



CORDELL BANK, GULF OF THE FARALLONES AND MONTEREY BAY
NATIONAL MARINE SANCTUARIES
JOINT MANAGEMENT PLAN REVIEW

COMMUNITY OUTREACH – Meeting Notes
January 16, 2003 Meeting

Jan 16, 2003 - Community Outreach Working Group Meeting Notes

Why are people here?

- Tremendous community energy (2)
- Expand outreach efforts for sanctuaries –shared information/programs/resources
- Enrich visitor experience
- Promote stewardship, reconnecting people to the environment
- Ground use for public use
- Coordinated effort – maximize resources (2)
- Seashore docents program (2)
- Coordinate w/ other partners - networking
- Role of SAC members in C/O, esp. members at large
- Outreach to spiritual/religious communities
- Cordell Bank underrepresented – offshore sanctuary
- Diving community messages about sanctuaries and role of SAC
- Better bridge-building w/ partners leverage resources (Diver)
- Strategic planning important for outreach
- De-emphasize over used resources
- Unify approaches to augment individual sites
- Relationships of sanctuaries to communities – improve/dispel myths/stewardship and involvement
- Increase awareness (evangelism) especially the media
- More discussion on land resource use and water quality
- A more coordinated effort and governance outreach

Notes will be distributed and posted on the joint management plan review website:

<http://www.sanctuaries.nos.noaa.gov/jointplan/>

Goal of this group is to identify what the regional outreach strategy should be for the three sites and the product we produce is consistent or fits into or builds upon the efforts of all sites and maximizes the resources.

This is a four-month process. In the May timeframe, a draft action plan will go to the SACs, for endorsement in June. Action plans will then be forwarded to the management of each sanctuary for compilation into the draft management plans. The draft management plans, draft EIS and supporting documents will be ready by the end of the year.

As an informal working group, we are not set up to take public comment, but we do hope members will solicit comments from their constituents. Looking to meet one time per month. Handout: *Working Group Structure, Mechanics and Responsibilities*.

Decision making will be consensus based. Handout: *Working Group Consensus Based Decision Making*. Review of the five levels of consensus, outlined on the handout. The five levels of agreement indicate a member's degree of approval and support for any proposal being considered by the working group, and determines the degree of consensus amongst the members.

A second handout: *JMPR "Norms" (rules of conduct)* was covered.

Questions/potential issue up front: What is the difference between and definition of Education and Outreach?

Handouts: Sample Action Plan from the Hawaiian Islands Humpback Whale National Marine Sanctuary's New Management Plan - *Natural Resource Protection Action Plan*, as well as a Draft Sample of a *Strategy and Action Recommendation-Worksheet*.

Brainstorm session:

- What is the problem or why is this an issue?
- People don't know about the Sanctuary(ies) and the marine ecosystem
- Do we know who the audience is???
- Messages "drive" audience/methods (what problem needs to be solved?)
- What can sanctuary provide to its constituents/audiences?
- Identify who needs to know about the sanctuary – those who are impacting sanctuary
- Prioritize from most impact down to general public
- CalTrans, tourists, landowners and developers, farmers, recreational and commercial fishermen, multicultural groups, school age children/teachers/parents, San Mateo County Storm water Pollution Prevention Program.
- People don't make the connection with why they should care today
- What is the sanctuary's role helping people make the "connection", beyond just "future generations"
- Are we sure this is a problem? Look at # of violations, scoping comments, needs assessment for certain audiences and evaluation
- Clarify roles/responsibilities of Sanctuary
- Bridge the gap about general lack of awareness and what does the Sanctuary do? Regulate? Protect?
- Work with appropriate agencies who do have jurisdiction (be the link between public, Sanctuary and agencies)
- Difference between delivering sanctuary is/isn't and does/doesn't do etc, or broader message of stewardship.
- Is it ignorance ((just don't care) or apathy
- Access/ connection with sanctuary
- Should focus on what is a sanctuary, why it is, who it is.
- Partner with others on broader messages

- Inconsistency in use of terms; causing confusion (sanctuary, conservation, stewardship, protection); clarify these terms.
- There is information and inspiration, one may, or may not, follow the other.
- Specific info on how to get involved – i.e., identifiable volunteers (trained)
- Cover what we can in both areas – broad messages to general public, and sanctuary specific to target audiences
- Foster public support for the Sanctuary Program, it belongs to the public, it is a federal program, and we could, in a worse case scenario, lose it.
- Don't just preach to the choir – reminder vs. awareness
- Re: “another” government agency – historical context
- Inherent/intrinsic value not just \$\$\$
- Need “sponsorship” by/through partners
- Be responsible about not over-promoting resources
- Prohibit vs. “allowed” - does the sanctuary encourage use? (find out what NMS Act says)
- How best to protect resources (work with others/not against)
- Focus on why we CAN work together

Please take a look at the issue characterization document provided in the packet, review the proposed goal of the group, the outcomes and products.

Meeting dates will stay as suggested Feb 20, March 20, April 10, with a 9am - 1pm time slot.

Next meeting topics:

- Working group problem statement
- Matrix of existing programs (discussion, presentation)
- Partners/Stakeholders (strategic communications plan, national themes, strategic plan outline for potential use as outline)
- Use themes from 1/16 to design strategies