

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

**FINAL Key Meeting Outcomes
November 16, 2012**

**Billie M. Connally Auditorium, Robert J. Lagomarsino Visitor Center
Channel Islands National Park Headquarters
1901 Spinnaker Drive · Ventura Harbor, CA**

*Note: This document will be posted on line at <http://channelislands.noaa.gov/sac/minutes.html>.
Inquiries about this and other Council meetings should be directed to michael.murray@noaa.gov.*

Attendance: At peak, fifteen of the Council's twenty-one voting seats were present (see attached attendance roster). Six seats were absent for the day: California Resources Agency, California Coastal Commission, Bureau of Ocean Energy Management, California Department of Fish and Game, Chumash Community, and Ventura County. Public attendance fluctuated around approximately 10 people.

Administrative Business and Announcements

The draft key outcomes report from the September 21, 2012 meeting were adopted as final.

Superintendent's Report

Superintendent Chris Mobley highlighted several items in the Superintendent's Report (provided to all SAC members and the attending public, and available at <http://www.channelislands.noaa.gov/sac/super.html>). Chris highlighted: his trip to Indonesia for marine protected area international capacity building, the Ocean Science Education Building construction at UCSB is again underway, the Channel Islands Boating Center is nearing completion, recruitment for open advisory council seats is now underway, the California Islands Symposium was a big success, and Robert Schwemmer presented his work on the discovery of the *George E. Billings* shipwreck.

Chris welcomed Richard Rozzelle, Channel Coast District Superintendent with California State Parks, and asked him to say a few words about his role and interests. Mr. Rozzelle stated that although California State Parks have a lot going on including new leadership and budget controversy, Rich is interested in how he could work with the sanctuary and advisory council.

Executive Committee Report

Eric Kett reported on the Santa Barbara Beautiful award for Environmental Stewardship that the Council received in September. Eric also reported on a recent Santa Barbara Air Pollution Control District meeting he was invited to attend as chair of the council, indicating that the purpose of the meeting was to learn about incentive programs to change ship behavior and to learn about new technologies to increase efficiency.

Eric also mentioned several ship strike developments: the IMO final decision on adjustment to the Santa Barbara Channel shipping lane is coming up at the end of November and approval is expected. Before taking effect, a USCG rule-making process must follow. USCG will come tell us about that process at a future meeting (possibly in January). Eric reported that the Sanctuary is pursuing the development of mobile device application called the "whale spotter app". A company called EarthNC is seeking funding to assist with building the app. Eric reported that the State's cap and trade auctioning began Nov. 14th. The funds generated will support implementation of an investment plan to help reduce greenhouse gas emissions. Plan development will be guided by state laws and is expected to be proposed by the state's Climate Action Team by summer 2013. There will be some public hearings and comment opportunities along the way that we will let the council know about.

Council Member Announcements

A number of Council members shared announcements (unrelated to meeting agenda items).

2013 Meeting Schedule

The council unanimously approved the 2013 meeting schedule. The 2013 meeting dates are on Fridays: January 18, March 15, May 17, July 19, September 20, and November 15.

Report on Best Practices for Communicating Ocean Acidification Workshop

Laura Francis, Education Coordinator for the sanctuary, reported on the workshop that was held in September following the Ocean in a High CO₂ world conference. Laura said the workshop came out of the West Coast National Marine Sanctuary Ocean Acidification Action Plan and the goals were: to develop a network of educators, users, and researchers; and to develop consistent messages on ocean acidification. Laura reported that they incorporated some of the new information or new emphases from the Ocean in a High CO₂ world symposium into the communication workshop. The new information or emphases included: the ocean is acidifying rapidly, there are multiple stressors and that can exacerbate the problem, the ocean is changing, there are cues from sites where there are natural CO₂ seeps on how organisms and communities may respond, and there is variability in the response of organisms. Laura and the education team did assessments before and after the workshop to assess how OA is perceived and what messages are effective. They learned that messages that are too negative do not work; people need to feel that they can make a difference. Laura reported that the most important lessons learned for creating effective messaging were: separate OA from climate change, use “changing ocean” not “acid ocean”, use health analogies, don’t communicate about biological “winners and losers”, use economics and seafood examples, make stories locally relevant, convey that we can slow the rate of change but not stop the problem completely, and give people hope. Laura reported that the next steps are: a workshop summary expected in December, development of a NOAA action plan, keep ongoing communication open, and refine the messages and case studies. Laura closed by saying that she felt that the workshop was effective indicated by 85% of workshop participants reporting that they plan to use what they learned in their communication strategies.

The council discussion that followed focused on what messages are needed and can be effective. Points made by the council included: different messages are needed for different audiences (children vs. adults); certain messages could be appealing to certain groups (e.g., survivalists); not just the message but the messenger is important (e.g., passionate advocates like Bruce Steele). Some of the challenges that the council discussed included: the paradox that the press is drawn to alarmist stories but they don’t want to publish gloom and doom; advocates need to be inspiring; the danger of extrapolating some of the new OA findings that are exciting but may not be universal; the need for people to be personally motivated to take local action.

Marketing and Tourism

SAC Marketing Subcommittee Progress Report

Mike pointed the council towards the notes that were provided to council members. Mike described the November 8th meeting which included presentations by sanctuary education staff on CINMS education and outreach priorities and what products have been produced. The subcommittee recommended moving towards new media such as interactive digital media on demand, and for CINMS to interact with visitors’ bureaus. The subcommittee would like to take action soon. The next meeting will be scheduled in January 2013.

A brief discussion followed this report. Chris reported a report on “blue economy” information that he saw at an event he attended in San Diego, which could be useful in discussions to show how relevant the sanctuary is to the local economy. Michael Cohen said that new media approaches and tools are key to communicating all sanctuary messages. Michael said that he wants to see a sustainable revenue stream and change the funding model for sanctuary programs. Linda agreed that media is important but emphasized the importance of a physical presence for the sanctuary, such as signs or a visitor center.

2012 SAC Summit Theme: National Marine Sanctuaries and Tourism

The National SAC Summit will be held Dec 4-6, 2012 in Santa Cruz. The SAC Chairs will be attending and Kett is soliciting input to take to the meeting. SAC members provided the following input: advisory councils around the country should stay more connected and should attend meetings of other sanctuaries; the need for updated statistics on recreational fishing economics and a request from the recreational fishing seat member to support recreational fishing by supporting implementation of artificial reefs; better management of the CINMS website and a solution to the lack of a web contractor; the need for creative marketing for sanctuary seafood.

Public comment

Paul Petrich stated that the program that the Channel Islands Naturalist Corps volunteers do at State Parks reaches a lot of people, who are engaged and ask questions about ocean acidification. This program reaches a very local population.

Sanctuary Classic: Proposed Letter of Support

The SAC had heard a report from the Sportfishing Conservancy on the success of the 2012 tournament at the September 21, 2012 meeting. Eric Kett presented a letter for approval that expressed support and appreciation for the tournament. The council discussed issues regarding ethical angling, including survival of caught and released fish and seabird ensnarement. The letter was ultimately approved with a few edits and, separately, Capt. David Bacon was designated as a representative to convey the additional points of interest and concern that were discussed.

Working group reports

Technical Advisory Committee on Enforcement

Bill Struble was not present but Russell Galipeau reported that they are seeing more incursion of fishing into the marine reserve area at Santa Barbara Island.

Sanctuary Education Team (SET)

Oxnard High School students Verence Zuniga and Dulce Lopez presented a poster they created that identifies the local MPAs and shows the possible benefits of MPAs. They have presented at the Channel Islands farmers' markets once a month. They also created brochures in English and Spanish. They are working on creating a video about this and they will go to Anacapa Island to do this. The Council commended the group for their efforts.

Amanda Allen reported on an MPA Education workshop held on November 5, convened by the SET. The idea was inspired by an Ocean Communicators Alliance workshop earlier this year. The SET decided to do a similar workshop on a local scale. They had good attendance and representation. They launched their discussion with four communication theme areas: MPA legacy, underwater parks, "what about me", and "big breeders". They discussed different approaches to the messages of marine reserves education. Amanda outlined the next steps to evaluate needs, reexamine the SET matrix, and think about reaching diverse audiences.

Capt. David Bacon added that he appreciated being invited. Greg Helms added that now that the implementation process is completed it is a good time to regroup and do some good work for education. Bob Warner encouraged the group to focus outreach on issues that can be supported by scientific evidence.

Conservation Working Group (CWG)

The Conservation Working Group met on November 14, 2012 and notes were provided to the council. The CWG discussed: status of the Bren group project on non-consumptive users; the SET MPA meeting; the IMO action to change the shipping lanes; the Santa Barbara Air Pollution Control District meeting; the 2012 whale season status; the SAC marketing subcommittee meeting; the OA symposium and workshop; the California Islands Symposium; the Sanctuary Classic draft letter; and SAC recruitment for open seats.

Public comment

Responding to earlier comment by advisory council members, CINMS Research Coordinator Steve Katz noted that products produced by the UCSB Bren School are master's level student projects, and as such should be understood in that context and may not provide the definitive research on a given topic.

Kristi Birney from the Environmental Defense Center said that the Ocean in a High CO2 world symposium was great and that the education workshop that followed was very helpful for processing the information that was received. Kristi acknowledged the sanctuary staff work to organize the workshop, and the sanctuary as leaders on this topic.

Year-end Recap and Acknowledgements

Mike Murray and Dani Lipski provided a presentation that reviewed the actions the council took in 2012, topics in which they have taken a leadership role, and the positive qualities that make the council highly functional, productive, and a pleasure to work with. Chris Mobley then added his own words of appreciation and outgoing CINMS Sea Grant Fellow Sara Hutto shared with the council how much she had learned during her time here.

Meeting Close-Out

The 2013 meeting schedule was recapped to close out the meeting: Fridays on January 18, March 15, May 17, July 19, September 20, and November 15, Ventura.

Meeting Attendance Roster:

Andrea Mills	Tourism	Present
Matthew Curto	Tourism - Alternate	Absent
Debra Herring	Non-Consumptive Recreation	Present
vacant	Non-Consumptive Recreation - Alternate	----
Capt. Richard McKenna	Business	Absent
Michael Cohen	Business - Alternate	Present
Linda Krop	Conservation	Present
Greg Helms	Conservation - Alternate	Present
Bruce Steele	Commercial Fishing	Present
Stephanie Mutz	Commercial Fishing - Alternate	Absent
Capt. David Bacon	Recreational Fishing	Present
Merit McCrea	Recreational Fishing - Alternate	Present
Maria Petueli	Education	Present
Amanda Hendrickson	Education - Alternate	Present
Dr. Robert Warner	Research	Present
Dr. Mark Steele	Research - Alternate	Present
Phyllis Grifman [Council Secretary]	Public At Large #1	Present
Victor Cox	Public At Large #1 - Alternate	Absent
Eric Kett [Council Chair]	Public At Large #2	Present
Richard Block	Public At Large #2 - Alternate	Absent
Luhui Isha Ward	Chumash Community	Absent
Mati Waiya	Chumash Community - Alternate	Absent
Elizabeth Petras	NOAA Fisheries	Present
vacant	NOAA Fisheries - Alternate	----
Russell Galipeau	National Park Service	Present
David Ashe	National Park Service - Alternate	Absent
CDR Christina Davidson	US Coast Guard	Present
LCDR Brad Soule	US Coast Guard - Alternate	Absent
Donna Schroeder	Bureau of Ocean Energy Management (BOEM)	Absent
Dr. Ann Bull	BOEM - Alternate	Absent
John Ugoretz	Dept. of Defense	Absent
Walt Schobel	Dept. of Defense - Alternate	Present
Paul Hamdorf	CA Dept. of Fish & Wildlife	Absent
Kristine Barsky	CA Dept. of Fish & Wildlife - Alternate	Absent
vacant	CA Natural Resources Agency	----
Amy Vierra	CA Natural Resources Agency - Alternate	Absent
Dr. Jonna Engel	CA Coastal Commission	Absent
Steve Hudson	CA Coastal Commission - Alternate	Absent
Dianne Black	Santa Barbara County	Absent
Susan Curtis	Santa Barbara County - Alternate	Present
Lyn Krieger	Ventura County	Absent
vacant	Ventura County - Alternate	----
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
Brian Johnson	Gulf of the Farallones NMS [non-voting]	Absent