

Draft Agenda

Joint Meeting of MPA Federal Advisory Committee and
National System of Marine Protected Areas Partners
Crowne Plaza Hotel
8777 Georgia Avenue, Silver Spring, MD
June 12-14, 2012

Objectives

- Identify specific priorities for action by the MPA Center and its partners to strengthen the national system of MPAs and MPA programs and networks.
- Identify ways in which the MPA Federal Advisory Committee can better support the federal and state MPA Programs that make up the National System of MPAs
- Learn about the findings and recommendations of the MPA Center External Review and discuss future opportunities and directions for the MPA Center, the MPA FAC and the National System of MPAs.

Tuesday, June 12

- 8:30-9:00 Continental Breakfast
- 9:00-9:30 Welcome (Lauren Wenzel and Kara Yeager, National MPA Center)
- Call to Order
 - Introductions
 - “Value” Icebreaker Exercise
- Review purpose of meeting; roles of National System Partners; brief participant introductions; exercise to identify key values of your MPA program or organization*
- 9:30-10:00 Value of National MPA Center and Marine Protected Area Programs in Today’s Climate (Dr. Holly Bamford, NOAA’s National Ocean Service and Eileen Sobeck, Department of the Interior)
- Place-based management and ocean conservation priorities within NOAA and DOI.*
- 10:00-10:10 Role of MPA Federal Advisory Committee (George Geiger, MPA Federal Advisory Committee Chair)
- Purpose and Background for MPA FAC; role at this meeting.*
- 10:10-10:25 Our Purpose and Accomplishments: An Overview of the Past Decade (Lauren Wenzel, National MPA Center)
- Background on Executive Order 13158; purpose of the MPA Center and key accomplishments over the past decade.*
- 10:25-10:45 Current Place-Based Management Context and Opportunities (Dr. Charles Wahle, National MPA Center)
- The context, challenges and opportunities for MPA programs.*
- 10:45-11:00 Break
- 11:00-11:25 Toward a Common Vision: How MPAs Can Support our Collective Marine Conservation Efforts (Daniel J. Basta, Director, Office of National Marine Sanctuaries)
- Describing our common ground.*

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- 11:25-11:45 External Review Findings (Lori Arguelles, External Review Panelist)
Findings from the 2012 External Review of the National MPA Center, including input from diverse stakeholders.
- 11:45-12:30 Lunch (Provided)
- 12:30 -12:45 Presentation: Future Directions for the MPA Center (Lauren Wenzel, National MPA Center)
Presentation of National MPA Center capabilities, including focus areas based on External Review, pre-meeting survey results and internal planning.
- 12:45-2:00 Additional Feedback from MPA Programs on Needs and Opportunities
Input from state and federal MPA programs about their needs and priorities, identify common themes and needs, and map to MPA Center capabilities.
- 2:00 -2:15 Break
- 2:15-4:00 Breakout Groups: Strategies for Addressing Priorities
Participants will propose actions to address highest priority needs, including opportunities for collaboration among programs, support from the MPA FAC, and role of the MPA Center.
- 4:00 -4:45 Report out from Breakout Groups
- 4:45 -5:00 Next Steps
- 5:00-7:00 Informal reception / Happy Hour (location TBD)

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Wednesday, June 13

8:30-9:00 Continental Breakfast

9:00-9:20 Recap from Day 1; Review Day 2 objectives

- Direction for National System Partners and MPA FAC Meetings

9:20-9:30 Break

Marine Protected Areas Federal Advisory Committee (see separate meeting agenda, below)

9:30-4:00 Supporting MPA Program Priorities – MPA FAC Charge, Organization and Next Steps
Will address issues identified through pre-meeting survey, Day 1 discussion, and previous FAC discussions.

National System of MPA Partners (see separate meeting agenda, below)

9:30-4:00 Strengthening and Expanding our MPA Programs
National System partners will focus on developing common messages; building support for MPA programs as a tool for marine conservation; and opportunities for collaboration.

National System Partners and Marine Protected Areas Federal Advisory Committee Reconvene

4:00-4:45 Report out from National System Partners and MPA FAC
Each group will summarize key discussion points and next steps.

4:45-5:00 Wrap up

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Wednesday, June 13 – MPA Federal Advisory Committee (meeting separately)

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| 9:30-9:35 | Call to Order |
| 9:35-9:55 | Committee Business (George Geiger) <ul style="list-style-type: none">• Welcome New Members• Approval of Minutes from Recent Meetings |
| 9:55-10:20 | Presentation of Charge (Eric Schwaab, Acting Assistant Secretary for Conservation and Management, NOAA (invited)) |
| 10:20-11:30 | Presentation and Discussion: Vision for the National System of MPAs (Kara Yeager and Dr. Charles Wahle, MPA Center) |
| 11:30-11:45 | Subcommittee Assignments (Kara Yeager) |
| 11:45-1:00 | Lunch (provided) |
| 1:00-3:00 | Subcommittees Meet <ul style="list-style-type: none">• Vote on Subcommittee Leadership• Develop Workplans |
| 3:00-3:15 | Break |
| 3:15-3:45 | Public Comment |
| 3:45-4:00 | Committee Business <ul style="list-style-type: none">• Next meeting |
| 4:00 | Reconvene with National System Partners and Report Out on Next Steps |
| 5:00 | Adjourn |

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Wednesday, June 13 – National System Partners (meeting separately)

Building Common Messages and Communication Strategies for MPA Programs

- 9:30-9:50 Breaking through the noise – what we know about ocean communication
Lessons learned from the Ocean Project
- 9:50-10:10 Setting the standard for communicating about MPAs
Recent examples of ocean communication: Thank you ocean, One World One Ocean, NAMPAN videos
- 10:10-11:00 Panel Discussion: Communication from the MPA Program Perspective
Brief presentations from selected MPA programs about key audiences, messages and approaches.
- 11:00-12:00 Breakout Groups: Identifying Key Audiences and Messages
- 12:00-1:00 Lunch
- 1:00-1:45 Breakout Groups: Building Common Messages and Communication Strategies
What are the best opportunities for us to coordinate and strengthen our messages about MPAs?
- 1:45-2:00 Summarize Breakout Group Discussion and Wrap Up

Building a Network of MPA Programs

- 2:00-2:45 Developing Regional MPA Networks – works in progress and lessons learned
- Gulf of Mexico MPA Network (Ryan Young, Rookery Bay National Estuarine Research Reserve)
 - US Virgin Islands MPA Network (Paige Rothenberger, USVI Department of Planning and Natural Resources)
 - Other network examples
- Presentation and discussion about how MPA programs are using networks to achieve their goals.*
- 2:45-3:00 Break
- 3:00-4:00 Breakout Groups: Building a stronger MPA Program network through the MPA Center
Discuss what priority needs a network can help address; what network tools we should use; and priority actions and next steps.
- 4:00-5:00 Rejoin MPA Federal Advisory Committee Group and Report Out

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Thursday, June 14 – MPA Federal Advisory Committee Meeting (National System Partners welcome)

8:30-12:00 Panel Presentation and Discussion: MPAs, Recreation and Tourism

Panel Objectives:

- Identify ways to improve communication between MPAs and recreational users of all kinds, and build support for MPAs and MPA networks from recreational users
- Facilitate a dialogue about the role of MPAs with respect to recreation and tourism to foster better understanding of diverse perspectives
- Provide information about the value and use of MPAs and MPA networks for recreation and tourism

George Geiger, Chances Are Charters (MPA FAC Chair), Moderator

- MPAs, Tourism and Recreation – the Big Picture
(Lauren Wenzel and Dr. Charles Wahle, National MPA Center)
- MPAs' Role in Sustaining Business and Coastal Communities
(Steve Kroll, Great Lakes Divers)
- MPAs and Recreational Fishing, a National Perspective
(Michael Nussman, American Sportfishing Association)
- More than Just Fish: MPAs' Role in Sustaining Nonconsumptive uses
(Pete Stauffer, Surfrider Foundation)
- Addressing Tourism and Recreational Uses, A MPA Managers Perspective
(Paige Rothenberger, US Virgin Islands Dept of Planning and Natural Resources)

Key Questions for Panel Discussion with MPA Federal Advisory Committee Members:

- What are the major challenges and opportunities for MPAs in supporting tourism and recreational uses?
- How can MPA programs improve their engagement with and support from recreational users?
- What are the key messages about MPAs, recreation and tourism that should be delivered?
- What information and tools do MPA programs need to better support tourism and recreation and engage with these users? How can the MPA Center help support these?
- What should the MPA Federal Advisory Committee do to support and advance better engagement with recreation and tourism stakeholders?

12:00-1:00 Lunch (Provided)

1:00 Adjourn