

**Apalachicola Bay System Initiative Community Advisory Board
Outreach & Community Engagement Subcommittee Meeting Minutes – 02 November 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,

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), 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).

Subcommittee Charge:

- To work with ABSI leadership and Community Advisory Board to inform the public of about the development of the draft management plan, the science being conducted in the bay, and the condition of the oyster reefs.
- To create outreach & community engagement strategies that answer the public's questions about the project, and attract stakeholders and the general public to actively inform the public about the Apalachicola Bay System Initiative's goals and actions.
- To measure the effectiveness of these strategies through direct participation in achieving actions, as well as web analytics and media stories)

Agenda Items:

- Public Meetings Debrief (All)
 - Oystermen's Workshop on October 18, 2022
 - Community Workshop on October 19, 2022
 - Review utility/results of questionnaire
 - Select date for next Community Workshop?
- Franklin County Commission Meeting (Nov 1) Debrief (Brooke)
- Apalachicola City Commission Meeting Discussion (ALL)
- Florida Seafood Fest Booth on November 4 – 5, 2022 (Fuqua)
- Sopchoppy Oyster and Mullet Festival on November 12, 2022 (Fuqua)
- ABSI Newsletter Review (Mahood)
- Op-Ed Debrief (Mahood, Hanson)
 - Option to write new Op-Ed
 - Circle back to FWC releasing Op-Ed instead
- Review of FAQs
 - Social Media Promotion (Mahood)
- CAB Plan Summary (Hanson)
- Social Media Mini-Videos Series (Fuqua, Mahood, Mansfield)
- Additional News Items

- Adjourn

Public Meetings Debrief

- Oystermen's Workshop
 - Committee was pleased that the meeting was conversational rather than confrontational
 - Anyone attending is always a win!
 - Need to look for ways to engage the more oystermen and younger generations of oystermen and watermen. Those are the people that have an opportunity to return to the water.
 - Committee agrees to continue offering opportunities for oystermen and watermen to work with FSU and receive pay (like with the restoration projects)
 - Ackerman notes that there have been historic differences on how decisions should be/have been made in terms of the Bay for decades.
 - Important to continue to let everyone not only feel heard, but be heard
- Community Workshop
 - Fuqua notes that the people that attended this workshop were notified via the flyers posted around Apalachicola
 - This is what we will continue to do for the next meeting
 - Overall, this workshop was more so a continuation of the oystermen's workshop the night before
 - Small groups is not necessarily a bad thing
 - Committee agrees to continue initiating one-on-one meetings with local citizens, commission members, watermen, etc.
- General notes
 - Betsy Mansfield (Dr. Brooke's post-doctoral student and new committee member) is currently working on approval from FSU to talk to oystermen and watermen
 - Her aim is to gather oral histories of the area as well as opinions on management of the Bay
 - Committee agrees that another Community Workshop should be held in early to mid-February. The committee doesn't think there needs to be a separation of Oystermen and Community Workshops anymore – better to have it all in one.
 - At this meeting, provide very brief update on science, ABSI goals for the year, and then conduct an oral survey using the public questionnaire developed in May 2022
 - *Mahood* will ask Jeff Blair for date availability, as he will facilitate the meeting once again

Franklin County Commission Debrief

- Brooke's presentation went very well. The Commission was very receptive to the ABSI updates and Commissioner Boldt asked for a published data summary report.
 - *Brooke* will draft summary report.
- The Commission also suggested conducting a roundtable about the oyster fishery and status with NOAA, ANERR, FWC, and ABSI

Apalachicola City Commission

- Brooke last presented in May, *Grove* will schedule a new presentation in early January

2023

Florida Seafood Fest Booth on November 4 – 5, 2022 (Fuqua)

- ABSI will be at the Florida Seafood Fest
 - Fuqua and Mansfield suggested doing informal surveys with local citizens that come by the tent
 - Mansfield suggested using sticky flags on giant ABSI map to allow for informal data collection on where local citizens think the restoration efforts should be concentrated in the Bay
 - These flags could be color-coded by occupation or city, such as Apalachicola, Wakulla, St. George Island, Eastpoint, etc.
 - *Mansfield and Fuqua* will coordinate and report back to the committee.

Sopchoppy Oyster and Mullet Festival on November 12, 2022 (Fuqua)

- *Fuqua* will coordinate similar informal survey efforts at this festival the following week

ABSI Newsletter Review

- Mahood is drafting newsletter. It will highlight the FAQs as well as the recent reef layer cake deployments. Goal is to send week of Nov. 7 – 11th.

ABSI Op-Ed

- Committee agrees to create a new Op-Ed or article for early 2023
 - This can highlight ABSI goals for 2023 as well as promote next Community Workshop
- Mansfield and Grove suggest buying ad space in the paper for either next Op-Ed and/or to continue circulating FAQs
- *Resko* will talk to FWC about submitting next Op-Ed with FWC as the main focus
 - *Resko* notes that when FWC took Rep. Jason Shoaf out on the boats, he talked about the local community's distrust of FSU. Shoaf pointed out that there has been a lack of communication what FWC is doing.
 - By using FWC as the main content distributor, hopefully this can alleviate some of the bad feelings towards FSU and highlight our collaborations
 - *Resko* will also send Mahood contact information for Rep. Shoaf's office to ensure his office is always present and aware of CAB meetings

ABSI FAQ Circulations

- Every Monday, Mahood is posting different ABSI or FWC FAQs.
 - *Mahood* will send a reminder to committee in order to further distribution on local community pages
- *Mahood and Mansfield* will look into purchasing ad space for FAQs in *The Apalachicola Times* paper

CAB Plan Summary

- *Hanson and Grove* will work on draft of CAB Plan Summary
 - Goal is to make overall draft management plan a layman's terms, 2-3 page summary report. This can then be published on website and social media.
 - [Sample plan summary from The Pew Charitable Trusts here](#)

Social Media Mini-Series

- *Mahood, Fuqua, and Mansfield* will meet within the next week to discuss video series. They will then provide schedule and storyboards to Committee.
 - Large focus on FAQs with visuals
 - Highlight tonging efforts and data collection efforts
 - Collaboration with FWC – use FWC resources and get footage diving, surveying oyster beds, etc.
- Hanson suggested working with the FSU College of Motion Picture Arts to also do a collaborative project on documenting work in the Bay, current status, etc.
 - *Hanson and Ackerman* will reach out to College
 - [Previous documentary work with Apalachicola Riverkeeper](#)

Additional News

- Committee agrees to meet in mid-December to go over current projects in motion before the new year. *Mahood* will organize meeting date.

Next Steps:

- *Mahood* – Compile meeting notes and send to Committee for revisions. Send/publish meeting notes and send Doodle Poll for next meeting. Send Committee ABSI Newsletter for review. Ask Jeff Blair about dates for next Community Workshop. Send committee reminders about Monday FAQs. Look into purchasing ad space for FAQs. Meet with Fuqua and Mansfield to go over video series.
- *Fuqua* – Coordinate informal surveys at Florida Seafood Festival and Sopchoppy Oyster and Mullet Festival. Meet with Mansfield and Mahood to go over video series.
- *Mansfield* – Coordinate with Fuqua on festivals, begin conducting oral history data collection. Look into purchasing ad space for FAQs. Meet with Fuqua and Mahood to go over video series.
- *Hanson* – Work with Grove on CAB Summary Plan, contact FSU College of Motion Picture Arts to inquire about project collaboration and video documentation of the Bay, present an update at the Nov. 30th CAB meeting.
- *Ackerman* – contact FSU College of Motion Picture Arts with Hanson
- *Resko* – talk to FWC about drafting and publishing new Op-Ed, send Mahood Rep. Shoaf contacts
- *Grove* – schedule Apalachicola City Commission presentation for Jan 2023. Work on communications pla
- *Brooke* – draft summary report for Commission