

DRAFT MINUTES & MEETING SUMMARY
Marine Protected Areas Federal Advisory Committee
December 4-6, 2012
Santa Cruz, CA

TUESDAY, December 4, 2012

The meeting convened at 9:00 a.m. Powerpoint presentations provided during the meeting are posted at mpa.gov/fac.

Meeting Opening and Committee Business

The meeting was called to order by Designated Federal Official Kara Yeager. Kara took roll, and George Geiger, MPA FAC Chair, introduced attending Ex Officio members and guests. George mentioned that the six new incoming MPA FAC members had passed their required security clearance, and were now active, voting members of the Committee. Kara reviewed the agenda and gave information about the field trip on the Office of National Marine Sanctuaries' Research Vessel Fulmar, scheduled for the last day of the meeting.

Committee Chair George Geiger moved to approve past meeting minutes. The motion was seconded and the minutes were approved for June 2012 with minimal changes to text.

Guest Speaker: Policy Outlook for Ocean Issues

Lauren Wenzel, Acting Director of the National Marine Protected Areas Center introduced Eileen Sobeck, Deputy Assistant Secretary for Fish and Wildlife and Parks at the Department of the Interior (DOI) and Acting Assistant Secretary for Insular Affairs. Eileen provided a policy outlook for ocean issues. She stated that the National Ocean Policy Implementation Plan is moving forward, and that agencies are continuing to meet, plan and discuss milestones, goals and objectives. The Plan was sent out for public comment in early 2012, and the revised plan is expected to be available in early 2013.

Eileen noted that, as part of the Implementation Plan, regional planning bodies are beginning to form and meet to address ocean planning issues. The regional planning body in New England has met once; mid-Atlantic was supposed to meet, but has been postponed due to Hurricane Sandy. The Mid-Atlantic states will need to address the challenge of melding Sandy restoration efforts with long term planning strategies. In the Caribbean, the regional planning body is being formed. Ocean planning and resource exploitation in the Arctic is a high priority. Eileen stressed that all of us in the MPA world should get involved with regional ocean planning efforts. While co-chairing Coral Reef Task Force meeting in American Samoa, she got to visit a range of MPAs and see their challenges and issues first-hand. She ended by saying that the Administration is still in transition following re-election, and that agencies are being asked to put together priorities, which will be formulated in next few months. She noted that this is a good time for stakeholders to be engaged in ocean policy issues.

Questions and Discussion

Karen Garrison, MPA FAC member, asked if there were any items in the Implementation Plan regarding re-opening the National Marine Sanctuaries Site Evaluation List (SEL), or other items

specific to MPAs. Lauren Wenzel responded that the most recent version of the Implementation Plan did include reactivation of the SEL, and that a change was proposed to the milestone on gap analysis for MPAs to make it a more bottom-up rather than top-down process. Karen asked if there were any actions the FAC can take as a committee to energize the process.

Jason Patlis, MPA FAC member, asked about the status of President Obama's proposal during the 2012 State of Union address to move NOAA to become part of DOI. Eileen answered that there has been some internal discussion, but no proposals. Her personal view is that this is unlikely to happen soon due to the fact that NOAA and DOI have completely different jobs, and are overseen by different Congressional Committees.

Michelle Ridgway, MPA FAC member, asked Eileen to clarify the status of regional planning efforts underway in Arctic. Eileen answered that Alaska's State agencies and Congressional delegation are not enthusiastic about the National Ocean Policy. She stated that regional planning bodies do not have to proceed at the same pace, and may choose to focus on different issues. Federal efforts linked to the National Ocean Policy are moving ahead in Alaska.

Brian Melzian, Ex Officio MPA FAC member from the Environmental Protection Agency, stated that he's been involved with the Integrated Ocean Observing System (IOOS) for a decade. One of the nine priority objectives of the National Ocean Policy focuses on monitoring, and is led by the Integrated Ocean Observing System (IOOS) office at NOAA. The MPA FAC has developed recommendations on how IOOS can work with the National MPA System. Brian added that he recently attended an IOOS Summit with Joe Schumacker, MPA FAC member, and would like to encourage future collaboration between the two programs.

Michelle Ridgway asked Brian if the EPA was focusing on Arctic, specifically on permitting and policy development. Brian responded yes, there is a regional office in Seattle (Reg. 10) that addresses permitting issues.

Updates from MPA Center and Vision Statement Workgroup

Lauren Wenzel gave an update on the MPA Center. She gave an update on global commitments on MPA networks, referencing the Convention on Biological Diversity's (CBD) Aichi 2011 biodiversity targets, and stressed that there is now an emphasis on ecosystem services provided by MPAs, as well as their effective and equitable management. She summarized the MPA Center's main niche: capacity building; stakeholder engagement; and syntheses, information and tools.

Capacity building is done primarily through the MPA Center's webinar series. The Center also plans to host an MPA peer to peer network session at the 2013 George Wright Society biennial meeting (a meeting of protected area managers, staff and scientists). Further, the MPA Center's Cultural Resources Coordinator, Dr. Valerie Grussing, is leading a project, funded by the Bureau of Ocean Energy Management (BOEM), on characterizing tribal cultural landscapes. This project will develop a tool describing best practices for tribes to identify and communicate areas of cultural significance to them. On the international front, the MPA Center is building stronger linkages with the World Conservation Union (IUCN), and just listed the first group of U.S. MPA sites under the Cartegena Convention-SPAW Protocol.

Focusing on communication and stakeholder engagement, the MPA Center has developed and shared coordinated messages about MPAs with MPA programs, and is working with aquaria on a project highlighting their local MPAs. The MPA Center is also collaborating with OpenChannels, an online forum for ocean management and planning, and is strengthening its social media presence.

The MPA Center's work on data synthesis, information and tools focuses primarily on the MPA Inventory. Current work involves developing inventory stories and gathering and analyzing data on MPA resources. The MPA Center recently partnered on developing scientific guidelines for designing resilient MPA networks, and is sponsoring a special issue of the journal *Fisheries Research* on MPAs. Lauren stated that the MPA Center will be updating the National System Framework in 2013, and that changes will address the FAC's cultural resource recommendations. She added that the next round of nominations to the national system will be in Spring 2013. The MPA Center's work on ocean uses focuses on three core functions: creating a common language; understanding how uses function; and identifying potential conflicts and compatibilities.

Questions and Discussion

Brian Baird, Advisor for Aquarium of the Bay and The Bay Institute, asked for more information about the MPA Center's work with aquaria. Lauren answered that it involves working with Coastal America's Coastal Ecosystem Learning Centers (CELC) and the development of MPA videos in partnership with the CELCs and the North American MPA Network. Joe Schumacker inquired about the process for updating the Framework, specifically, will the FAC have a chance to review and provide input? Lauren answered that yes, the FAC will have an opportunity to provide input and that updating the Framework is a public process that involves posting a Federal Register notice. She added that the MPA Center will consult the FAC in the Spring to provide an update and seek input. Priscilla Brooks, MPA FAC member, asked what the MPA Center's role was in the gap analysis in the National Ocean Policy Implementation Plan. Lauren replied that this issue has been somewhat of a struggle, due to the lack of resources to support this substantive work. The MPA Center planned to rely on the Coastal and Marine Spatial Planning process for resource characterizations but, since this work is not going forward as originally envisioned, is now proposing more of a community-based process, providing tools to support MPA planning. Joe Schumacker asked about other area-based conservation measures, specifically fishery-based management plans formed by Fishery Management Councils. How can the MPA Center and/or FAC participate in the Council process? Lauren replied that there's been interest in building a broader inventory of all place-based management measures, not just MPAs, but that this would require additional resources.

Karen Garrison stated that the shift in focus in the gap analysis could be positive, and suggested that the FAC discuss this further. Engaging with regional planning bodies would also be useful.

Update from National System of MPAs Vision Statement Workgroup

Michelle Ridgway, MPA FAC member and member of the Vision Statement Workgroup, gave an update to the MPA FAC on the genesis of the FAC's work to develop a vision statement for

the National System of MPAs, and the work of the Workgroup to date. She reminded the Committee that the Workgroup had met via telephone before the meeting, and had emailed the latest draft vision statements to the FAC. Michelle stated that she'd receive feedback on the statements at this point, or if members wanted more time, she'd like comments no later than noon Wednesday, December 5th, as the workgroup needed to consolidate comments and present to the full FAC on Thursday, December 6th. Lauren Wenzel added that anyone is welcome to join the workgroup.

The draft statements emailed to the group included:

Draft Tagline (shorter statement to capture the essence of the national system):

Option 1: The National System of MPAs: America's special places in the sea

Option 2: The National System of MPAs: Uniting America's special places in the sea

Draft Vision Statement (longer statement to provide more detail):

Option 1:

The National System of MPAs unites special ocean places protected by the American people to inspire people to explore and enjoy their natural and cultural heritage.

Option 2:

The National System of MPAs unites special ocean places protected by the American people and inspires people to value and explore their natural and cultural heritage in these special places.

Michelle Ridgway noted that she had received comments via email stating some discomfort with the word "uniting." John Frampton, MPA FAC member, expressed concern about the use of "sea" in the draft statements. He added that in Executive Order 13158, the term "marine" is more inclusive. Jason Patlis asked what is driving the timing for this, as it seems like there is still more work to be done. Lauren Wenzel replied that the MPA Center desires to have clearer messaging as soon as possible, but that there is no specific deadline. Brian Melzian added that he drafted a different vision statement, and will give it to the Committee to consider. Michelle Ridgway said that the workgroup welcomes new ideas, and noted the challenge of this task, as MPAs mean different things to different people.

Remarks by Dan Basta

Dan Basta, Director of NOAA's Office of National Marine Sanctuaries, said it was good to see everyone again. He noted that this meeting is being coordinated with the Office of National Marine Sanctuaries' Advisory Council Chairs, who are also meeting in Santa Cruz. Tomorrow, the two groups will meet for a joint session. The session will focus on the role of MPAs in supporting sustainable tourism and recreation. This topic was picked because of its relevance to many MPA programs. The current administration has placed a priority on jobs, and tourism and recreation are essential to jobs and healthy economies. MPAs have the ability to support recreation and tourism and create a larger constituent base for marine conservation.

We have an obligation to be relevant and make a difference, and special places have a role to play. Now is the time to think fundamentally differently about what we do. We need to refocus how we think about it, and it will drive us to do great things.

Panel Presentation and Discussion: Engaging with the Travel, Recreation and Tourism Industries

Anne Morkill, Refuge Complex Manager for the San Francisco Bay National Wildlife Refuge Complex, talked about the role of the Refuge in supporting wildlife based recreation. National Wildlife Refuges focus on six major wildlife-dependent uses, as appropriate at each site: hunting, fishing, wildlife observation, photography, environmental education and nature interpretation. The San Francisco Refuge was heavily diked and is now the largest wetland restoration project on the West Coast. It was also the first urban National Wildlife Refuge, and actively engages the community through nature education, the visitors center, and trails. Their tagline is: they're wild, they're close and they're yours. By contrast, the Farallones Wildlife Refuge is 28 miles offshore from the Golden Gate Bridge, and is closed to visitors to protect sensitive wildlife habitat. Charter boats come nearby to view wildlife and citizen scientists are active with seabird monitoring. The Bay area refuges are working on branding, reaching the public through social media, and regional collaboration and networking.

Steve Welch, MPA FAC member, asked if commercial fishing was allowed in the area and who regulates it. Dan Basta answered that yes, commercial fishing is allowed and is regulated by NOAA Fisheries. Dan added that less than 1% of the area in National Marine Sanctuaries has restrictions on commercial fishing. Karen Garrison added that state MPAs have different restrictions. Lauren Wenzel asked about how the refuge addressed the challenge of engaging the public in the Farallones Refuge, when it is remote and restricted. Anne responded that this is a challenge, but the refuge works closely with charter operators to include conservation messages.

Howard Levitt, Director of Communications and Partnerships for the Golden Gate National Recreation Area, spoke about engaging the travel recreation and tourism industries around the Golden Gate National Parks. Millions of people come to Golden Gate each year to enjoy the variety of recreational and educational opportunities. Howard stated that although the park is mostly terrestrial and is only 76,000 acres in size, Golden Gate's proximity to San Francisco and the Bay area has become an important part of the public's daily lives. The park is an important economic driver and mainstay of the local tourism economy; approximately \$403 million was generated in 2010, and those statistics are probably conservative. The Golden Gate National Recreation Area is a "park for the people." Howard explained that the Park outreach efforts use a "ladder of engagement" – visitors create emotional connections to the park and are driven to take increasing levels of personal ownership. This drives visitors to volunteer, and they become stewards of the Park and ultimately strong advocates for the Park and its resources. To successfully implement a ladder of engagement like this, a marine protected area needs to enlist strong allies and create a culture of partnership. Howard suggested that all MPAs should publicize that they are central to one's quality of life and are economic drivers worth supporting, nurturing and protecting.

Discussion

Dan Basta commented that the Golden Gate Park's late Superintendent, Brian O'Neill, was a key factor in making its ladder of engagement so successful. Howard responded that yes, leadership is a huge proponent of successful partnerships. Jason Patlis commented that the ladder of

engagement is a good idea, but some MPAs are handicapped by being remote, especially those offshore. Howard replied that a lot of National Parks are remote, and the key is to bring the resources to the people. John Jensen, MPA FAC Member, asked the panel if there were any concerns about balancing the increased human use of places with the condition of resources, both ecological and cultural. How can you take these factors into account while promoting engagement? Anne Morkill responded that a good example of this balance is the South Bay Salt Pond Restoration program. That program is restoring habitat while bringing it to the public. Some areas of the pond are off limits, but some encourage visitation. The zoning is strategic and intended to allow the public to enjoy the wildlife while not harming the resources. Eileen Sobeck added that there are quite a few remote National Wildlife Refuges and National Parks, and that the culture of partnership and accessibility is key. She added that MPAs need to look at lessons learned around those topics.

Panel Presentation and Discussion: Successful Ocean Engagement Initiatives

Brian Baird, Advisor for the Aquarium of the Bay and The Bay Institute, talked about his experiences on ocean engagement with four California governors, including the engagement process during California's Marine Life Protection Act process. Brian noted that it's important to have non-traditional partners and cited his work with America's Cup. One focus of America's Cup is marine protected areas; other focus areas include sustainable seafood and plastic debris. The America's Cup Healthy Ocean Project uses exhibits, films, lecture series, beach cleanups and boat excursions to convey their message. Brian stated that California ocean agencies and advocates worked with a group of communicators to help develop messages about MPAs and crafted four key messages: MPAs are special places in the ocean that protect marine life; MPAs are similar to National Parks on land; MPAs are important areas for big, old, fat, fertile, female fish to reproduce; and MPAs are places for people to enjoy habitats. Brian also showed a video that showed pledges participants of the America's Cup would make to support healthy oceans.

Steve Ellzey, Executive Producer and Director of Development for Access Monterey Peninsula (AMP) Community Television, highlighted some of the work AMP has been doing to successfully engage people on ocean issues through television and media. Steve stressed that collaboration, cooperation and community were key components of a successful campaign and noted that it was important to engage all audiences. Steve highlighted several video examples, including episodes of "Your Sanctuary," a show produced by AMP that features local coastal communities and the businesses dependent upon a healthy ocean. Steve ended his presentation by noting recent successes, including collaborations AMP has made with over 30 NGOs and businesses, the 70+ market channel carriage AMP currently has, and recent social media accomplishments.

Rachel Dearborn, Senior Curator and Campaign Strategist for Upwell, and Matt Fitzgerald, Program Evaluator and Communications Strategist for Upwell, talked about their work with Upwell – a social media metrics organization that provides real-time insight into online conversation trends around key ocean issues, and leads attention campaigns. Rachel cited the difficulty in creating buzz around marine protected areas in the social media world. The key is to identify ways to be mentioned in online "conversations." Upwell has been monitoring the frequency of internet conversations and social media mentions on ocean issues, and found that the term "marine protected areas" rarely occurs in conversations, due to the fact that there are so many other distractions. Upwell's goal is to generate a bigger spike in social media mentions of

ocean issues, or a longer spike; this will create more echo and ideally create a higher baseline of public awareness. A good way to do this is to tie MPAs into something that people care about and are interested in, like sharks and other marine animals. Rachel and Matt also noted that using the acronym “MPA” is not an effective way to engage people on marine protected areas since it can mean different things to different people. Spelling out “marine protected areas” is always suggested. Successful online campaigns are chosen by what will generate conversations, and there are different strategies for different audiences. Rachel and Matt mentioned Upwell’s “Tide Report,” a newsletter that analyzes current ocean news stories and provides one click actions for readers to spread stories and to other social networks. They closed by stressing the importance of considering your audience, connecting with existing online conversations, using humor and maintaining realistic expectations.

Discussion

Joe Schumacker noted that the Quinault tribe is a fishing tribe, and that the fishing communities are some of the strongest supporters or opponents of MPAs. He asked the panel if they had any thoughts on how to successfully engage this particular group. Brian Baird noted the importance of engaging to clarify messages. John Frampton asked Brian Baird why one of the messages on MPAs he developed for America’s Cup focused on plastics instead of a broad approach on marine debris. Brian clarified that the focus has morphed into the larger issue of marine debris, but that plastics were singled out because they’re slower to break down in the environment. He noted that the California ban on plastic bags has dramatically reduced the number of bags that are found in waterways. Lauren Wenzel asked Rachel and Matt why sharks seemed to resonate so strongly with people. Rachel answered that they are just fascinating to a lot of people, much like dinosaurs. Rachel added that Upwell matched online efforts with the Discovery Channel’s Shark Week this past summer, and found that the majority of sentiment was conservation-related rather than fear-based. Jason Patlis asked the panel what is the prognosis of moving the needle in the right direction. Brian Baird commented that people don’t connect what’s going on with the ocean and that to move the needle forward, we need to keep plugging away to connect ocean issues with land issues that people understand. Priscilla Brooks noted the challenge with using the term “MPA” and asked the Panel what has been successful instead. Rachel answered that there is no single term; the phrase “protecting beautiful open spaces” has been successful in some instances. Rachel added that in Australia, the term “marine parks” is ubiquitous and works. Brian Baird added that the comparison “like a national park” works, and Matt Fitzgerald noted that “national parks of the ocean” resonates with people, and that you must put it in a context with which people are familiar.

Lunch 12:45-1:45

Subcommittees Meet 1:45-5

The meeting adjourned at 5:00 p.m.

WEDNESDAY, December 5, 2012

The meeting reconvened at 8:30 a.m.

Subcommittees meet 8:35-10:35

Joint Session with Sanctuary Advisory Council Chairs

George Geiger and Olin Joynton, Chair of the Thunder Bay Sanctuary Advisory Council, welcomed meeting participants and asked everyone to identify themselves and their council and/or professional affiliation. After introductions, Dan Basta welcomed everyone to the joint session. He noted that everyone present was committed to the concept about special places, and their value to communities. The job today is to determine how to collectively build a larger coalition of like-minded individuals who can carry forward a common agenda. Dan stressed the need to develop realistic expectations at the joint meeting. He stated that the group is meeting today to exchange ideas, and that by meeting in small groups, everyone will have a chance to participate in the discussion. This joint meeting of Sanctuary Advisory Council Chairs and MPA FAC members is the first of its kind. We all have a role to play, and tourism and recreation are specific areas where we can focus.

Lauren Wenzel then introduced Matt Stout, Chief of Staff and Communications for the Office of National Marine Sanctuaries, to give an overview of various efforts and tools to engage new audiences and build a larger coalition of support for MPAs. As a communications professional, Matt stated that his job is to set the stage and focus on the idea of MPAs being relevant. Being relevant is about bringing the public issues they care about and connecting with the public. Matt added that MPAs aren't in the forefront of the public's mind because they're not perceived to be relevant to the issues that people care about most. We need to find ways to be more effective and be more supportive and answer the questions people have. We have to meet them where they are. Matt stressed that facts don't matter; stories do. He added that to communicate effectively, you need to find your crowd and identify the people who want to help tell your story. On average, you have eight seconds to convey a message, and it's important to make your messages clear and simple. Matt reiterated that most Americans have no idea what the acronym "MPA" means, and that it's much more effective to refer to them as marine protected areas or underwater parks. He added that MPAs are more than about protection; they're a significant economic driver. To communicate this importance, one strategy is to partner with travel and tourism efforts. Two examples of this are Brand USA and Recreation.gov. Also, zoos, aquaria and visitor centers are natural partners as they are a trusted source of information for the general public. Matt ended his presentation by stressing that although we have a lot of work ahead of us to be relevant in today's world, it is achievable and it's our challenge.

Lauren Wenzel next introduced Jeff Gray, Superintendent for Thunder Bay National Marine Sanctuary in Alpena, Michigan, to talk about branding MPAs. Jeff talked about destination branding, with a focus on tourism. Jeff stated that a brand is a perception – it's what people think of you. You don't create a brand, you earn it. A good brand evokes an emotion and feeling. It's people's perception of you. You need to differentiate yourself. In destination marketing, you compete with those around you. The town of Alpena recently went through a branding process focusing not on individual businesses, but on business opportunities. The ultimate branding tagline that was developed was "Alpena, Sanctuary of the Great Lakes." The key focus now is earning the brand, and the key component of that is the business sector. The Alpena brand is very compatible with the goals of Thunder Bay National Marine Sanctuary, and is leading to enhanced stewardship and support of the site from the business community. Jeff stressed that

tourism is the front door for other economic development. Several businesses have used the Sanctuary theme in products they're developing, and community pride has been a big part of the success of the branding.

Joe Schumacker asked who sponsored or paid for the branding team and Jeff replied that the Convention of Visitors Bureau initially supported a small group to do an assessment. Jeff is leading the larger branding effort, the Branding Leadership Team, and the town is actively seeking funds to expand the effort.

Lunch 12:00-1:15

The meeting re-convened at 1:15pm.

Panel Session: Engaging in Travel and Tourism

Paul Orlando, Chief of the Office of National Marine Sanctuaries' Technical Products and Services Division, offered context, introduced panelists, reviewed the agenda and questions to be discussed.

Elkhorn Slough National Estuarine Research Reserve Manager Dave Feliz spoke about how the site deals with balancing use and conservation. He mentioned that the Slough recently looked at large scale management questions dealing with the loss of salt marsh due to tidal erosion. With respect to recreational uses, the Slough has bird watching and a boat launch that supports a thriving kayaking business. Dave relayed the history of the site including historical decisions that have led to major marsh loss. He emphasized the need to balance measures to create a healthier slough with recreational use. Dan Basta suggested during the Q&A that sites consider reframing the problem, and focus on how to have a positive impact on recreation earlier in the decision-making process rather than trying to understand how decisions have impacted recreation later. Could there have been a place, a coalition, a different idea, or process to rephrase that question? Dave mentioned that with pending sea level rise in the area, Highway 1 may have to be raised, and different alternatives may be viable. New management challenges open pathways to consider the best option for all interests. In the past, bird watching interests have been considered as part of planning decisions. Water quality issues, the agricultural industry, and nitrate pollution will all be priorities for future conversations in the area.

Sanctuary Cruises Owner Dorris Welch, who conducts whale watching trips out of Moss Landing, began by highlighting her background and that of her business partner. Dorris has a background in research and education, and has been involved in the Monterey Bay National Marine Sanctuary since the beginning, as well as member of the Sanctuary Advisory Council for many years. Her partner owns a local biodiesel company and sustainable cement company. Both individuals bring a strong conservation and sustainability ethic and passion to the business.

Ecotourism businesses on the Monterey Bay use the Sanctuary name in advertising, programming and marketing. In reality, most businesses are about making money first. Sanctuary Cruises is focused on longer trips with a conservation slant, and uses biodiesel. Not everybody wants the affiliated responsibility of working in a Sanctuary, but they want the market share that comes with the association. While most operators try to follow regulations, passengers notice exceptions. Dorris mentioned that it is noticeable when diesel boats surround whales and

the air quality diminishes at that location. As a community, boats support each other since it is in the best interest for everyone to find whales every day. Dorris noted that biodiesel is more environmentally friendly, but that it is also more costly than diesel fuel. She wondered how to educate everyone, and mentioned that operators want to reach everybody, not just cater to conservationists. One way to get the word out about an MPA is to educate naturalists on whale watching boats. She also recommended that sites recruit conservation-minded businesses and build a coalition. Sites can be more supportive by promoting local businesses that are doing the right thing. Sites can also sanction official businesses as endorsed ecotourism businesses. This would help to promote social networks for sites, and their ability reach out to people. Sites should educate businesses and partner with them. Managers should invite businesses to site celebration events, and build community. There are also opportunities to link websites, blogs, social media, and amplify outreach accordingly. Not all whale watching businesses locally support NOAA. There are problems when there are lots of boats and a few animals. The intensity of use matters and there is a need for oversight. There are lots of synergies to be gained through the collaboration of site managers and businesses. She closed by highlighting the desire for certified local businesses which could result in more self-policing among operators.

Next, Sylecia Johnston, from the Monterey County Convention and Visitor's Bureau, discussed current international trends in ecotourism as they relate to MPAs. Niche markets for small, local and responsible tourism that protect the quality of life of local people are a growing trend. Rather than increasing ecotourism, the trend is to try to make all tourism sustainable. Monterey County is pursuing a branding effort related to tourism. Sylecia spoke to the value in making the use of a brand an earned distinction. She referenced a recent Lonely Planet study which showed that while consumers are aware of environmental issues, they are not translating into action. Tourists are interested in authentic experiences, and connecting with places and people. Luxury tourism now is about a unique experience, unplugging, going to remote places to interact with people in a way that most tourists are not able to. Visitors want to connect to a sense of place and will act in their economic self-interest. Tourism is not about putting a premium price on travel, it is about the experience. Tourism started out being about connecting to a place and culture, before it turned into a pursuit that often destroys places and cultures.

Sylecia shared another recent trend -- the need for sustainability. Visitors like to see how their visit supports local communities, local quality of life, and places. Ambassador programs are emerging that train tourist sector employees on the sense of place and sustainable side of the industry. To what extent do businesses rely on MPAs? Often tourism can be used to build up the economic development of an area. In Monterey County, tourism is an integral part of the local economy along with the National Marine Sanctuary, Monterey Bay Aquarium, and marine research in the area. She acknowledged that Green Business Certifications need to be more stringent so that visitors trust the delivery of a green brand. The definition of what is "green" needs to be defined, recognized and implemented consistently. During the Q&A, it was noted that the American Hostel Association used to have incentives for visitors who arrived via sustainable modes of transportation. Sustainable transportation is a challenge for tourism. Monterey County is currently training hospitality staff about what makes the Monterey Bay unique (ecological history, fishing history, military history, connecting people to place, and sustainability). The program is open to front-line staff, the public, and volunteers.

Dean Hudson spoke as the Chair of Fagatele Bay National Marine Sanctuary, and Owner of Le Falepule Bed and Breakfast in American Samoa. As a business owner, Dean spoke about the links between the National Marine Sanctuary Program and tourism. He began by offering a brief history of American Samoa, and acknowledging that with the cleanest air and water in the world, there is a big potential for tourism there. The Samoan way is still practiced, and traditional lifestyles are coupled with modern conveniences. American Samoans have all the rights of American citizens except for voting, as they are an unincorporated territory. The tourism industry in American Samoa is generally small and locally owned. Locals are interested in fostering environmentally friendly tourism. Dean spoke about some of the challenges with developing tourism opportunities in American Samoa, such as that most land is communally owned with very little available for sale to individuals. Dean shared that American Samoa is able to offer authentic experiences. He acknowledged that business people make good tourists, and that it is important for the business bureaus to work with MPAs. Dean stated that the recently expanded Sanctuary is a great way to market American Samoa and to get people interested in visiting. Locals are currently conducting an Economic Impact Assessment for tourism. American Samoa is looking to attract adventurous visitors, and is at an exciting stage. Historically, there hasn't been much tourism, but things are falling into place and that may change in the near future.

Dr. Charles Wahle from NOAA's National Marine Protected Areas Center offered his synthesis of the panel session. Panel members touched on all three questions, and successfully illustrated the main complexities and nuances relevant to balancing tourism, recreation and conservation in MPAs. Key issues raised included the significance of special places that draw tourists, the need for sites to be conserved within a tourism context, concerns about loving them too much, carrying capacity problems, complex tradeoffs between management actions and human uses that may not be anticipated, and balancing tourism measures against conservation mechanisms.

Paul Orlando added that there are many benefits for connecting people to places. He emphasized that the panel did a great job of highlighting why it is important to keep ecosystems protected, why we need to connect people to places, and why MPAs should enlist businesses as allies. MPAs have a role to play in terms of connecting people to a sense of place. He encouraged the group to think about cultural connections as mechanisms for linking people and places, and to focus on two-way problem solving. He then gave instructions for work in breakout groups after the break. Common threads from the Sanctuary Advisory Council meeting yesterday include the concepts of return on investment, selling why businesses should be connected to sites, and that certification can be a powerful way to secure two-way investment in sites. MPAs should participate with business bureaus, the film industry, and other economic sectors that can have connections to heritage and culture as well. He urged groups to choose a key audience and identify strategies to enhance engagement with them. Consider incentives for attendance, for example youth photo contests where hotels will use the photos. What is the role of the MPA Federal Advisory Committee and the Sanctuary Advisory Council? Each breakout group will have a reporter, recorder, and facilitator. Paul urged group to focus on what they want changed. Each group will have two minutes to report out.

Work Session Began at 2:45pm.

Questions asked to each breakout group:

1. How can we promote sustainable recreation and tourism while balancing ecosystem protection and conservation?
 - a. To what extent do coastal economies, especially those related to recreation and tourism, depend on healthy ecosystems?
 - b. To what extent do local businesses market or promote marine protected areas as destinations?
2. Can you identify one example – either a success or a failure – related to managing the balance between marine conservation and sustainable recreation and tourism? If so, why is this example considered a success or a failure?
3. Is the recreational industry (e.g., tour boats, hotels, merchandizing) a “coalition” that can be mobilized to promote ecosystem conservation and the value of marine protected areas?
 - a. What actions can we take to reach the recreational industry and associated user groups?
 - b. What immediate action would you like to see taken by the recreational industry in support of marine protected areas?

Report Outs from Work Session 4:00-4:25 (For notes from report outs, see APPENDIX I: Notes from Joint Breakout Sessions with Sanctuary Advisory Council Chairs: Engaging in Travel and Tourism (December 5, 2012))

Wrap-Up and Next Steps

Dan Basta thanked all participants and complimented them on their ideas. He noted that a near-term action item from this meeting would be a synopsis that summarizes what the two groups did during the joint session and how we plan on moving forward. The communication product will be sent out to all participants and MPA managers.

The meeting adjourned at 4:40 p.m.

THURSDAY, December 6, 2012

The Chair convened the meeting at 8:35 am.

Vision Statement for National System of MPAs

Michelle Ridgway presented to the Committee on developing a vision statement for the National System of MPAs. She began by reviewing the longer vision statement options suggested by various FAC members. These include:

1. Then National System of Marine Protected Areas connects special ocean places protected by the American people to inspire all people to value, explore, protect, preserve, conserve and enjoy their natural and cultural heritage.
2. The National Marine Protected Areas Network: A strong, robust system of marine protected areas that conserves and celebrates our natural and cultural underwater resources and educates and inspires the American people.
3. The National Marine Protected Areas Network: The National System of MPAs are special ocean places protected by the American people to inspire people to explore and enjoy their natural and cultural heritage.
4. The national system of marine protected areas is an effective science-based collaborative system formed to enhance effective stewardship, lasting protection, and sustainable uses of the nation's natural and cultural marine resources.
5. The National System of marine protected areas unite America's special places to inspire people to value and explore our Nation's maritime heritage.
6. The National System of MPAs are special ocean places protected by the American people to inspire people to explore and enjoy their natural and cultural heritage.
7. The national system of Marine Protected Areas: connecting America's special places in the sea
8. The National System of Marine Protected Areas: connecting Americans to special places in the Sea

Michelle outlined the need for terms that the FAC can use to communicate with a diverse American public. She acknowledged that this is a challenging exercise. For example, there is a need to communicate the ecological functioning of areas, without using technical terms. Words also mean different things to different people, and the ocean means many things to many people. Jason Patlis inquired about the timing for resolving this issue, and suggested bringing in professional messaging help. He asked about the possibility of having a NOAA communications professional help on a pro bono basis to develop a tagline for this very important national priority. Michelle suggested that the group provide both a short tagline and longer vision statement as input to professionals. The group discussed the possibility of asking for help outside of NOAA (Sea Web, Upwell, etc.). The Committee agreed that Michelle will summarize the Committee's input to the MPA Center, who will look for communications assistance within or outside of NOAA.

The Committee then discussed important aspects of designing a vision statement for the National System. The Committee agreed that it is important to always spell out Marine Protected Areas rather than use the acronym. The group also acknowledged input from Upwell regarding the fact that the term "Marine Protected Areas" is not readily understood by the American public, and discussed using simpler language. George Geiger indicated that MPAs are not necessarily submerged, and that many are in the Land/Sea interface. Lauren clarified that even though many MPAs include a land component, they all have a submerged component. Michelle urged the group to focus on getting people connected with the ocean. The group then reviewed different versions of the vision statement from FAC member contributions.

The group discussed the challenge of finding terms that include all regions and types of MPAs. Should "ocean" be changed to "marine" for example? Julia Townsend, Policy Specialist for the

MPA Center, and Brian Melzian mentioned that the National Ocean Policy refers to the “ocean, coasts and Great Lakes.” Joe Schumacker referred to the MPA Center’s Executive Order and suggested that “natural, cultural and biological” resources be referenced. The Committee grappled with the fact that the term MPA is not resonating with the American public. Michelle suggested using the broadest language possible, and that MPAs essentially deal with what is beneath the waves. Julia suggested that it might be worth working with Upwell or conducting a focus group elsewhere to discover exactly what does resonate with the American people. The group worked on substitutions for different words in the vision. Some members suggested that “maritime” could replace “natural and cultural” heritage. Others felt that “maritime heritage” was too narrow, and did not include ecological resources. Different members offered their view of what maritime means to them, and it was decided that it means different things to different people around the table.

Others felt that the term “heritage” is more personal than “resources.” The Committee felt that part of the American heritage is protecting these special places as well as traveling to them.

The Committee discussed how best to draw people to MPAs, recognizing their desire not to lose individuals by being too science oriented.

The FAC then looked at the top three tagline options, including:

1. The National System of Marine Protected Areas: Connecting America’s special places in the ocean.
2. The National System of Marine Protected Areas: Connecting America’s special places in the ocean, coasts and Great Lakes
3. The National System of Marine Protected Areas: the best of America, underwater.

George suggested coming to consensus on one tagline so the professionals understand where the group is coming from and have something specific to start with. Gary Davis, MPA FAC member, suggested that the crux of the National System is that it connects disparate places. He went on to say that while the sites are merely connected in the present, the vision is that they will someday be united. He then cited literature on the National Park Service that discusses their value as a united system, and stressed that “unite” is a powerful and useful word.

The group struggled with pros and cons of using terms like “sea,” “ocean,” “great lakes,” “coast,” and “marine.” Some felt that ocean was not inclusive enough, and suggested the term “aquatic,” which others felt connoted freshwater. Hans Radtke suggested that “sea” is the simplest term, and would be best for a broad audience to understand. John Jensen suggested that Great Lakes would include communities in the middle part of the country with which the group want to connect. Steve Welch suggested that “seas” is too narrowly defined, and he prefers the words “ocean and Great Lakes.”

The group discussed issues around using the term “underwater” as part of the vision statement and tagline. John Jensen and Valerie Grussing, MPA Center Cultural Resources Coordinator, spoke to the fact that underwater does not capture the totality of MPAs and how people connect

with them (view sheds, beach going, and other experiences). The Committee explored “under the sea” as an option, and asserted the need to get away from legalese. The FAC also discussed the need to reorganize the third option grammatically so that the term “underwater” is not understood by listeners as coastal flooding or the mortgage crisis. Members liked the freshness and brevity of this option, but others felt it was too easily misunderstood.

Chair George Geiger requested that the group distill the essence of the mission of the National System. Michelle suggested the Committee experiment with replacing other terms (unite, connect and link). Steve Kroll, MPA FAC member, suggested “connecting the best of America’s special marine/aquatic places.” The Committee wondered how to capture the Great Lakes without getting too far into the freshwater realm. Individuals also wondered what will resonate most broadly with the American people. How would the “United system of aquatic America” be received? Is aquatic too obscure for general consumption? The Committee discussed the need to work with an outside expert to make sure that the goals of the vision statement are met. George acknowledged the notes being taken by MPA Center staff, and suggested that the notes from this meeting serve as input to a professional. Michelle reiterated the importance of a tagline and vision statement to communicate to the world what the network is about. George commended Michelle on her excellent work. Michelle thanked the group for their input.

Committee Business

As the next order of business, Kara reviewed the process for reimbursements, shared complimentary copies of Alert Diver magazine and National Marine Sanctuary anniversary pins, and covered logistics for the field trip as well as airport travel.

Stakeholder Engagement Subcommittee Report

Subcommittees then reported out on their work during this week.

Gary Davis, Chair of the Stakeholder Engagement Subcommittee, summarized the Subcommittee’s plans to connect people to the National System. The Subcommittee is working on five actions:

- 1) Develop model communications plan focused on tribes and recreational fishermen. Provide example communications plan components, focus on those audiences.
- 2) Provide examples of how the MPA Center can be a clearinghouse for information.
- 3) Recommend how the MPA Center best facilitate peer to peer networks of MPA professionals, as well as inter-generational networking. The Subcommittee will use the George Wright Society conference session as an opportunity to invite professionals, and survey managers to find out the types of networking they do now, generate conversation, and establish future needs.
- 4) Recommend how to include MPAs in travel and tourism initiatives promoted by the administration.
- 5) Make improvements to mpa.gov.

The group has a work plan and has assigned roles.

Jobs, Recreation and Tourism Subcommittee Report

John Jensen, Chair of the Jobs, Recreation and Tourism Subcommittee, summarized the work of the Subcommittee, beginning with some context regarding the group's concerns with the charge. After reflecting on the proper role of the FAC, the government, private sector, and tourism managers in tourism, the Subcommittee acknowledges that Recreation and Tourism are major factors affecting MPAs. The Subcommittee is poised to consider how to address this issue in a thoughtful way given individual members' concerns about the potential for ecological damage that can accompany tourism activities in MPAs.

The Subcommittee is focusing on three questions:

- 1) What baseline studies and periodic evaluations are needed to assess potential values and threats associated with recreation and tourism to MPA resources and communities?
- 2) Under what conditions does the active promotion of tourism make sense in an MPA?
- 3) What are enabling factors need to be in place before moving forward with recreation and tourism initiatives?

John discussed some of the basic operating principles that the Subcommittee is exploring. The group is also considering how to amplify past FAC work beyond simply posting it at mpa.gov. Actions and next steps for the Subcommittee will not be a traditional white paper. The group is considering a shorter piece on recreation and our nation's MPAs, as well as summarizing case studies that showcase the spectrum of MPAs and objectives in the US. The Subcommittee is also considering conducting a survey of National System partners to learn more about recreational uses and MPAs. This would include a question about the MPA's mission. Hans Radtke cautioned the group against getting into the realm of economic valuation. John Jensen mentioned that the George Wright Society could serve as a place to ground truth information from the survey, or a place to conduct the survey.

The Subcommittee is planning to focus on defining recreation and tourism activities and the enabling conditions MPA should have (e.g. a clear mission, baseline studies, etc.). John stressed the importance of understanding ocean uses, and that MPAs can be tools for education, engagement, health, and development. The MPA community needs to demonstrate how supporting MPAs is in the public interest. Not all uses depend on functioning ecosystems, but it is worthwhile to demonstrate how having a functioning and healthy environment enhances the experience of users. John closed with next steps. The Subcommittee will work to develop a guidance document in the next month or so, refine ideas, develop a survey and plan for George Wright in March. John thanked Julia Townsend and Priscilla Brooks for their hard work this week. Steve Kroll emphasized the key word "appropriate" when discussing the integration of recreation and tourism into MPAs.

Cultural Heritage Resources Workgroup

Della Scott-Ireton, MPA FAC Member and Member of the Cultural Heritage Resources Working Group (CHRWG), gave an update on the work of the CHRWG since the completion of their white paper last year. The group is now looking at how to help implement the white paper recommendations, including the development of an online Cultural Resources Handbook. She invited the FAC to submit ideas and questions to Dr. Valerie Grussing. John Jensen reiterated

the need to integrate and amplify previous FAC work. Staff and Subcommittee leads should work to get FAC products out to agencies and stakeholders in different ways to extend the influence of the FAC and the MPA Center and contribute to policy dialogue.

Michelle Ridgway mentioned that in light of the recent expansion of the American Samoa National Marine Sanctuary site, there have been recent discussions about cultural heritage issues. She asked the Cultural Heritage Resources Working Group to send the white paper with a note to the Sanctuary site manager. John Jensen stated that he would be willing to distribute the document to all Sanctuaries. Joe Schumacker asked about the status of American Samoa village sites in the National System. Lauren Wenzel responded that eleven village sites in American Samoa are members of the national system, ten of them focused on primarily on cultural heritage and one focused on sustainable production. Lauren mentioned that the MPA Center has offered guidance to sites with respect to building management capacity.

John Jensen spoke about his experience at the Rutgers Cultural Landscapes conference, October 12-14, 2012. Dr. Valerie Grussing was also in attendance and found the work of the CHRWG to be very relevant to topics presented at the conference. One major topic presented: how to deal with cultural heritage in a world that is in constant change? Other issues included migration to cities, and visitation of places on the coast near urban areas. John stressed that the Western concept of separating cultural and natural heritage is breaking down. and that other communities around the world do not support the parsing of natural and cultural heritage that occurs in our culture. FAC Chair George Geiger acknowledged the leadership and hard work of the CHRWG.

National Ocean Policy

Karen Garrison noted that the National Ocean Policy (NOP) implementation plan is due out shortly, and raised the question of whether the FAC should send a letter to DOC and DOI leadership asking them to take prompt action on the recommendations developed by the Coastal and Marine Spatial Planning Subcommittee and approved by the Committee last year. She noted that the FAC's recommendation to reactivate the Sanctuary Evaluation List (SEL) may be especially relevant. Many of the Sanctuary Advisory Councils have recommended this as well. Jason Patlis gave an overview of the SEL, explaining that the program has not had a list from which to consider new designations since 1995, which hampers the ability of communities to propose new sites. Joe Schumacker advised that there is resistance from some stakeholders and tribes to reactivating the SEL. After some discussion, the Committee agreed to develop a letter to DOC and DOI leadership reiterating their previous support for the National Ocean Policy and endorsement of reactivating the SEL. The Committee noted that there are other authorities to establish MPAs, but that the SEL was being addressed in the letter because it has not been available as an option.

MPA Center Role

Members appreciated the opportunity to meet with the Sanctuary Advisory Councils. However, the focus on Sanctuaries at this meeting led to questions about the function of the MPA Center. Some FAC members expressed concern about the perception that the MPA Center will no longer support all MPA programs now that it is part of the Office of National Marine Sanctuaries. Lauren thanked the members for their candor, and noted that the MPA Center will not be able to fulfill its role if it is associated with only one MPA program. She emphasized that while the

Center is now organizationally within ONMS, it continues to function on behalf of all federal, state territorial and tribal MPA programs. She also noted that the FAC had expressed interest in becoming more engaged with MPA Programs. The meeting with National System Partners in June was a first step to make these connections, and this meeting with the Sanctuary Advisory Council Chairs was a second. The MPA Center plans to continue to reach out to diverse MPA programs and connect them with the FAC. It was suggested that DOI could present their vision and strategies for their MPA programs at a future meeting. Members agreed that it was critical that the MPA Center and the MPA FAC maintain an independent perspective from ONMS. Lauren commended both ONMS and DOI as being strong advocates and leaders among MPA programs, and noted that active involvement from all MPA programs is needed to make the national system of MPAs a success. Lauren and George agreed to summarize the Committee's discussion for ONMS Director Dan Basta.

George asked the Subcommittee Chairs if they thought their Subcommittees needed more time to meet during the meeting and both Gary Davis and John Jensen agreed that their Subcommittees can continue to work remotely, and do not need additional time during this meeting. George thanked the Committee for their discussions, and stated that the group would reconvene at 1:00pm for committee business.

Lunch 11:45am – 1:00 pm

During lunch, a small group of FAC member volunteers met to draft the letter to DOC and DOI in support of the National Ocean Policy Implementation Plan and the SEL. After returning from lunch, Lauren projected the draft letter for the entire Committee to review. After some discussion and minor edits, Karen Garrison made a motion to approve and send the letter. John Jensen seconded the motion; there was no opposition and the motion carried.

Lauren asked the Committee for feedback on the joint session held the day before, and the Committee talked broadly about how the session was helpful and informative. Lauren noted that it was mutually beneficial and useful for the two groups to share their perspectives. Steve Kroll said he would look forward to doing this exchange with other stakeholders and Joe Schumacker agreed that it would be beneficial to bring new stakeholders into the discussions.

Kara Yeager mentioned that the next meeting is tentatively scheduled for late April, with a location TBD.

The meeting adjourned at 1:34 pm

FAC Members Present

Mr. David Blazer
Dr. Pricilla Brooks
Dr. Gary Davis
Mr. John Frampton
Ms. Karen Garrison
Mr. George Geiger (Chair)
Dr. John Jensen

Mr. Stephen Kroll
Mr. Jason Patlis
Dr. Hans Radtke
Ms. Catherine Reheis-Boyd
Ms. Michelle Ridgway
Mr. Joe Schumacker
Dr. Della Scott-Ireton (Vice Chair)
Mr. Stephen Welch

Ex Officio members/ representatives present:

Mr. Cliff McCreedy, National Park Service
Dr. Brian Melzian, Environmental Protection Agency
Ms. Eileen Sobeck, Department of the Interior
Mr. Steven Tucker, US Coast Guard/ Department of Homeland Security
Mr. Bret Wolfe, US Fish and Wildlife Service

NOAA National Marine Protected Areas Center/Office of National Marine Sanctuaries staff:

Mr. Daniel J. Basta, Director, Office of National Marine Sanctuaries
Dr. Robert Brock, Senior Marine Biologist, MPA Center
Dr. Valerie Grussing, Cultural Resources Coordinator, MPA Center
Dr. Charles Wahle, Senior Scientist, MPA Center
Ms. Lauren Wenzel, Acting Director, MPA Center
Ms. Kara Yeager, Communications Coordinator and Designated Federal Official, MPA Center

APPENDIX I: Notes from Joint Breakout Sessions with Sanctuary Advisory Council Chairs: Engaging in Travel and Tourism (December 5, 2012)

Engaging in Travel and Tourism: Notes from Breakout Sessions

Questions

1. Which specific audience did your group select?
2. Why was this audience chosen by the group? What success story would you like to tell 12-36 months from now?
3. What are the 1-2 most important action(s) that will be taken in the near-term (e.g., next three months) to pursue this audience?
4. What role will advisory council and Federal Advisory Committee members have in implementing this action?

Group 1

1. Charter Fishing Operators
2. Why we think charter fishing operators are important, and what is their connection with MPAs:
 - Key stakeholders with economic interests
 - Organized and always on water
 - Tied to tourism
 - Bridge to all fishing activities
 - Consumptive activity
 - Portal to diverse audience for education
 - Definable group; easy to identify

What are you trying to change, and what do we want this group to do?

- Misunderstanding of MPA definition; help reeducate community
- Have them understand role of MPAs and their contribution
- Designation of area may be good for their business. Many other aspects of interest in MPA may drive interest in fishing.

3. Fishing and Business Issue(s)
 - SAC (or independent facilitator) makes contact with charter operators on needs and interests
 - Involve tourism SAC seat in work with charter operators

Industry-led

- Certification program developed and marketed through Visitors Bureau. BlueSTAR Dive Program, DolphinSMART examples (e.g., ethical angling)
- Conduct initial survey to assess attitudes and perceptions at the start (repeat later to measure progress)

4. Roles

- Use FAC to analyze MPAs and accessibility for fishing
- FAC fishing rep works with users to clarify how MPA can be good for business
- FAC supports lessons learned to apply to designation of new sites

Group 2

1. Local and National-level Recreational Fishing Organizations

2. They are potentially very powerful allies; and merit targeted outreach and education on value of marine protected areas. This user group is the largest entity with direct contact with resources, and it typically spends a great deal of money to access those resources and, as a group, recreational fishing harbors.

12-36 month success

- Engendering a deeper understanding and value of marine protected areas first at the local dock level.
- Greater understanding by marine protected area managers of angler concerns.
- Recreational fishers (broadly) appreciate marine protected areas, and recreational fishing organizations (e.g., RFA) and their lobbyists become advocates for marine protected areas.
- Individual marine protected area staff understand basis for friction (historically and currently) with anglers.
- Highlight the value of recreational fishing in marine protected areas and the value of the American angler experience in recreational fishing organization and marine protected area outreach materials, respectively.

3. Actions

- Marine protected area representatives should go into fishing realm and listen to angler concerns and perspectives.
- Identify leaders that can help facilitate discussions on benefits of marine protected areas.
- Engage recreational anglers in marine protected area research and invasive species eradication efforts.

4. Roles

- Have a good, basic understanding (e.g., background data provided by NOAA and DOI) of the fishing conducted by the recreational fishing groups.

- Target “Let’s Go Fishing” shows by inviting them to fish inside marine protected areas and, thereby, educate viewers and participants on various facets of marine protected areas.

Group 3

1. Travel Industry – Travel websites and Travel Agents
2. Why chosen:
 - Travel websites and agents are a known commodity for travelers
 - Travel websites are a gateway to businesses;
 - Opportunity to connect more people to a particular place and educate them on the value of these types of places; and
- What’s different:
 - Marine protected areas are used to promote visitation.
 - Visitors and tourism industries can find marine protected areas and know activities are available. This is particularly valuable to families
 - Search engine sites profile marine protected area sites, and provide users with potential use opportunities.
3. Actions
 - Provide tools to industry that enables search results;
 - Link inventory at mpa.gov; and
 - Identify a way for search sites to profile marine protected areas.
4. Roles
 - Look at tourism seats and potential for additional tourism-related seats on advisory boards.
 - Connect to local chambers of commerce and visitors bureaus.
 - Contact one search engine to test concept for one protected area
 - Based on pilot effort, draft template that can be used at other protected areas for that search engine

Group 4

1. Travelers and Local Visitors
2. Why chosen:
 - This end consumer group is the most numerous, powerful and impactful. They are also the most committed to the resource (e.g., good model with Golden Gate National Recreation Area).

Success:

- Engagement and knowledge;
- Commitment to stewardship; and

- Recognition by recreation/tourism that special places are marketable.

3. Actions

- Develop partnerships with Chambers of Commerce and CVBs to reach this audience through existing channels.

4. Roles

- Sanctuary advisory councils and Marine Protected Areas Federal Advisory Committee address individual constituent groups to conduct needs assessment based on how various groups get their information (market study) and why they visit special places.

Group 5

1. Tourism Department of States and Counties

2. Why selected/measuring success

- Link between tourism industries and MPAs
- Marketing funds DMOs

3. Actions

- Reciprocal membership; CVB or tourism board represented on the advisory council and vice versa (ex-officio roles)
- Develop cross-marketing action plan; sanc gov tour strat plan

4. Roles

- Create seat on SACs via action.
- Evaluate success and keep account.
- Create a tourism working group in SAC.

Group 6

1. Visitors Bureaus

2. Why chosen:

- Multiplier effect;
- Expertise and data; and
- Existing network with local businesses

Success:

- Marine protected area manager's phone is ringing from local businesses asking for help/input on marketing.

3. Actions

- Invite local visitor bureau to attend and present at advisory council and Federal Advisory Committee meetings to determine how we can collaborate.

- Encourage the local visitor bureau representative to lead the development of a working group related to travel and tourism.
- Encourage marine protected area manager to join Chamber of Commerce.

Roles

- Identified in Actions outlined in No. 3.

Group 7

1. Families

2. Why chosen:

- Targeting youth will bring along parents/families by default, and start connecting people early on and, thereby, build lasting relationships to marine protected areas
 - Opportunity to engage the whole family;
 - Long-term connection;
 - Children (in general) tend to be open to conservation goals;
 - Children (in general) tend to love animals;
 - Children need to get outside, and outdoor education teaches skills/knowledge.

Success:

- New online tools to connect families to marine protected areas.

3. Actions

- Choose platform(s).
- Aggregate webcams.
- “Plan Your Visit” pages (i.e., activities and attractions at sites).
- Evaluate online resources where PYV pages drive traffic.

4. Roles

- Sanctuary advisory councils develop lists for “Plan Your Visit” pages.
- Marine Protected Areas Federal Advisory Committee prepares guidelines for sustainable travel and tourism in marine protected areas.

Group 8

1. Vendors and Concessionaires (i.e., businesses involved in direct activity in marine protected areas, such as kayak vendors, charter boats, etc.)

2. Why chosen:

- Businesses that depend upon healthy MPAs have both the expertise and self-interest in ensuring that uses are sustainable, creating a high potential for effect on both business community and public (self-led)

Success:

- By working with businesses, users and MPA programs, we develop a practical framework to guide commercial ventures and their clients in sustainable use of MPAs.
- One example of this model could be establishing “sanctuary certifications”, and there is great participation in these programs.
- Additionally, these businesses are doing great, and customers are getting that “Healthy marine protected areas mean business.”
- Business leaders become marine protected area voice leaders.

3. Actions

- Develop a white paper on various environmental certification programs.
- If deemed feasible and a high priority, have the MPA Center coordinate a public-private partnership to craft a framework and guidance for sustainable businesses operating within MPAs. Local MPAs and users would be responsible for customizing the framework to reflect their activities and needs, and for ensuring its long-term implementation.
- Expand our volunteer programs to include outreach to concessionaires and vendors.

4. Roles

- MPAC responsible for drafting the white paper, with assistance from ONMS, FAC and other interested parties.