

**Channel Islands National Marine Sanctuary  
Sanctuary Advisory Council**

**FINAL Key Meeting Outcomes  
September 20, 2013  
Casa Las Palmas, Santa Barbara, CA**

*Note: This document will be posted on line at <http://channelislands.noaa.gov/sac/minutes.html>. Audio recordings of this and other Council meetings are available upon request to michael.murray@noaa.gov.*

**Attendance:** At peak, eighteen of the Council's twenty-one voting seats were present (see attached attendance roster). Three seats were absent for the day: California Department of Fish and Wildlife, Bureau of Ocean Energy Management, and Chumash Community. Public attendance varied throughout the day, averaging 5 people.

**Administrative Business and Announcements**

***Draft Key Outcomes***

The draft key outcomes document for the July 19, 2013 advisory council meeting was approved by the council as final (these will be posted on <http://channelislands.noaa.gov/sac/minutes.html>).

***Superintendent's Report***

Sanctuary superintendent Chris Mobley commented that a recent sanctuary system leadership team meeting to discuss the way forward was optimistic. He noted that we have partnerships across a wide spectrum, and most of what we are able to accomplish is done through partnerships, for example the new Channel Islands Boating Center and the recent Best Fishing Practices Workshop. We have been great at finding solutions despite our financial difficulties, Chris explained. He also highlighted the Chumash Tomol Crossing on Sept. 6-7, showing some photos, and mentioned the success of recent open house celebrations on the UCSB campus including a building ceremony with NOAA's Dr. Holly Bamford and UCSB's Chancellor Yang on Aug. 6th.

Michael Murray added that the council received a thank you card (passed around) from Rachel Horne, widow of the late US Coast Guard officer Terrell Horne III, who was killed in the line of duty. Ms. Horne appreciated the council's condolence letter, donations given, free passes to the zoo, and other contributions made generously by council members. Chris Mobley talked about the moving opening ceremony he recently attended for the new Sanctuary Memorial Garden in Key West, Florida, noting that Terrell Horne was recognized and that the whole Horne family and many high level Coast Guard officials were in attendance.

Chris Mobley also acknowledged that attending the SAC meeting was US Coast Guard Captain Jim Jenkins, Commander of Sector LA/Long Beach. Capt. Jenkins stated how pleased he was to be at the meeting and that he was in attendance to promote our partnership in protecting the sanctuary. He said that the Coast Guard seeks to partner with experts and stakeholders in order to respond to any event to protect this national treasure. He appreciated the council's letter of condolence regarding the loss of Coastguardsman Horne.

Chris also extended sincere thanks to Santa Barbara Roasting Company for their continued coffee donations for our SAC meetings, and the Channel Islands Sanctuary Foundation for meeting support. A card for the Santa Barbara Roasting Company was passed around for everyone to sign.

***Executive Committee Report***

Chair Dianne Black mentioned a recent SAC Executive Committee breakfast meeting with Dr. Holly Bamford (head of NOAA's National Ocean Service). Dr. Bamford was in town to help celebrate completion of the new Ocean Science Education Building at UCSB, where the sanctuary's main office is now located and the future home of the Outreach Center for Teaching Ocean Science (OCTOS). Attending the meeting were Council

Chair Dianne Black, Vice Chair Phyllis Grifman and Michael Cohen (filling in for Council Secretary Maria Petueli). Talks were positive and Michael Murray commented that Dr. Bamford indicated that how important council voices can be within NOAA. Dianne Black also mentioned that there was a SAC Chairs quarterly conference call on July 22<sup>nd</sup>, explaining that topics covered included an update on the ONMS Campaign of Engagement, plans for a national-level Business Advisory Council, and re-establishing the Sanctuary Nomination and Evaluation Process.

### **Council Member Announcements**

A number of Council members shared announcements (unrelated to meeting agenda items). Audio recordings are available upon request.

### **Sanctuary Classic Tournament**

Jenny Armstrong from the Sportfishing Conservancy presented highlights of the 2013 Sanctuary Classic recreational fishing and photography tournament, held this summer across the country at national marine sanctuaries. Through the tournament, they seek to promote recreation in sanctuaries, such as fishing, diving, and kayaking, as well as promote kids enjoying the outdoors and learning about conservation. 182 photos were submitted, Jenny reported, with 127 pictures from the Channel Islands. Of the awards that were won, 99 were from the Channel Islands National Marine Sanctuary! Scholarship winners will be announced in the next two weeks, Jenny explained. Last year, two of the scholarships went to kids that submitted photos from CINMS. Jenny thanked Chris Mobley, CINMS staff, and the council for all of their support and said they are hoping to do it again next year. The budget for the program comes from grants and is less than \$30,000.

Jenny also presented a summary of a Best Practices Workshop held in Oxnard, in August, that promoted responsible recreational fishing techniques. Dr. Chris Lowe was a featured speaker at the workshop, and Jenny explained that he has found that if fish are released properly, they have a high chance of survival with minimal long term effects. Jenny noted that the workshop generated suggestions from participants such as using videos aboard charter sportfishing vessels that show how to properly release fish, green tackle (rebates), having celebrities demonstrate and promote successful catch and release techniques, and using social media.

### **Public comment**

Ben Pitterle from Santa Barbara Channelkeeper reminded everyone that Saturday, September 21st is Coastal Cleanup Day. He mentioned that as the new school year begins at UCSB, there is an opportunity to help new student residents become aware of the sanctuary and conservation. At Devereux Beach, Ben mentioned, Channelkeeper is hosting an event to make people more aware of MPAs and non-consumptive uses. There will be music, food, a raffle, and an Island Packers trip to Santa Cruz Island. Ben also reported that Channelkeeper is working on the issue of ocean acidification, including involvement in helping to deploy and service sensor arrays in local waters. Ben also mentioned that Channelkeeper is looking at ways to help local businesses tap into the marketing potential of our local MPAs. They are facilitating paid dive trips and offering subsidies, Ben explained, focusing on recreational diving and looking for ways to expand these efforts.

### **Shipping and Whales**

Council member and Conservation Working Group chair Kristi Birney highlighted work that she has led to understand progress that has been made since 2007 when the council first became involved in the whale ship strike issue and issued a subsequent [2009 recommendations report](#). For each of the seven major recommendation areas within the 2009 report, Kristi summarized progress that has been made and work that remains to be done (slides available upon request). To make additional progress on research and monitoring recommendations, Kristi explained that work needed includes: refining models of whale densities and distribution both inside and outside the Santa Barbara channel; monitoring krill and its relationship to whale distributions; reviewing a UCSB Bren School cost benefit analysis; and refining our understanding of whale behavior during close approaches with ships. With regard to altering vessel behavior, Kristi suggested that more evaluation is needed concerning the appropriateness of seasonal management areas (SMAs), dynamic management areas (DMAs), and areas to be avoided (ATBAs). Regarding past council recommendations to

consider changes to shipping lanes, Kristi acknowledged the partial success of shifting the traffic separation scheme within the Santa Barbara Channel, but noted the unaddressed risk of ship strikes from traffic traveling south of the northern Channel Islands. To build on education and outreach efforts to date, Kristi pointed to the need to continue engagement with the shipping industry. With regard to the council's recommendations that incentive-based and mandated vessel speed reductions be considered, Kristi pointed out that a proposed voluntary, incentive-based vessel speed reduction program is still in need of funding, and that a comprehensive approach to addressing the issue still needs to be identified and implemented by lead agencies. Kristi also noted that while there has been a lot of effort put forth to work with agencies, industry and other stakeholders, an ongoing need exists to keep pursuing and creating opportunities for engagement. Overall, Kristi characterized most of the 2009 advisory council ship strike recommendations as not yet having been achieved. She suggested that a possible next step could be to form an advisory council working group to address local marine shipping impacts, and specifically to bring together key stakeholders to look at: dynamic management areas, the threat of ship strikes to whales and sanctuary resources, air pollution and greenhouse gas emissions, and conflicts with other ocean users (i.e. naval operations). Kristi explained that she had been talking to many council members and stakeholders about these ideas, conducting interviews and collecting information. She still needs to reach certain agencies and organizations, but looks forward to reporting back to the council when she has a more complete understanding of stakeholder interest in a working group process. Following this presentation Bob Warner commented on how we still don't know much about whale distribution south of the islands and how important that data would be to addressing the issues Kristi discussed. Kristi recognized this and suggested that she has nonetheless heard support from others for moving forward with discussions and using the best available information. Chris Mobley commented on how ships are still traveling south of islands and how beneficial it would be if we can engage the industry even more in reporting sightings. Another opportunity is the ride-along of scientists on ships which is yielding interesting information on using ships as vessels of opportunity. Kip Louttit expressed support for a working group approach to explore why and how shipping can be affected. He touched on existing incentive programs at the ports of LA and Long Beach and indicated an interest in exploring incentive approaches. Elizabeth Petras shared that the National Marine Fisheries Service is working on modeling the probability of strikes on the west coast to identify hot spots, and that published papers are expected soon.

#### **Presentation: UCSB Bren School Student "CalWind" Project: Evaluating Offshore Wind Energy Potential and Stakeholder Analysis on the California Central Coast**

Luke Feinberg and Zach Jylkka, UCSB Bren School graduate students, presented their group thesis project examining offshore wind energy development issues in local marine waters. Their clients are Infinity Wind Power and the Community Environmental Council, both of which have a vested interest in alternative energy development. Their project goals are 1) Stakeholder Analysis- what do people think of offshore wind?, 2) Regulatory and Permitting Environment- what is the legal and permitting pathway needed to build a potential project?, and 3) GIS Study- where would turbines go? Luke invited the SAC to be involved by sharing their perspective through an online survey (<https://www.surveymonkey.com/s/CalWind>), participating in an interview, and attending a community meeting in late fall/early winter. Questions and issues raised from council members included: how military presence would significantly affect possible locations; the problematic effect of wind turbines on military radar; the ability to shut down turbines when needed for safety or seasonal wildlife protection; the importance of sample visualizations being developed from the view perspective at the Channel Islands (not just from the mainland coast); importance of the online survey including the Park and Sanctuary boundaries; the possibility of testing turbines from offshore oil platforms; a suggestion that the students speaking with the energy & permitting group at the California Coastal Commission; and a suggestion to engage Congressional representatives to better understand the legislative environment. John Reed, from the Channel Wind Company, commented on how wind is gaining ground internationally and how we need to think about technology solutions to address military issues.

#### **Ocean Acidification**

Bruce Steel elaborated on how predictions are coming true earlier than expected, especially in the Arctic where the water is under saturated. Frozen water doesn't absorb CO<sup>2</sup> but when the water melts, it lowers the alkalinity.

We are seeing shell dissolution in pteropods, and they are akin to the canary in the coal mine. The Ocean Protection Council is working hard to get all the states to put up funding. There will be an experts panel on ocean acidification (OA). No industry or NGOs in this group but it is a step in the right direction. We need to have all the states talking about OA and considering management options. Within less than 3 decades we will have doubled CO<sup>2</sup> output concentrations from 1750 to 2010. Projections for 2100, atmospheric CO<sup>2</sup> is projected to be between 900 -1000 pts. If we burn the full 5000 gt, the pH of the oceans will drop to 7.5 worldwide and it hasn't been that low in 300 million years. If we use unconventional reserves like fracking, etc., then it will be more. In Alaska, the king crab fishery will be dead in 49 years. Bruce also showcased his battery powered farm tiller that is charged off of solar panels. His tractor can run off biofuels. Bruce explained that if he puts up wind turbines on his farm, he could go completely fossil fuel free. Laura Francis commented on how inspiring it is to become carbon neutral and how we can focus on getting the word out about what people like Bruce are doing, and leading by example. We have created updated OA outreach kits and activities, and have outfitted all of the west coast sanctuaries with new kits. Laura attended a recent NOAA OA Principal Investigators meeting in Washington DC which brought together 50 scientists and 2 education specialists. Laura gave a talk and presented a poster.

**Presentation: Marketing Santa Barbara and the Sanctuary: Learning from Visit Santa Barbara**

SAC member Michael Cohen introduced Kathy Janega-Dykes, President and CEO of Visit Santa Barbara (formerly the Santa Barbara Conference and Visitors Bureau), describing her as role model in the tourism industry who has headed up the organization since 2004 and driven them to higher levels of success within the state, nationally and internationally. Michael also highlighted the amazing growth and success Visit Santa Barbara has had using social media tools, including: 117,000 likes on Facebook, a 75% growth in Facebook fans over the past fiscal year; over 12,000 Twitter followers; 1400 Pinterest followers, and more.

Ms. Janega Dykes presented slides (available upon request) and began by explaining that the mission of Visit Santa Barbara is to promote the City of Santa Barbara, South Coast and surrounding county communities as a destination for travel and media production to create economic vitality. Their organization is small, she explained, with 14 staff members, a 21-member board of directors, and an annual operating budget of 4 million dollars that comes from the City of Santa Barbara, tourism business improvement district (TBID) funds, memberships, and cooperative advertising. Ms. Janega Dykes spent an hour with the advisory council presenting information and engaging in thoughtful discussion focused largely on enhancing efforts to market the sanctuary to visitors and the businesses that serve them. From Ms. Janega's talk, the advisory council and several attending sanctuary staff learned about: Visit Santa Barbara's goals and marketing strategies; the profile of Santa Barbara visitors; and the rising popularity of adventure travel. Council members also learned that the Santa Barbara South Coast tourism industry generated a total of \$1.5 billion dollars in visitor-related spending in a 2012/13 period of study. Knowing that the sanctuary had recently joined Visit Santa Barbara as a member organization, Ms. Janega Dykes suggested several marketing opportunities that the sanctuary could pursue with her organization, including: increasing sanctuary exposure through posts on their very active web site (SantaBarbaraCA.com); participating in a variety of promotional opportunities; connecting through their social media channels, which are some of the most developed and rapidly growing in California tourism markets; potentially participating in cooperative advertising public relations outreach activities; and connecting with a number of lodging concierges. Council members expressed enthusiasm about the possibilities for enhancing public and business sector awareness of the sanctuary, indicated interest in specific business connections that could be made, and shared some cautionary remarks about the effects of tourism overloading on a place as special and fragile as the Channel Islands.

**Working Group Reports**

*Technical Advisory Committee (TAC) on Enforcement:* Bill Struble was not present. Sean Hastings reported that a TAC meeting is coming up soon. He also mentioned that an enforcement analysis report was recently completed, looking at data within the sanctuary from 2002- 2010. Coast Guard, Fish and Wildlife, and NPS provided access to patrol logs to help with this analysis. The report should be released soon pending agency approvals, helping people to better understand enforcement in the sanctuary.

*Sanctuary Education Team:* Laura Francis demonstrated a brand new app developed by the National Marine Sanctuaries program which focuses on California. It is \$0.99 and available for iPad and iPhones. Part of that money goes back to the foundation. This new app, “Experience California National Marine Sanctuaries” you can see some of the species (Ocean Life), plan your trip, and look at points of interest on a map. Under seasonal natural events, you can see for example when pupping season for elephant seals starts. The Explore Map is interactive and there are pins with particular information but there’s also a social networking component to this where you can add your own pins and photos. California Tidepools and a Kelp app are also on the way. Laura added that if you don’t see your business under Listing Businesses, this can be easily updated. Maria Petueli added that under the topic of MPA education and outreach, they are hoping to merge with Calla Anderson and it would be good to have her talk. Their youth project will be starting up quickly and they are setting up a meeting with the Oak Park school to get a game plan to talk about possible projects.

*Conservation Working Group (CWG):* Kristi Birney reported that the CWG met on September 18th and notes will be made available online. She mentioned that Michael Smith from Gray Whales Count raised a concern that cruise ships visiting Santa Barbara will overlap with gray whale migration periods. Potential solutions discussed at the CWG meeting could include re-routing cruise ships, or adding look outs on ships. Also mentioned at the CWG meeting was that NOAA will be conducting a status review on North Pacific humpback whales as part of responding to a petition to delist the species, and public comments are being accepted until October 28th.

*Research Activities Panel (RAP):* Dr. Bob Warner commented on the RAP’s comments on the National Condition Report prepared by the Office of National Marine Sanctuaries. A response to the RAP’s comments received from sanctuary program headquarters and indicated that the RAP’s comments were understood, potential problems were acknowledged, and efforts were made to improve the report. The RAP sent out a modified memo to the research representatives on other SACs, and received a limited number of replies (Monterey Bay and Hawaii).

### **Meeting Close-out and 2014 Schedule**

The council adopted the following meeting schedule for 2014:

- Friday, January 24 (Santa Barbara)
- Friday, March 21 (Ventura)
- Friday, May 16 (Santa Barbara)
- Friday, July 18 (Oxnard)
- Friday, September 19 (Santa Barbara)
- Friday, November 21 (Ventura)

**Meeting Attendance Roster (9/20/2013):**

Andrea Mills	Tourism	Absent
Matthew Curto	Tourism - Alternate	Present
Debra Herring	Non-Consumptive Recreation	Present
Stuart Wilson	Non-Consumptive Recreation - Alternate	Present
Michael Cohen	Business	Present
Kip Louttit	Business - Alternate	Present
Kristi Birney	Conservation	Present
Greg Helms	Conservation - Alternate	Present
Bruce Steele	Commercial Fishing	Present
Stephanie Mutz	Commercial Fishing - Alternate	Present
Capt. David Bacon	Recreational Fishing	Present
Merit McCrea	Recreational Fishing - Alternate	Present
Maria Petueli [Council Secretary]	Education	Present
Amanda Allen	Education - Alternate	Present
Dr. Robert Warner	Research	Present
Dr. Mark Steele	Research - Alternate	Present
Phyllis Grifman [Vice-Chair]	Public At Large #1	Present
Victor Cox	Public At Large #1 - Alternate	Present
Eric Kett	Public At Large #2	Absent
Richard Block	Public At Large #2 - Alternate	Present
Luhui Isha	Chumash Community	Absent
Mati Waiya	Chumash Community - Alternate	Absent
Elizabeth Petras	NOAA Fisheries	Present
Shelby Mendez	NOAA Fisheries - Alternate	Absent
Russell Galipeau	National Park Service	Present
David Ashe	National Park Service - Alternate	Absent
CDR Christina Davidson	US Coast Guard	Present
LT Cody Dunagan	US Coast Guard – Alternate	Absent
Donna Schroeder	Bureau of Ocean Energy Mgmt (BOEM)	Absent
Dr. Ann Bull	BOEM - Alternate	Absent
John Ugoretz	Dept. of Defense	Present
Walt Schobel	Dept. of Defense - Alternate	Present
Craig Shuman	CA Dept. of Fish & Wildlife	Absent
Kristine Barsky	CA Dept. of Fish & Wildlife - Alternate	Absent
Rich Rozzelle	CA Natural Resources Agency	Present
Amy Vierra	CA Natural Resources Agency - Alternate	Absent
Dr. Jonna Engel	CA Coastal Commission	Present
Steve Hudson	CA Coastal Commission - Alternate	Absent
Dianne Black [Council Chair]	Santa Barbara County	Present
Susan Curtis	Santa Barbara County - Alternate	Absent
Gary Hirtensteiner	Ventura County	Present
vacant	Ventura County - Alternate	Absent
Chris Mobley	Channel Islands NMS [non-voting]	Present
Paul Michel	Monterey Bay NMS [non-voting]	Absent
Karen Grimmer	Monterey Bay NMS - Alternate [non-voting]	Absent
Maria Brown	Gulf of the Farallones NMS [non-voting]	Absent