

## **Apalachicola Bay System Initiative Community Advisory Board Outreach & Community Engagement Subcommittee Meeting Minutes – 05 December 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).

\*Absent from meeting

### Subcommittee Charge:

- To work with ABSI leadership and Community Advisory Board to inform the public 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:

- Future Community Workshops Discussion (Brooke, Mahood)
- Apalachicola City Commission Meeting (Grove)
  - Set Date
- ABSI November Newsletter (Mahood)
- 2023 Op-Ed (Hanson)
- CAB Plan Summary
- Social Media Mini-Video Series (Fuqua, Hanson, Mahood, Mansfield)
- Additional News Items
- Adjourn

### Future Community Workshops Discussion

- Committee agrees that the current Community Workshop/Oystermen's Workshop formats are not the best fit for reaching the community
- Committee also agrees that the burden needs to be lifted from Dr. Brooke's shoulders of being the sole presenter so that she can focus on the science
  - Fuqua volunteered to help become an ABSI presenter
- Hanson recommends a "one, two punch" method of future presentations to the Franklin

#### County Commission and Apalachicola City Commission

- ABSI and FWC should always try to present in tandem with ABSI presenting on the science and restoration experiments and FWC presenting on restoration and management strategies.
  - Resko will present to FCC on December 6<sup>th</sup> and will make it clear that ABSI has no authority or bearings over the closure of the Bay or future management decisions. ABSI is purely science-based and can offer up its research findings/data, but nothing more.
- Grove recommends seeking outside communication help to make sure all our bases are covered
  - *Grove* – will contact The Apalachicola Times to request pricings for a weekly column or ad spot in paper
  - *Mahood* – will contact Oyster Radio to request pricings for ad/air time of FAQs
  - Fuqua, Mahood, Mansfield, Brooke will meet offline to discuss feasibility of hiring a PR consult and brainstorm additional outreach opportunities to present to the group in January
    - *Mahood* – schedule pre-meeting in January

#### Apalachicola City Commission

- *Grove* -- schedule next meeting date (with new FWC/ABSI tandem presentation)

#### ABSI December Newsletter

- *Mahood* – draft ABSI newsletter and send it out to the committee for review by Dec. 7<sup>th</sup>
  - Hanson and Grove recommend highlighting restoration FAQs
  - Fuqua recommends highlighting Dr. Stewart-Merrill's dermo and parasite work

#### CAB Op-Ed

- *Hanson* – will draft the next Op-Ed to begin running in February
  - Committee agrees that this should highlight the spring ABSI restoration projects
    - Resko – happy to have FWC also contribute to an Op-Ed (more one, two punch tactic), but stated that it would make more sense to share in later spring when the FWC restoration project is gearing up as well

#### CAB Plan Summary

- *Hanson and Grove* – begin drafting this in January 2023

#### Social Media Mini Video Series

- *Hanson and Ackerman* – meeting with FSU College of Communications and Information contact, Andy Opel to discuss aid in creating ABSI videos for social media and/or the website
  - Find out if they will charge, pricing, collaboration ideas, etc.
- Fuqua briefed the committee on different video ideas that he, Mansfield, and Mahood brainstormed, with the most tangible and feasible being a highlight of the restoration experiments (and materials) in early spring

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. Look into purchasing air ad space on Oyster Radio. Set up extra outreach meeting with Brooke, Mansfield, Fuqua.
- *Hanson* – Work with Grove on CAB Summary Plan, report back to committee on information from FSU College of Communications and Information meeting, begin draft of Op-Ed
- *Grove* – schedule Apalachicola City Commission presentation for Jan 2023, contact The Apalachicola Times for ad pricing, work on CAB Summary Plan