

## **Apalachicola Bay System Initiative Community Advisory Board Outreach & Community Engagement Subcommittee Meeting Minutes – 22 February 2023**

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).

\*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:

- Review of February ABSI Newsletter (Mahood)
- Recap of CAB Meeting Strategy Feedback (Everyone)
  - Next Steps
- Review of CAB Restoration Plan Document
- Brief on ABSI Day Event (Mahood, Fuqua, Mansfield, Brooke)
- Discussion of Oystermen's Workshop/Outreach Event on April 12 (after CAB meeting)
- Apalachicola City Commission Meeting
  - Set Date (Grove)
- Additional News Items
- Adjourn

### Review of February ABSI Newsletter (Mahood)

- Newsletter approved by committee. Mahood scheduled newsletter and post to publish on February 23<sup>rd</sup> at 10 am EST.

### Recap of CAB Meeting Strategy Feedback (Everyone)

- Overall consensus is that we need to have clear and concise messaging to move forward

with an outreach consultation process

- Brooke tasked the group to list out 3-5 message topics that they think ABSI should be key in communicating to the public. *Members will then send to Mahood.*
  - The Committee will also task all members of the CAB to do this exercise both before and during the next CAB meeting on April 12, 2023.
- To move forward, the committee agreed that the Strategies Worksheet that was started before the last meeting should include all input from CAB members during the Outreach Presentation at the February 1<sup>st</sup> meeting.
  - *Mahood* will add those notes in and send to campus for feedback
- A new idea may be to keep ABSI social media posts cycling through 2 – 3 times a week, so Mahood will re-instantiate the FAQ posts on Mondays, and the committee will continue to brainstorm concise messaging for additional posts and/or outside consultation purposes before the next committee meeting in March.

All other Agenda items have been put on hold until the communication strategy has been solidified and put into action.

Next Steps:

- *All* – send Mahood 3-5 message topics for outreach
- *Mahood* – will update the Strategies Worksheet and send it to the main campus, schedule a zoom call with main campus folks, and compile a list of all message topics. She will also re-instantiate FAQ Mondays on social media featuring ABSI FAQs.