

Channel Islands National Marine Sanctuary Advisory Council

March 21, 2014

Marketing Recommendations Endorsed by Channel Islands National Marine Sanctuary Advisory Council

On March 21, 2014, the advisory council of the Channel Islands National Marine Sanctuary (CINMS) approved recommendations received from their Marketing Subcommittee. The subcommittee met four times and developed a package of advice targeted at initial, affordable steps CINMS could take to boost the visibility of the sanctuary, become more relevant as an attraction for visitors to the local area, and to bring in new sources of support for sanctuary programming. The subcommittee's advice included five themes: 1) Social Media (continuing to utilize Facebook and Twitter accounts to promote CINMS, and create an Instagram account); 2) Product Sales (through appropriate partners consider selling sanctuary-themed products on a small-scale trial basis); 3) One-on-One Interactions (volunteers to continue reaching individual visitors, with a renewed emphasis on communicating the sanctuary's mission and value); 4) Leverage "Visit Santa Barbara" Partnership (take advantage of the many benefits to be derived from teaming up with Santa Barbara's premier tourism development organization); 5) Special Events and Familiarization Tours (host educational events within the community and offer sanctuary "familiarization tours" to local tourism sector professionals).

Cordell Bank National Marine Sanctuary Advisory Council

The Cordell Bank National Marine Sanctuary Advisory Council met on February 20, 2014, and there were no action items.

Gulf of the Farallones National Marine Sanctuary Advisory Council

The Gulf of the Farallones Sanctuary Advisory Council Welcomes Two Education Members

The Gulf of the Farallones Advisory Council is pleased to welcome two new members, both representing Education, to their ranks. Elizabeth Babcock, Ph.D. is the Chief Public Engagement Officer and Roberts Dean of Education for the California Academy of Sciences. Babcock was recognized in 2011 as one of the Most Influential Women in Business by the San Francisco Business Times. Bibit Traut, Ph.D. is a Biology Professor at City College of San Francisco. Both individuals bring with them a wealth of experience and local knowledge that will benefit the council and contribute greatly to sanctuary management.

Monterey Bay National Marine Sanctuary Advisory Council

February 25, 2014

Monterey Bay Sanctuary Advisory Council Votes to Support AB 1603

At the February 25th meeting in Pacific Grove, the Monterey Bay NMS Advisory Council wrote and approved a letter of support for AB 1603, legislation introduced by Assemblymember Mark Stone to establish an Outdoor Environmental Education Program through the Department of Parks and Recreation. At-large member Dan Haifley brought the letter of support to the council and discussed with council members the nature of the bill. The MBNMS Advisory Council's is available on the advisory council's website at

<http://montereybay.noaa.gov/sac/2014/140221/140221ab1603support.pdf>

Monterey Bay Sanctuary Advisory Council Votes to Establish Charter Revision Subcommittee

At the February 25th meeting in Pacific Grove, the Monterey Bay NMS Advisory Council voted to establish a Charter Revision Subcommittee to help sanctuary staff revise the council's charter. Seven council members volunteered to sit on the committee and met for the first time on Friday, March 21st to determine the process, timeline and schedule for charter revision. The subcommittee will meet monthly through August, and expects to present its recommendations to the advisory council at the August 15th meeting.

Olympic Coast National Marine Sanctuary Advisory Council

January 24, 2014

Advisory Council Writes Support Letter for OCNMS Oceanographic Monitoring Program

At the January 24th meeting in Forks, WA, the Olympic Coast National Marine Sanctuary (OCNMS) Advisory Council approved a support letter for continuation of OCNMS's oceanographic monitoring program. The oceanographic monitoring program consists of mooring buoy deployment to establish the temporal and spatial baseline and variability of water quality variables including temperature, salinity, oxygen and chlorophyll. The deployment of mooring buoys has been in operation for over ten years, and supports the majority of the seven science needs identified by OCNMS in its 2011 Management Plan. The publicly available data from these mooring buoys provides valuable information to help document climate change signals and define habitat quality for pelagic, intertidal and benthic communities. Data from OCNMS's oceanographic monitoring program helps support regional projects such as harmful algal bloom monitoring, ecosystem assessments, ocean acidification, and more. The letter was forwarded from OCNMS Superintendent Carol Bernthal to ONMS Director Dan Basta and West Coast Regional Director Bill Douros.

The OCNMS Advisory Council's final letter is available on the advisory council's website at http://olympiccoast.noaa.gov/involved/sac/letter_support_oceanographicmonitoring_2014.pdf.
