

Apalachicola Bay System Initiative Community Advisory Board Outreach & Community Engagement Subcommittee Meeting – 17 August 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.

Subcommittee Members:

The ABSI Team (FSU): Sandra Brooke* (Principal Investigator), Jared Fuqua and Maddie Mahood (Outreach & Education Coordinators), Betsy Mansfield (Brooke's postdoctoral student) and members of the ABSI Community Advisory Board: Georgia Ackerman* (Apalachicola Riverkeeper), Bert Boldt* (Franklin County Commissioner), Chad Hanson (The Pew Charitable Trusts, Chair of Subcommittee), Anita Grove (Apalachicola City Commissioner), Devin Resko (FWC), and Michael O'Connell (St. George Island Civic Club, 2025 Vision).

*Absent from 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:

- Public Meetings Update (Mahood, Brooke)
 - On a hold until September when restoration project is more finalized/ready to be presented
- ABSI Frequently Asked Questions (Mahood)
- ABSI Newsletter Review (Mahood)
- Discussion on drafting new Op-Ed – input from FWC (Hanson, Mahood, Resko)
- Social Media Mini-Videos Series (Fuqua, Mahood)
 - First video – who's who in ABSI
 - Second video – answering top 3 FAQ questions
- Additional News Items
- Adjourn

Public Meetings Update

- The committee decided that early October would be best for the first public outreach meeting. *Mahood* will work with Brooke and Resko to solidify a date and send to

O'Connell to book the Eastpoint Fire House.

- The committee also recommended booking a slot to speak to the Franklin County Commission in October. *O'Connell* will book date and send to Mahood and Brooke.

ABSI Frequently Asked Questions (FAQ)

- Mahood presented the working draft of the ABSI FAQ sheet. The committee approved the questions listed on the document.
- Mahood sent Resko (FWC) a few questions to answer on behalf of FWC.
 - On the website, there will be a section of questions related to the Bay closure, answered by FWC, and also a section of questions on the restoration efforts and research answered by the ABSI team.
 - Publication date is slated for early-mid September and will be posted on the ABSI website, social media channels, newsletter, and part of a mini video series.
- *Mahood* will send committee FAQ list to look over once she and Fuqua have compiled answers to FAQs.

ABSI Newsletter Review

- Mahood is drafting newsletter. It will highlight the FAQs and is slated to be sent in mid-September.

New ABSI Op-Ed

- *Grove and O'Connell* will contact David Adler at *The Apalachicola Times* to talk about a monthly or bi-monthly update on ABSI and the CAB (600 words or less)
 - Grove will also see if payment is needed and report to Mahood
- *Hanson* will draft the first Op-Ed and send to committee for review
- *Resko* will talk to FWC about their own monthly or quarterly updates. Maybe rotate in the paper between ABSI and FWC?

Social Media Mini-Series

- Mahood and Fuqua have been sketching an outline of video ideas for a social media series on ABSI
 - The first videos will be a "Who's Who" in ABSI and showcase footage of the work being done by the faculty and staff/students
 - The second series of videos will feature the "FAQs" answered by members of the ABSI team
- Mahood and Fuqua will discuss in person when Mahood is at lab week of 8/29
- Grove also suggested adding a more detailed post to follow CAB meetings – include information about next meetings, how to get involved, etc.

No Additional News

Next Steps:

- *Mahood* – Compile meeting notes and send to Committee for revisions. Send/publish meeting notes and send Doodle Poll for next meeting. Confirm dates for upcoming presentations, draft FAQ sheet, draft Newsletter, and meet with Fuqua to discuss

video project

- *Hanson* – Draft Op-Ed and send to committee, present an update at the Sept. 28th CAB meeting.
- *Resko* – finalize FWC FAQs and send to Mahood, confirm with FWC about the creation of recurring Op-Eds
- *Grove* – check with David Adler about column slot for ABSI
- *O’Connell* – schedule Eastpoint Firehouse and County Commission meeting for October

