



## 2014 National Marine Sanctuary Advisory Council Summit

*Monday, June 2, through Wednesday, June 4, 2014*

### Host Site and Location

Flower Garden Banks National Marine Sanctuary  
NOAA Galveston Lab, Building 216, Second Floor, Galveston, Texas

### Participants

*June 2-4, 2014.* Advisory Council Chairs (or Representatives); Director, ONMS; Deputy Director, ONMS; National Marine Sanctuary Advisory Council Coordinator, ONMS; Regional Directors, ONMS; Superintendent, Flower Garden Banks National Marine Sanctuary; Superintendent, Stellwagen Bank National Marine Sanctuary; Chief of Staff for Communications and Stewardship, ONMS; Chief, Conservation Policy and Planning Division; Council Executive Committee Regional Representatives; and Management Support Specialist, ONMS West Coast Region.

*June 3, 2014.* Marine Protected Areas Federal Advisory Committee Members (including ex-officio members); Assistant Secretary for Conservation and Management, DOC; Acting Director, National Marine Protected Areas Center; Chief Scientist, National Marine Protected Areas Center; Cultural Liaison, Marine Protected Areas Center; and National External Affairs Coordinator, ONMS.

### Purpose and Objective

The 2014 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). The meeting will build upon previous discussions and outcomes from the 2012 National Marine Sanctuary Advisory Council Summit (Santa Cruz, California) and is constructed to further efforts to build a larger, more effective coalition for the National Marine Sanctuary System and other marine protected areas.

### Preparing for the Meeting

A portion of the 2014 National Marine Sanctuary Advisory Council Summit will build upon the relationships, outcomes and experiences of the 2012 National Marine Sanctuary Advisory Council Summit (December 4-6, 2012). To ensure familiarity with that meeting, participants are encouraged to review the following materials prior to the summit:

- 2012 National Marine Sanctuary Advisory Council Summit: *Key Messages, Preliminary Recommendations and Council Next Steps*
- Expanding the Reach of Marine Protected Areas through Recreation and Tourism: *Synopsis of Audiences and Actions Recommended by Members of the Marine Protected Areas Federal Advisory Committee and National Marine Sanctuary Advisory Councils*

Meeting participants are also encouraged 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.

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## Monday, June 2, 2014

Session times are noted in Central Daylight Savings Time (CDT).

- 8:00 Council Chair Breakfast with Daniel J. Basta, ONMS Director** (75 minutes)  
**Location: Crystal Salon A, Hilton Galveston Island Resort, Galveston**  
Advisory council chairs (or representatives) will have an opportunity to meet and discuss topics of interest with ONMS leadership over an informal breakfast (provided). The session will be open to: advisory council chairs (or representatives); Director, ONMS; Deputy Director for Programs and Policy, ONMS; and National Advisory Council Coordinator. All other meeting participants are encouraged to enjoy breakfast on their own and use this time to network with colleagues.
- 9:15 TRAVEL** (15 minutes)  
**From Hilton Galveston Island Resort Lobby to NOAA Galveston Lab (Building 216, Second Floor)**  
Participants have the option of walking or carpooling from the hotel to the Flower Garden Banks National Marine Sanctuary office complex. Participants choosing to carpool, and ONMS staff with rental cars, should meet in the hotel lobby no later than 9:15 am. Individuals opting to walk (0.8 miles) to the office need to ensure that they arrive in time for the 9:30 am welcome.
- 9:30 Welcome and Summit Overview** (15 minutes)  
**Rebecca Holyoke, National Advisory Council Coordinator, ONMS**  
Participant introductions and overview of the meeting, meeting courtesies, and revisions to the agenda.
- 9:45 Defining Our Relevance** (15 minutes)  
**Daniel J. Basta, Director, ONMS**  
This session will remind participants of ONMS efforts to build a larger coalition of supporters to create more, protect more, and invest more in national marine sanctuaries. It will address the need to redefine our relevance to Americans, such that special ocean places are recognized and valued locally, regionally and nationally. Participants will learn how setting aside special places is key to ensuring strong communities and economies.
- 10:00 FGBNMS: Exploring New Connections and Opportunities** (45 minutes)  
**G.P. Schmahl, Superintendent, Flower Garden Banks National Marine Sanctuary**  
This session will introduce participants to Flower Garden Banks National Marine Sanctuary and provide an overview of its current efforts, unique partnerships, and the everyday challenges associated with building support for offshore areas. It will include a brief segment from the Louisiana Public Broadcasting episode, *Window in the Waves*.
- 10:45 BREAK** (15 minutes)
- 11:00 Refining the Boundaries of the Existing System** (45 minutes)  
**Matt Brookhart, Chief, Conservation Policy and Planning Division**  
This session will illustrate how the ONMS is leveraging increased interest and support of national marine sanctuaries to facilitate growth within the system. It will provide participants with an overview of recent and proposed boundary expansions, including those associated with National Marine Sanctuary of American Samoa and Cordell Bank, Gulf of the Farallones, Hawaiian Islands Humpback Whale, *Monitor* and Thunder Bay national marine sanctuaries.

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**Monday, June 2, 2014**

(Continued)

**11:45 Empowering the Community-Based Conversation Along Our Coasts (45 minutes)**

[William Douros, Director, West Coast Region](#)

This session will introduce participants to how the ONMS would like to approach incorporating new areas into the National Marine Sanctuary System. It will address a recent shift towards managing culturally significant resources and proposed efforts to support a bottom-up approach to sanctuary nomination. A portion of this session will provide advisory council chairs (and representatives) an opportunity to discuss the role of advisory councils and members in helping ONMS navigate this new course.

significant shipwrecks and efforts to invoke a grassroots or community-based approach to sanctuary nomination and designation. A portion of this session will be dedicated to discussing the role of advisory councils in helping ONMS navigate this new course.

**12:30 LUNCH PROVIDED**

**1:30 Fostering Support through Recreation, Travel and Tourism (60 minutes)**

[Matt Stout, Chief of Staff for Communications and Stewardship](#)

This session will remind participants of the key recommendations and proposed commitments for consideration from the 2012 National Marine Sanctuary Advisory Council Summit, as well as provide an overview of the progress made by the ONMS, including the Marine Protected Areas Center, and national marine sanctuary advisory councils on these actions.

**2:30 BREAK (15 minutes)**

**2:45 Leveraging Existing Connections and Partnerships (75 minutes)**

[Joseph Paulin, Conservation Ecology and Policy Specialist, National Marine Sanctuary of American Samoa](#)

This session will be structured in such a way to foster tangible, near-term (<12 months) outcomes related to leveraging existing connections and partnerships for the purpose of increasing support for the National Marine Sanctuary System. The outcomes from this session will be developed from recommendations offered during the 2012 National Marine Sanctuary Advisory Council Summit and by the 14 advisory council chairs (or representative) via an informal exchange at the opening of the session. The session will conclude with a facilitated discussion on how we can ensure that these outcomes result in articulate supporters and support that is both measurable and valuable.

**4:00 Getting the Most Out of Our Investments (45 minutes)**

[Craig MacDonald, Superintendent, Stellwagen Bank National Marine Sanctuary](#)

Participants will have an opportunity to hear what makes national marine sanctuaries different and how ONMS has been learning from the existing system, as well as evolving to improve protection and management while facilitating growth. This session will highlight how sanctuaries are connected to users, communities, corporations, and economies and the avenues being pursued to enhance these connections. It will address how the *Campaign of Engagement* is and is not meeting its objective and why support is needed to expand beyond a subset of "sanctuary communities."

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**Monday, June 2, 2014**

(Continued)

**4:45 Synopsis and Next Steps** (15 minutes)

[John Armor, Deputy Director for Programs and Policy, ONMS](#)

This session will summarize the individual, non-consensus feedback received from the advisory council chairs (and representatives) during the previous session.

**5:00 MEETING ADJOURNS**

**DINNER ON OWN**

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**Tuesday, June 3, 2014**

Session times are noted in Central Daylight Savings Time (CDT).

## **BREAKFAST ON OWN**

**8:30 Continuing Our Momentum** (15 minutes)

[John Armor, Deputy Director for Programs and Policy, ONMS](#)

This session will provide a brief recount of the discussions, recommendations and outcomes from the previous day and set the stage for the purpose of the subsequent sessions.

**8:45 Soliciting Corporate Sponsorship** (75 minutes)

[Matt Stout, Chief of Staff for Communications and Stewardship](#)

This session will be structured similar to the previous session related to leveraging existing connections and partnerships, such that a suite of tangible, near-term (<12 months) outcomes and intended audiences are defined. The outcomes from this session will be developed from recommendations offered during the 2012 National Marine Sanctuary Advisory Council Summit and by the 14 advisory council chairs (or representative) via an informal exchange at the opening of the session.

**10:00 Synopsis and Charge** (15 minutes)

[Matt Brookhart, 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 session and remind participants of the goal of the joint session. Advisory council chairs (and representatives) will be encouraged to co-orchestrate subsequent sessions and commit, as individuals, to the concepts of the final joint policy statement.

**10:15 BREAK** (15 minutes)

**10:30 Welcome and Introduction to Joint Session** (10 minutes)

[Daniel J. Basta, Director, ONMS](#)

Representatives from the 14 advisory councils in the National Marine Sanctuary System and from the Marine Protected Areas Federal Advisory Committee will be introduced to the purpose of the joint session.

**10:40 Opening Remarks** (15 minutes)

[Dr. Mark Schaefer, Deputy NOAA Administrator and Assistant Secretary of Commerce for Conservation and Management](#)

These remarks will focus on the importance of place-based management and habitat in fulfilling NOAA's stewardship mission, and the role of advisory committees in connecting this mission to coastal communities.

**10:55 Strengthening Marine Protected Areas in the Gulf of Mexico: A Regional Perspective** (30 minutes)

[Billy D. Causey, Director, Southeast Atlantic, Gulf of Mexico and Caribbean Region](#)

This session will provide a regional context for the importance of expanding and strengthening marine protected areas.

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**Tuesday, June 3, 2014**

(Continued)

**11:25 Expanding the Reach of Marine Protected Areas through Recreation and Tourism (35 minutes)**

[Matt Stout, Chief of Staff for Communications and Stewardship](#)

This session will remind participants of the audiences and actions recommended by members of the Marine Protected Area Federal Advisory Committee and National Marine Sanctuary Advisory Councils on December 5, 2012, to expand the reach of marine protected areas through recreation and tourism. It will report on progress made by ONMS, including the National Marine Protected Areas Center, and their respective advisory councils in reaching the institutions and organizations, target audiences, common threads and outcomes defined during the 2012 meeting.

**12:00 LUNCH PROVIDED (60 minutes)**

**1:00 Defining Our Unique Perspectives (20 minutes)**

[Lauren Wenzel, Acting Director, National Marine Protected Areas Center](#)

[Rebecca R. Holyoke, National Advisory Council Coordinator, ONMS](#)

This session will explain the unique roles and relationships between national marine sanctuary advisory councils, the Sanctuary System Business Advisory Council and the Marine Protected Areas Federal Advisory Committee.

**1:20 A Common Vision (15 minutes)**

[Daniel J. Basta, Director, ONMS](#)

This session will provide an overview of the steps NOAA and the ONMS are taking to change the dialogue around and broaden the constituency for ocean conservation. It will emphasize the social and economic benefits of marine protected areas and how they should serve as focal points for broader ocean conservation.

**1:35 Giving Voice to the Value of Marine Protected Areas through Recreation (15 minutes)**

[Priscilla Brooks, Vice-Chair, MPA Federal Advisory Committee Recreation and Tourism Subcommittee](#)

[Jesse Cancelmo, Chair, Flower Garden Banks National Marine Sanctuary Advisory Council](#)

This session will introduce participants to the concept of developing a joint statement, authored by the Marine Protected Areas Federal Advisory Committee and the chairs (or representatives) of the 14 national marine sanctuary advisory councils, on the value of marine protected areas to recreation, tourism and coastal communities. The Marine Protected Areas Federal Advisory Committee may consider formally adopting the final statement. Advisory council chairs (or representatives) will be asked to consider taking the final statement to their respective councils for their consideration.

**1:50 Developing Our Joint Statement: Group Discussion (60 minutes)**

Participants will be divided into five groups (each group consisting of both MPA FAC and NMS AC members) to discuss an initial draft statement offered by Priscilla Brooks and Jesse Cancelmo. Groups will be asked to review the draft and determine whether additional concepts should be included and how areas of concern could be addressed.

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**Tuesday, June 3, 2014**

(Continued)

The questions below should be used to guide the group's discussion such that the end result is a set of recommendations for refining the initial draft so that a polished draft can be developed for consideration by advisory council and committee members.

### **Group Facilitators**

John Armor, Deputy Director for Programs and Policy, ONMS

Matt Brookhart, Chief, Conservation Policy and Planning Division

William Douros, Director, West Coast Region, ONMS

Rebecca Holyoke, National Advisory Council Coordinator, ONMS

Craig MacDonald, Superintendent, Stellwagen Bank National Marine Sanctuary

### **Guiding Questions**

1. Does the draft, as written, fulfill the purpose and intent of this document? If not, what isn't addressed fully?
2. Are the primary objectives and main points regarding the value of marine protected areas as they relate to recreation and tourism captured in the draft? If not, what is missing?
3. Are there any key concepts missing from this draft? If so, what are they and how can they be addressed?
4. Once Questions 1-3 have been addressed for the preliminary draft and revisions made, please revisit these same questions for the revised product of your group.

**2:50 BREAK** (15 minutes)

**3:05 Report Out from Work Session** (20 minutes)

Priscilla Brooks, Vice-Chair, MPA Federal Advisory Committee Recreation and Tourism Subcommittee

Jesse Cancelmo, Chair, Flower Garden Banks National Marine Sanctuary Advisory Council

This session will summarize the key recommendations and concerns identified from the advisory council chairs (and representatives) and Marine Protected Areas Federal Advisory Committee members during the 60-minute work session. Presenters will gather information from group leads during the 2:50 pm session break.

**3:25 Sharing Our Voice: Group Discussion** (50 minutes)

Participants will return to their previous group to develop strategies for distributing a joint statement on the value of marine protected areas to recreation, tourism and coastal communities. Groups will be asked to identify specific audiences, steps for disseminating to these audiences, and how these audiences will be encouraged to respond to this statement.

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**Tuesday, June 3, 2014**

(Continued)

The questions below should be used to guide the group's discussion such that the end result is a set of audiences and corresponding recommendations for distributing the final joint statement.

### **Group Facilitators**

[John Armor, Deputy Director for Programs and Policy, ONMS](#)

[Matt Brookhart, Chief, Conservation Policy and Planning Division](#)

[William Douros, Director, West Coast Region, ONMS](#)

[Rebecca Holyoke, National Advisory Council Coordinator, ONMS](#)

[Craig MacDonald, Superintendent, Stellwagen Bank National Marine Sanctuary](#)

### **Guiding Questions**

1. Given the draft statement, which specific audience (e.g., recreation industry, federal agencies, and aquariums) do you think could benefit the most from receiving a statement on the value of marine protected areas to recreation, tourism and coastal communities?
2. What are one or two specific actions that need to be taken in the next three months to pursue these audiences and the specified goals?
3. What is the role of the advisory council or Marine Protected Areas Federal Advisory Committee in these actions or related follow up?

### **4:15 Report Out from Work Session and Finalizing the Statement (30 minutes)**

[Priscilla Brooks, Vice-Chair, MPA Federal Advisory Committee Recreation and Tourism Subcommittee](#)

[Jesse Cancelmo, Chair, Flower Garden Banks National Marine Sanctuary Advisory Council](#)

This session will summarize the target audiences and key actions identified from the advisory council chairs (and representatives) and Marine Protected Areas Federal Advisory Committee members during the previous 50-minute work session. Participants will also be presented with the final joint statement on the value of marine protected areas to recreation, tourism and coastal communities.

### **4:45 Wrap-up and Next Steps (10 minutes)**

[Daniel J. Basta, Director, ONMS](#)

[Dr. Mark Schaefer, Deputy NOAA Administrator and Assistant Secretary of Commerce for Conservation and Management](#)

This session will be an opportunity for the ONMS Director and Assistant Secretary of Commerce for Conservation and Management to offer their perspectives on the joint sessions between the advisory council chairs (and representatives) and Marine Protected Areas Federal Advisory Committee members and to propose ways forward.

### **4:55 R/V Manta: A Platform for Partnerships (5 minutes)**

[G.P. Schmahl, Superintendent, Flower Garden Banks National Marine Sanctuary](#)

This session will provide an opportunity for participants to hear about the R/V Manta and opportunities available through the ONMS Small Boats Program.

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**Tuesday, June 3, 2014**

(Continued)

**5:00 TRAVEL** (30 minutes)

**From NOAA Galveston Lab (Building 216, Second Floor) to Pier 21**

Participants will depart the NOAA Galveston Lab at 5:00 pm and carpool, via rental cars and government vehicles, to Pier 21 to tour the R/V *Manta* and participate in an informal dinner at Fisherman's Wharf. Parking is free on the wharf and is available nearly adjacent to Pier 21.

**5:30 Tour of R/V *Manta*** (45 minutes)

The R/V *Manta* is an 83-foot NOAA SRV class boat that supports operations at Flower Garden Banks National Marine Sanctuary. It was built in 2007 and is home ported in Galveston, Texas. It has a range of 600 nm and a cruising speed of 27 knots. It requires four crew and can accommodate 10 passengers for up to five days (overnight). For single day missions, two to three crew are required and the vessel can accommodate up to 26 total passengers. The *Manta* supports research, education, and diving activities, and has a 15-foot skiff aboard for research and diving.

**6:15 TRAVEL** (15 minutes)

**From R/V *Manta* to Fisherman's Wharf Restaurant**

Fisherman's Wharf is located two piers west of Pier 21 and can be walked to in under 5 minutes. Participants are encouraged to leave their rental/carpool vehicles in the lot adjacent to Pier 21.

**6:30 Informal Dinner** (2.5 hours)

**Location: Fisherman's Wharf, 2200 Harborside Drive, The Harbor Room, Galveston**

Informal dinner hosted by the National Marine Sanctuary Foundation for all meeting participants (cash bar). National Marine Sanctuary advisory council chairs (and representatives) and Marine Protected Areas Federal Advisory Committee members are encouraged to mingle amongst each other and with ONMS and NMPAC staff.

**8:30 TRAVEL** (Staggered)

**From Fisherman's Wharf Restaurant to Hilton Galveston Island Resort**

Transportation back to the Hilton Galveston Island Resort will be available following dinner. Fisherman's Wharf closes promptly at 9:00 pm.

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## Wednesday, June 4, 2014

Session times are noted in Central Daylight Savings Time (CDT).

### 8:30 **Affirming Your Voice** (30 minutes)

[Daniel J. Basta, Director, ONMS](#)

This session will provide an overview of the outcomes of the joint session and reintroduce participants to the final joint statement on the value of marine protected areas to recreation, tourism and coastal communities. Advisory council chairs (and representatives) will be asked to consider taking the statement back to their respective councils for their consideration.

### 9:00 **Your National Marine Sanctuaries: Open Discussion** (90 minutes)

[Matt Brookhart, Chief, Conservation Policy and Planning 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 two days. Requests should give due consideration to the current political and socioeconomic landscape, including ONMS budgetary constraints.

### 10:30 **BREAK** (15 minutes)

### 10:45 **Setting Our Course** (60 minutes)

[William Douros, Director, West Coast Region](#)

This session will recap the outcomes and overarching theme of the previous two days of sessions. Participants will be encouraged to discuss where ONMS and advisory councils should go from here, express commitments for the near-term and coming year, and define the take-away message of the meeting.

### 11:45 **Closing Remarks/Wrap-Up** (15 minutes)

[Daniel J. Basta, Director, ONMS](#)

### 12:00 **ADJOURN MEETING** (Lunch On Own)

**TRAVEL** (Staggered June 4-5, 2014)

[From NOAA Galveston Lab to Airport](#)

Refer to the carpool assignments provided prior to the meeting to determine who and when your ride to the airport is departing. Questions related to travel can be directed to Nicole Capps, Rebecca Holyoke and Lauren Wenzel.