

Apalachicola Bay System Initiative Community Advisory Board

Outreach & Community Engagement Subcommittee Meeting Minutes – 06 September 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 September ABSI Newsletter (Mahood)
- Overview of Upcoming Community Workshop on October 24 (All)
- Discuss Transition of Outreach Committee once the CAB concludes on November 29th (All)
 - Sum of plan document
 - Getting word out/advertisement for new group
 - Outreach to pull in members?
 - Role for new administrator?
- Additional News Items
- Adjourn

Overview of September ABSI Newsletter (Mahood)

- Committee approves newsletter, *Mahood* will schedule for distribution via email and social media on Monday, September 11th.

Overview of Community Workshop on October 24th

- Committee agrees that a condensed version of the "Plan" should be presented at the Workshop
 - Three Forms of Presentation
 - StoryMap – *Mahood* will create a StoryMap presentation off the notes and preliminary PowerPoint presentation presented by Hanson. The preliminary

presentation will be presented at the Sept. 27th CAB meeting for feedback from CAB members, and the final version will be made available for the Oct. 24th Workshop

- Can StoryMap operate “off-line”?
 - Brief 2-4 page document explaining the plan. This will be able to be distributed to community members, commissions, legislatures, newspapers, and other outlets around the area.
 - The full version of the “Plan” will be made available on the website for those interested in a “deep-dive” into the nitty gritty of it
- Resko notes that it is important to distinguish the “Plan” is a bundle of recommendations and suggestions to FWC for the restoration and management of the fishery – NOT demands
- The Workshop will be preliminarily formatted as such:
 - ABSI Overview and Fishery Update from Dr. Sandra Brooke
 - FWC Overview and Restoration Update from Devin Resko/Jon Creamer
 - Condensed Draft Management Plan Presentation from potentially Jenna Harper (DEP/ANERR) and/or Ottice Amison (Franklin County Commissioner)
 - All presentations will be followed by a similar booth layout from previous workshops, to allow for questions and input from community members
 - *Brooke and Mahood* will present this format at the next CAB planning meeting
- Preliminary Presentation at Franklin County Commission
 - Committee agrees that a preview presentation should occur at the Franklin County Commission on October 17th. Dr. Sandra Brooke and Devin Resko will present ABSI and FWC updates respectively, give a preview of the “Plan” presentation, and advertise for the Workshop
 - *Brooke* charged with contacting FCC to secure Oct. 17th date

Transition of Outreach Committee into Successor Group

- Important to establish official name of Successor Group before the Oct. 24th Workshop. This way committee members can begin advertising and explaining group purpose to local community members at the Workshop
- Waiting on a job description from Dr. Joel Trexler for the administrative role of group. It is imperative that this job includes Outreach components
- Committee will begin researching/establishing a new website, separate from FSU and ANERR, for the Successor Group. *Mahood and Grove* are tasked with this.
- Once the new group is more fleshed out, the Outreach Committee will begin brainstorming advertising opportunities and ways to educate the local community on the new group and its purpose.

No Additional News

Adjourn

Next Steps:

- *Mahood* – schedule and publish September Newsletter, begin StoryMap creation, research website options for Successor Group, present Community Workshop format at next CAB planning meeting
- *Brooke* – contact Ottice Amison or Michael Moron about FCC presentation on October 17th, present Community Workshop format at next CAB planning meeting
- *Hanson* – create preliminary PowerPoint about “Plan” and send to committee
- *Resko* – contact Jon Creamer about FWC presentation to FCC on October 17th
- *Grove* – look into website options for domain and design, help on condensed “Plan” PowerPoint/document