress – Chad

- Discuss distribution plan (community presentations):
 - How can we get the word out about the community presentations? – consult Shannon
 - Options for getting the word out: Op-ed, Oyster Radio - Chad

- Actions:
 - Rachel will create a Google Doc for Subcommittee members to comment by Fri
 - Rachel will also send the current draft to Jeff, Joel, and Ed for feedback. Tell them:

The CAB Outreach Subcommittee is developing this questionnaire to solicit feedback on the Draft Framework Plan. This questionnaire will be accompanied by a presentation on the Plan. We are attempting to mirror the Plan priorities in the questions. We are asking for your feedback on effective ways to solicit public input on the Plan.

FSUCML Open House (April 30th):

- Sandra and Anita will get together to talk about coordinating with CAB members to attend in shifts to talk with people about ABSI. Chad and Georgia may be able to attend.
- Discussed ideas for an interactive activity to engage people with the Plan
- Provide people an option to fill out the questionnaire online?

Public Presentations:

- Philaco Women’s Club (includes women from Apalachicola, Eastpoint, Carrabelle) – Sandra to give presentation on April 21st
- Franklin County Commission Meeting – Sandra to give presentation on June 7th
- SGI Brew Fest – ABSI table by Sandra? Same day as Carrabelle Riverfront Fest – Apr 23rd

Other Upcoming Outreach Events:

- Carrabelle Riverfront Festival – Apr 23rd
- ANERR Estuaries Day – May 6th
- SGI Brew Fest – May 23rd
- FSUCML will be tabling at these events and will include ABSI information

March ABSI Newsletter Draft:

- Timeline for review and finalizing – Please provide feedback by next Wed, Apr 20th
- Distribution plan – as usual

Discussion of creating a new op-ed/meeting with local influencers:

- Tabled until next meeting

Next Steps:

- *Everyone* - Provide comments on the Public Questionnaire Google Doc by this Fri, Apr 15th
- *Everyone* - Send feedback on the March Newsletter Draft by Wed, Apr 20th
- *Walsh* – Compile meeting notes and send to Hanson for revisions. Send/publish meeting notes and send Doodle Poll for next meeting. Send Public Questionnaire Google Doc for comments and current draft to Jeff, Joel, and Ed for feedback.

- *Brooke/Grove* – Coordinate with CAB members to table at FSUCML Open House.