

Apalachicola Bay System Initiative Community Advisory Board Outreach & Community Engagement Subcommittee Meeting – 11 May 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:

- Progress of Public Questionnaire (Hanson)
 - Discuss review/critiques of questionnaire (awaiting review from Jeff, Joel, Ed, Ross)
 - Pick document finalization date
 - Brainstorm dates for community presentations
 - Discuss distribution plan – who, what, when, where, how to get word out/maximize participation
 - Reserve spots for community presentations (Mahood)
- FSUCML Open House (Grove)
 - Debrief
 - Critiques/Improvements
- Current Presentations
 - Franklin County Commission Meeting – confirmed for June 7th
 - Apalachicola City Commission Meeting?
 - SGI Shrimp Fest – May 14th
 - Franklin County Public Libraries (Mahood)
 - Learning Pavilion, Tallahassee, need answer by May 20th (Mahood)
- ANERR Estuaries Day (Grove)

- Debrief
- Critiques/Improvements
- Status of local influencers meetings (Hanson)
- Status of Op-Ed (Hanson)
- Additional News Items
- Adjourn

Progress of Public Questionnaire

- Discuss/review critiques of questionnaire
 - Jeff Blair submitted edits – the committee reviewed and agreed with his feedback.
 - Committee agreed to change top picture
 - Committee agreed to add in “Check the box that reflects your rating” into the instructions
 - Mahood will create final draft copy of questionnaire and re-send to committee for final review
 - Mahood will contact Sandra to ask how the data will be analyzed. If by a graduate student or technician, the committee agrees to send questionnaire for their review
- Pick document finalization date
 - Mahood will ask Jeff Blair at ABSI CAB Planning meeting on May 13th about a finalization date, as well as presentation of document to CAB on May 25th
- Brainstorm dates for community presentations:
 - Committee is aiming for June and July dates, time: 4:00 – 6:00 pm
 - O’Connell will contact Eastpoint Library and Apalachicola County Courthouse for potential dates
 - Grove will contact Apalachicola Library for potential dates
- How to advertise community meetings:
 - Post on social media
 - Email blast through Constant Contact
 - Submit to Oyster Radio
 - Submit to Apalachicola Times in Op-Ed (see section “Status of Op-Ed”)

FSUCML Open House Debrief (April 30th)

- Grove said Open House went really well! She helped host the ABSI booth with Brooke and Ackerman. They were able to get a few more sign-ups for the ABSI newsletter.
- Critiques: utilize more CAB members at the next Open House – good to have a variety of stakeholder perspectives

Current Presentations

- Apalachicola City Commission Meeting
 - Grove summarized that the meeting went well and that the commissioners were appreciative of an update from Sandra Brooke. Grove will send Mahood a recording of the meeting
- Franklin County Commission Meeting
 - Confirmed by O’Connell for June 7th. Mahood will follow-up with Brooke.

- SGI Shrimp Fest (May 14th)
 - The committee agreed to not participate in this event. Committee unanimously agreed to be more specific in attending and participating events that cater to our target audiences.
- Franklin County Public Libraries
 - Mahood emailed Whitney Roundtree to receive information on presentations
 - Committee agreed that ABSI would be a good fit for the “Ocean of Possibilities” theme
 - ABSI could present to both the children and adult programs
 - Mahood will contact Morgan Hawkins (FSUCML Graduate student and former ABSI Hatchery Technician) to discuss dates to create and present an oyster lesson for children
 - Mahood will email ABSI team to discuss adult programming
- Learning Pavilion, Tallahassee
 - Mahood received email from the Learning Pavilion in Tallahassee to present to their preschool program in July
 - Upon further review, due to the young learning levels of the children, Mahood believes that FSUCML would be better suited to present instead of the ABSI team.
- ANERR SciCafé
 - Grove would like to get Brooke booked for a summer and fall/winter SciCafé presentation. Grove will send Mahood dates.

ANERR Estuaries Day

- The ABSI and FSUCML team (Rachel Walsh and Durene Gilbert) were unable to attend the Estuaries Day due to a major traffic accident/road closure on Hwy 98
- Grove noted that Estuaries Day may not be a future priority event for ABSI due to the focus on games and craft activity booths rather than presentations.

Status of Meetings with Local Influencers

- Tabled until next meeting

Status of Op-Ed

- Committee agreed to re-vamp/update original Op-Ed with the goal of highlighting public outreach meetings for questionnaire
- Mahood will update Op-Ed and send for review

Additional News/Items

- Mahood noted that Jared Fuqua will be joining the FSUCML/ABSI Outreach team for the summer. She will get him up-to-date on all FSUCML and ABSI activities, and he will be the on the ground Outreach person for the May 25th CAB meeting.
- Committee suggested creating a series of short social media videos throughout the summer (30 – 60 seconds) that highlight different aspects of ABSI. Mahood will present this idea to Fuqua
- Grove noted that the audio recording from the March 30th CAB meeting was difficult to hear...Mahood will work with Kennedy Hanson on possible solutions for the May 25th meeting
- Grove volunteered to create outreach plan – will begin work on it and have it finalized for

the summer months

Next Steps:

- *Mahood* – Compile meeting notes and send to Hanson for revisions. Send/publish meeting notes and send Doodle Poll for next meeting. Confirm dates for upcoming presentations, finalize Questionnaire document, and revamp Op-Ed. Contact Morgan Hawkins and Jared Fuqua for outreach duties.
- *Hanson* – Present an update at the May 25th CAB meeting.
- *O’Connell* – Contact Eastpoint Library and Apalachicola County Courthouse for dates to hold public meetings for questionnaire
- *Grove* – send Mahood recording of City Commission meeting, send Mahood dates for SciCafé presentations, contact Apalachicola Library about ABSI presentation and/or public meeting, work on Outreach plan

