2012 National Marine Sanctuary Advisory Council Summit

Tuesday, December 4, through Thursday, December 6, 2012

Host Site

Monterey Bay National Marine Sanctuary

Location

Monterey Bay National Marine Sanctuary Exploration Center, Santa Cruz, California

Participants

Advisory Council Chairs (or Representatives); Council Executive Committee Regional Representatives; Director, ONMS; Regional Directors, ONMS; Superintendent, Monterey Bay National Marine Sanctuary; Superintendent, Cordell Bank National Marine Sanctuary; Superintendent, Gulf of the Farallones National Marine Sanctuary; Superintendent, National Marine Sanctuary of American Samoa; Superintendent, Thunder Bay National Marine Sanctuary; Deputy Superintendent, Monterey Bay National Marine Sanctuary; Interim Director, Monterey Bay National Marine Sanctuary Exploration Center; Advisory Council Coordinator, Monterey Bay National Marine Sanctuary; Management Support Specialist, ONMS West Coast Region; Chief of Staff for Communications and Stewardship, ONMS; Acting Chief, Conservation Policy and Planning Division; Chief, Technical Products and Services Division; National Marine Sanctuary Advisory Council Coordinator; Government Relations Manager, National Marine Sanctuary Foundation; Executive Producer and Director of Development, Access Monterey Peninsula Community Television; and Docents, Monterey Bay National Marine Sanctuary Exploration Center.

Purpose and Objective

The third phase of the 2012 National Marine Sanctuary Advisory Council Summit is being conducted as an in-person meeting in an effort to further ongoing communications and information exchange among advisory councils and with staff of the Office of National Marine Sanctuaries (ONMS). This meeting will build upon previous forums (conducted via webinar and conference call) aimed at furthering relationships with the travel, tourism and recreation industries and identifying possible avenues for building upon existing tourism infrastructure, like communities, and efforts of other marine protected areas. The agenda has been structured to facilitate interaction among the 14 national marine sanctuary advisory council chairs (or representatives) and members of the Marine Protected Areas Federal Advisory Committee.

Preparing for the Meeting

The agenda for the in-person component of the 2012 National Marine Sanctuary Advisory Council Summit is constructed to further the ONMS efforts to build a larger, more effective coalition for the National Marine Sanctuary System. A portion of the meeting aims to enhance the ability of meeting participants to effectively speak to the value and purpose of national marine sanctuaries so that they may use their refined skills to further engage with new audiences, including business communities. A key step to appropriately messaging and promoting national marine sanctuaries is learning more about the value of national marine sanctuaries – from both an economic and social perspective – and what this system of special places has accomplished.

To facilitate this understanding, and further discussions during meeting sessions, participants are encouraged to review the following materials prior to the meeting:

- National Marine Sanctuaries and Local Economies Fact Sheets
  http://sanctuaries.noaa.gov/science/socioeconomic/factsheets/welcome.html
- Special 40th Anniversary Issue of Sanctuary Watch
  http://sanctuaries.noaa.gov/news/pdfs/sw40th.pdf

In addition, meeting participants are asked to review the session descriptions included within the agenda – paying particular attention to the questions outlined for their consideration, prior to the start of the meeting.

Tuesday, December 4, 2012
Session times are noted in Pacific Standard Time.

BREAKFAST ON OWN

8:30 Welcome and Introductions and Summit Overview (15 minutes)
Rebecca Holyoke, National Marine Sanctuary Advisory Council Coordinator
Participant introductions and overview of the meeting, meeting courtesies, and revisions to the agenda.

8:45 Marketing the Value of Place (45 minutes)
Daniel J. Basta, ONMS Director
This session will reintroduce the ONMS *Campaign of Engagement*, while specifically highlighting ONMS efforts to market the "value of place" and illustrate the critical role of sanctuaries in promoting strong, local economies; preserving cultural connections to the ocean; protecting public health; and conserving resources for future generations.

9:30 The Value of the Monterey Bay National Marine Sanctuary (30 minutes)
Paul Michel, Superintendent, Monterey Bay National Marine Sanctuary
This session will introduce meeting participants to the value of the Monterey Bay National Marine Sanctuary and its current and future efforts with regard to the ONMS *Campaign of Engagement*. It will include a brief segment from the Access Monterey Peninsula's *Your Sanctuary* program.

10:00 BREAK (15 minutes)

10:15 Experiencing the Sense of Place through Docent Training (80 minutes)
Docents, Monterey Bay National Marine Sanctuary Exploration Center
This session will provide participants with an opportunity to complete four docent trainings specific to exhibits located on the second floor of the Monterey Bay National Marine Sanctuary Exploration Center. As participants experience a sense of place – by viewing a short film produced by Bob Talbot, titled *One Breath*, and visiting exhibits related to watershed mapping, visitor etiquette, and scientific exploration – they will actively discuss how to effectively message to and interact with the public through outreach materials and interactive exhibits.

11:35 Learning to Communicate the Value of National Marine Sanctuaries (55 minutes)
Lisa Uttal, Interim Director, Monterey Bay National Marine Sanctuary Exploration Center
Advisory Council Chairs (or representatives)
This session will provide participants with an opportunity to enhance their ability to concisely speak to the value and purpose of national marine sanctuaries. By actively discussing what they learned during the docent trainings, they will hone the skills needed to effectively communicate with diverse and varied audiences. Advisory council chairs (or representatives) will be asked to use the skills they learned during the docent trainings to effectively, but concisely (less than 30 seconds), communicate the value of their respective sanctuaries.

12:30 LUNCH PROVIDED

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Tuesday, December 4, 2012
(Continued)

1:30 Igniting a Movement: Leveraging the Power of Celebrity (15 minutes)
A Segment from OceansLIVE's coverage of the Blue Ocean Film Festival
Participants will view a brief segment of a recent interview with Academy Award-winning actor and director, Edward James Olmos, titled *Igniting a Movement: Leveraging the Power of Celebrity*.

1:45 Expanding the Reach of the National Marine Sanctuary System (105 minutes)
Paul Orlando, Chief, Technical Products and Services Division
Advisory Council Chairs (or representatives)
This session will be structured in such a way to foster tangible, near-term (<12 months) outcomes related to the ONMS efforts to build a larger coalition of supporters to create more, protect more, and invest more in national marine sanctuaries. The outcomes from this session will be developed from recommendations offered by the 14 advisory council chairs (or representatives) via an informal exchange at the opening of the session and facilitated, solution-oriented discussion led by the Chief of Technical Products and Services Division. As potential actions are identified, advisory council chairs (or representatives) will be asked to assess their individual roles, as well as that of their council, in bringing these ideas to fruition. Individual and collective commitments made during this session will help lead the nation to an even greater coalition of *Communities of Special Places*.

3:30 BREAK (15 minutes)

3:45 Enriching the National Marine Sanctuary System (60 minutes)
Paul Orlando, Chief, Technical Products and Services Division
Advisory Council Chairs (or representatives)
The content for this session will be determined per requests from the 14 advisory council chairs, including issues and concerns raised during the previous session related to building a larger coalition of support for the National Marine Sanctuary System. Requests should give due consideration to the current political and socioeconomic landscape, including ONMS budgetary constraints. Matters unable to be addressed during this session may be revisited in the Council Chair Breakfast scheduled for Thursday, December 6, 2012.

4:45 Synopsis and Next Steps (15 minutes)
John Armor, Acting Chief, Conservation Policy and Planning Division
This session will summarize the individual, non-consensus feedback received from the advisory council chairs (and representatives) during the previous two sessions.

5:00 MEETING ADJOURNS

DINNER ON OWN

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Wednesday, December 5, 2012
Session times are noted in Pacific Standard Time.

BREAKFAST ON OWN

8:30 Marine Protected Areas Federal Advisory Committee (15 minutes)
Nicole Capps, Management Support Specialist, ONMS West Coast Region
This session will introduce meeting participants to the Marine Protected Areas Federal Advisory Committee's 2012 through 2014 Charge, including a description of the key questions related to *Role of Marine Protected Areas for Recreation and Tourism* and *Connecting People to the Ocean through Marine Protected Areas*.

8:45 Illustrating ONMS Connections to Business Communities (30 minutes)
Bill Causey, Director, ONMS Southeast Atlantic, Gulf of Mexico and Caribbean Region
Allen Tom, Director, ONMS Pacific Islands Region
This session will address how business communities are integral to the fabric that makes up sanctuary communities and why ONMS depends on them to contribute to the vibrancy of national marine sanctuaries and help promote overall ocean health. This session will connect to the session, and discussion, from the August 30th conference call on travel and tourism, and will specifically address the need for ONMS to utilize constituencies it hasn't heard from – or connected with – throughout the nation. Content included in this session will address ONMS recent efforts to identify cross-communities, such as Monterey, California, and Boulder, Colorado, and nationwide initiatives related to *Sanctuaries Mean Business* and America's Great Outdoors.

9:15 Broadcasting the Value of Marine Protected Areas (30 minutes)
Stephen Ellzey, Executive Producer and Director of Development, Access Monterey Peninsula (AMP) Community Television
Matt Stout, Chief of Staff for Communications and Stewardship
This session will provide an overview of the various media-related conduits for broadcasting the importance of a healthy ocean to the public at large and, more specifically, those engaged in travel and tourism. It will reiterate the importance of effectively and concisely communicating the value of marine protected areas, and highlight how cable access can introduce viewers to the beauty and resources of marine protected areas, while educating them on how they can contribute to preserving and protecting these special places. This session will include a brief segment from an episode of *Your Sanctuary*, an Access Monterey Peninsula program, directly related to the value of special marine places.

9:45 Experiencing ONMS Connections to Travel and Tourism through Case Studies (30 minutes)
Reed Bohne, Director, ONMS Northeast and Great Lakes Region
William Douros, Director, ONMS West Coast Region
This session will highlight the value of jobs, recreation and tourism in promoting and furthering the mission of national marine sanctuaries. Two case studies – specific to whale watching and recreational fishing charters – will be presented (15 minutes each) in such a way to illustrate the contribution of specific businesses to national marine sanctuaries and offer advice and lessons learned for further engaging with these industries across the National Marine Sanctuary System.

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Wednesday, December 5, 2012
(Continued)

10:15 TRAVEL (25 minutes)

10:40 Welcome and Introduction of Marine Protected Areas Federal Advisory Committee (20 minutes)
Olin Joynton, Chair, Thunder Bay National Marine Sanctuary Advisory Council
George Geiger, Chair, Marine Protected Areas Federal Advisory Committee
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 Policy Outlook for Ocean Issues (15 minutes)
Eileen Sobeck, Deputy Assistant Secretary for Fish and Wildlife and Parks, Department of Interior

11:15 Making Marine Protected Areas Relevant: Expanding Our Constituent Base (30 minutes)
Matt Stout, Chief of Staff for Communications and Stewardship
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.

11:45 Branding Marine Protected Areas (30 minutes)
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.

12:15 LUNCH PROVIDED

1:00 Engaging in Travel and Tourism: Panel Session (90 minutes)
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. Panelists are not expected to address all three questions (and associated subparts) 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, Marine Protected Areas Center
Paul Orlando, Chief, Technical Products and Services Division

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Panelists

Dean Hudson, Chair, Fagatele Bay National Marine Sanctuary, and Owner, Le Falepule Bed and Breakfast
TBD, Marine Protected Area Manager
TBD, Local Tour Operator
TBD, Local Visitors Bureau or Chamber of Commerce

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 (15 minutes)

2:45 Engaging in Travel and Tourism: Group Discussion (75 minutes)

Participants will be divided into four 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).

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Group Facilitators
John Armor, Chief, Conservation Policy and Planning Division
Paul Orlando, Chief, Technical Products and Services Division
Charles Wahle, Senior Scientist, Marine Protected Areas Center
Lauren Wenzel, Acting Director, Marine Protected Areas Center

Questions
1. What audience or constituency are you trying to reach? For what purpose?
2. What are some examples of successful (or unsuccessful) approaches to engage this audience? What lessons can we learn from these examples? What are the appropriate communication tools (e.g., cablecast, multilingual publications, radio, church groups, or hotel promotional video) for this audience?
3. What role should (or can) the advisory council and committee members (or collective bodies) have in engaging this target audience?
4. What specific actions does your group recommend to better engage this audience? Who will take these actions?

4:00 Report Outs from Work Session (20 minutes)
Breakout Group Leads
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 two-hour work session.

4:20 Wrap-up and Next Steps (10 minutes)
Daniel J. Basta, ONMS Director
This session will summarize the recommendations and feedback from the joint session with the Marine Protected Areas Federal Advisory Committee and address how the progress made will benefit marine protected area management.

4:30 TRAVEL (25 minutes)

5:00 National Marine Sanctuary Foundation Reception (2 hours)
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. National Marine Sanctuary advisory council chairs and Marine Protected Areas Federal Advisory Committee members, will be invited to attend.

DINNER ON OWN

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Thursday, December 6, 2012

Session times are noted in Pacific Standard Time.

7:45 **Council Chair Breakfast with Daniel J. Basta, ONMS Director**

Location: Monterey Bay National Marine Sanctuary Exploration Center, Santa Cruz

This is an informal morning session over a working breakfast (provided). It will provide the council chairs with an opportunity to provide input on the previous two days (e.g., recreation, travel and tourism, coalition building and system expansion) and discuss other topics of interest with ONMS leadership. This session will be open to the following individuals: advisory council chairs (or representatives); Director, ONMS; Deputy Director for Programs, ONMS; Acting Chief, Conservation Policy and Planning Division; and National Advisory Council Coordinator.

9:45 **Illustrating Current Efforts Related to Sustainable Recreation, Travel and Tourism** (15 minutes)

A Segment of Waterways: Florida Keys

Participants will view a brief segment of a recent episode of Waterways: Florida Keys that highlights sustainable tourism within special marine places.

10:00 **Broadening Our Engagement in Travel and Tourism** (45 minutes)

Jean Bauer, Advisory Council Coordinator, Thunder Bay National Marine Sanctuary
Lilli Ferguson, Outreach Specialist, Florida Keys National Marine Sanctuary
Michael Murray, Deputy Superintendent, Channel Islands National Marine Sanctuary
Joseph Paulin, Advisory Council Coordinator, Hawaiian Islands Humpback Whale National Marine Sanctuary

This session will provide an opportunity for participants to discuss ways to market the value of national marine sanctuaries and enhance collaborations and engagement with recreational, travel and tourism industries. Participants will be divided into four groups – mostly defined by region – so that they can discuss and develop potential cross-council actions.

10:45 **Report Outs from Regional Breakouts** (30 minutes)

Breakout Group Leads

Breakout group leads will be asked to describe the top one or two actions, or recommendations, that advisory council chairs and ONMS staff within the region are committed to raising to the full council.

11:15 **Closing Remarks/Wrap-Up** (15 minutes)

Daniel J. Basta, ONMS Director

11:30 ADJOURN MEETING

LUNCH ON OWN

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