

Apalachicola Bay System Initiative Community Advisory Board Outreach & Community Engagement Subcommittee Meeting Minutes – 11 July 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 and Cameron Baxley (Apalachicola Riverkeeper), Chad Hanson (The Pew Charitable Trusts, Chair of Subcommittee), Anita Grove (Apalachicola City Commissioner), Devin Resko (FWC).

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:

- Overview of July ABSI Newsletter (Mahood)
- Update on Oyster Reef Restoration Experiments (Brooke)
- Overview of Upcoming Community Workshop on August 9 (All)
- Brainstorm Additional Outreach Highlights (All)
- Review of ABSI Key Points Document and Distribution (Mahood)
- Review of Crisis Management Plan (Mahood)
- Additional News Items
- Adjourn

Overview of July ABSI Newsletter (Mahood)

- Committee will send Mahood updates by Wednesday, July 12th for a Thursday, July 13th release.

Update on Oyster Reef Restoration Experiments (Brooke)

- These experiments are highlighted in July newsletter

- Committee charged to talk to local community about current restoration experiments – aiming for fall when there is more data
- Add new restoration experiment updates to FAQs – *Mahood* will contact Rand Romas for more information
- Potential Franklin County Commission update in August (with FWC?)
 - *Brooke* and *Grove* will talk to Ottice Amison about potential presentation dates and also about instigating a new ABSI quarterly report for the Commission.

Overview of Upcoming Community Workshop on August 9 (All)

- *Mahood* to coordinate half sheet cards made for each booth – restoration experiments, hatchery booth, CAB successor committee, FWC table, etc.
- Sample layout -
 - *Grove* gives a welcome speech to incomers
 - *Jared Fuqua* is the floater, a welcomer to new community members, and available for any questions
 - *Resko* and *Brooke* give quick icebreaker presentations (5-10 min?)
 - *Mahood* will boost social media posts and buy ad in the Apalach Times and Oyster Radio
 - *Brooke* will update ABSI rotator

Brainstorm Additional Outreach Highlights (All)

- Florida Channel Video – social media and newsletter
- Key Messages Doc – social media

Review of ABSI Key Points Document and Distribution (*Mahood*)

- *Mahood* has uploaded onto website and will create social media post about new webpage

Review of Crisis Management Plan (*Mahood*)

- *Mahood* shared the current crisis management plan with the committee. She will send with Minutes to allow members to edit and update as they see fit.

Additional News Items

- Next phase for Outreach Committee
 - CAB Successor Group has been funded for one year (starting in October)
 - Looking for a 5-year commitment
 - Transition phase – important to keep continuity between CAB/ABSI project and get things in place for the next phase of oyster restoration and management implementation.
 - ABSI messaging will continue until the end of the project

- Successor Group will have separate social media, website, emailing, etc. So how will we transition? Committee will continue to brainstorm in upcoming meetings.

Next Steps:

- *Mahood* – schedule and post July Newsletter, contact Rand about restoration experiments for FAQ page, coordinate and create general layout plan for Community Workshop, buy and submit ads about the Community Workshop to *The Apalachicola Times* and Oyster Radio, send crisis management plan to committee, and create social media post about key messages
- *Brooke* – contact Otlice Amison about FCC presentation and quarterly, update ABSI rotator for Community Workshop