

Marine Protected Areas Federal Advisory Committee Meeting
December 4-6, 2012
Hotel Paradox
611 Ocean Street
Santa Cruz, CA

Meeting Objectives:

1. Engage in dialogue with National Marine Sanctuary Advisory Council Chairs on ways to further relationships with the travel, tourism and recreation industries
2. Develop Subcommittee workplans to complete FAC charge
3. Engage experts to provide input on Subcommittee workplans

Tuesday, December 4, 2012

- 9:00 Call to Order
- 9:05 Committee Business
- Roll Call
 - Introduction of Ex Officio Members and Guests
 - Review of Agenda
 - Approval of Minutes from June Meeting
- 9:30 Policy Outlook for Ocean Issues
[Eileen Sobeck, Deputy Assistant Secretary for Fish and Wildlife and Parks, Department of Interior](#)
- 9:45 MPA Center Update
[Lauren Wenzel, Acting Director, National Marine Protected Areas Center](#)
- 10:00 Update from National System of MPAs Vision Statement Workgroup
[Michelle Ridgway, MPA FAC Member](#)
- 10:15 From a Manager's Perspective: Presentations on Engaging with the Travel, Recreation and Tourism Industries
- [Anne Morkill, Refuge Complex Manager, San Francisco Bay NWR Complex](#)
 - [Howard Levitt, Director of Communications and Partnerships, Golden Gate National Recreation Area](#)
 - [State MPA Manager \(TBD\)](#)
- 11:15 Panel Discussion on Successful Ocean Engagement Initiatives
- [Brian Baird, Advisor, Aquarium of the Bay and The Bay Institute](#)
 - [Steve Ellzey, Executive Producer and Director of Development, Access Monterey Peninsula \(AMP\) Community Television](#)
 - [Rachel Dearborn and Matt Fitzgerald, Upwell](#)
- 12:30 Lunch (on your own)
- 1:30 Subcommittees Meet
- 2:45 Break
- 3:00 Subcommittees Meet (cont'd)

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- 4:15 Public Comment (if no public comment, Subcommittees will continue to meet)
- 5:00 Adjourn (Dinner is on your own; Subcommittees may choose to hold Subcommittee dinners.)

Wednesday, December 5, 2012

- 8:30 Call to Order
- 8:35 Subcommittees Meet
- 10:35 Beginning of Joint Session with Sanctuary Advisory Council Chairs
- 10:40 **Welcome and Introductions**
- [George Geiger, Chair, MPA FAC](#)
 - [Olin Joynton, Chair, Thunder Bay SAC](#)
- Representatives from the 14 advisory councils in the National Marine Sanctuary System and from the Marine Protected Areas Federal Advisory Committee will be introduced by name, council and professional affiliation.*
- 11:00 **Making Marine Protected Areas Relevant: Expanding Our Constituent Base**
[Matt Stout, Chief of Staff and Communications, Office of National Marine Sanctuaries](#)
This session will provide meeting participants with an overview of various efforts and tools (e.g., social media, cablecast) to engage new audiences and build a larger coalition of support for marine protected areas. It will highlight the socioeconomic, including recreational, value of marine protected areas and how we can leverage these values (and those who recognize these values) to improve public support for these areas.
- 11:30 **Branding Marine Protected Areas**
[Jeff Gray, Superintendent, Thunder Bay National Marine Sanctuary](#)
This session will provide meeting participants with an opportunity to learn ways to brand and highlight the value of marine protected areas.
- 12:00 **Lunch (provided)**
- 1:00 **Engaging in Travel and Tourism: Panel Session**
This session will be an interactive discussion that bridges the MPA Federal Advisory Committee's charges of the Role of Marine Protected Areas for Recreation and Tourism and Connecting People to the Ocean through Marine Protected Areas and ONMS Campaign of Engagement themes (e.g., sanctuaries mean business and new communities/new audiences). Panelists will be provided 10 minutes to offer their perspective and opinions on one or more of the below questions, as appropriate and related to their experience base.

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Panelists are not expected to address all three questions (and associated subparts listed below) in their opening remarks. Rather, panelists and meeting participants will have an opportunity to delve into these and other related questions (or themes) during the latter half of this session.

Panel Facilitators

- Charles Wahle, Senior Scientist, National Marine Protected Areas Center
- Paul Orlando, Chief, Technical Products and Services Division, ONMS

Panelists

- Dean Hudson, Chair, Fagatele Bay National Marine Sanctuary, and Owner, Le Falepule Bed and Breakfast
- Sylecia Johnston, Destination Services Specialist, Monterey County Convention and Visitors Bureau
- Meghan Kish, Chief of Interpretation, Education and Outreach, Santa Monica Mountains National Recreation Area
- Dorris Welch, Owner, Sanctuary Cruises

Questions

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?

2:30

Break

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2:45

Engaging in Travel and Tourism: Group Discussion

Participants will be divided into eight groups (each group consisting of both MPA FAC and NMS AC members) to identify feasible, results-oriented action items that advisory council and committee members can pursue to build or enhance engagement with the travel, tourism and recreation industries. To facilitate this result, groups will be asked to identify key recreation and tourism constituencies (e.g. recreational users, tourism industry, coastal communities, foreign visitors) and identify specific strategies to better engage this group with MPAs and MPA programs.

The questions below should be used to guide the group's discussion such that the end result is at least one feasible action item that can be achieved by advisory council and committee members (or the collective bodies):

Group Facilitators

- John Armor, Chief, Conservation Policy and Planning Division, ONMS
- Dawn Hayes, Acting Deputy Superintendent, Monterey Bay National Marine Sanctuary
- Cliff McCreedy, Marine Resource Management Specialist, National Park Service
- Michael Murray, Deputy Superintendent for Programs, Channel Islands National Marine Sanctuary
- Paul Orlando, Chief, Technical Products and Services Division, ONMS
- Charles Wahle, Senior Scientist, National Marine Protected Areas Center
- Lauren Wenzel, Acting Director, National Marine Protected Areas Center
- Bret Wolfe, Marine Program Coordinator, National Wildlife Refuge System, U.S. Fish and Wildlife Service

Questions

1. What specific audience (e.g., youth, NGOs, user groups, visitors) do you think would be most effective in furthering the relationship between marine protected areas and recreation, travel and tourism industries?
 - Why did you choose this audience?
 - What is this audience's current connection, perspective and level of engagement with marine protected areas and travel and tourism?
 - What are you trying to change and why by engaging with this particular audience? What do you want this audience (or group of individuals) to do?
 - What message do you think is most appropriate and effective way to connect with and motivate this audience?
 - Is there an existing "model" that is immediately useful for this purpose?
 - What is/are the most effective way(s) (e.g., one communication method) to relay that message?

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2. What are one or two specific actions that need to be taken in the next three months to pursue this audience and the specified goals?
 - Who are the one or two key partners that could assist you in enabling these groups?
 - What is the most important additional resource that is needed?
3. What is the role of the advisory council or Marine Protected Areas Federal Advisory Committee – either as a collective body or as individuals?
 - Is there an opportunity for cross-council/committee communication and user group teams?
4. How should we evaluate success?

4:00

Report Outs from Work Session

Breakout Group Reporters

This session will summarize the action items identified from the advisory council chairs (and representatives) and Marine Protected Areas Federal Advisory Committee members during the 75-minute work session. Reporters will be asked to briefly (2-3 minutes) describe the audience selected, the proposed method of communication to this target audience, and the role of advisory council and committee members in implementing proposed actions.

4:25

Wrap-up and Next Steps

Daniel J. Basta, ONMS Director

This session will be an opportunity for the ONMS Director to offer his perspective on the joint sessions between the advisory council chairs (and representatives) and Marine Protected Areas Federal Advisory Committee members, and to propose ways forward for the collective group, these entities as separate units, and for individual members.

4:40

Adjourn

5:15-7:15

National Marine Sanctuary Foundation Reception

Location: Monterey Bay National Marine Sanctuary Exploration Center, 2nd Floor

Optional, informal evening reception hosted by the National Marine Sanctuary Foundation, in conjunction with the Santa Cruz Chamber of Commerce. Sanctuary advisory council chairs and Marine Protected Areas Federal Advisory Committee members are invited to attend.

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Thursday, December 6, 2012

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| 8:30 | Call to Order |
| 8:35 | Discussion and Vote – Vision for the National System of MPAs
Michelle Ridgway, MPA FAC Member |
| 9:30 | Subcommittees Report Out and Committee Feedback – Work Updates and Seeking Feedback from full Committee <ul style="list-style-type: none">• Stakeholder Engagement• Jobs, Recreation and Tourism• Cultural Heritage Resources Working Group |
| 11:00 | Subcommittees Meet |
| 12:00 | Lunch (on your own; Subcommittees may choose to meet over lunch) |
| 1:00 | Committee Business <ul style="list-style-type: none">• Next meeting• Other |
| 1:30 | Key Themes and Next Steps from Joint Session with SAC Chairs
Lauren Wenzel, National Marine Protected Areas Center |
| 2:00 | Adjourn |
| 2:30 – 5:00 | Optional field visit: Santa Cruz Bay on R/V Fulmar |
| TBD | Optional field visit: Monterey Bay National Marine Sanctuary Exploration Center |