



## 2016 Sanctuary System Business Advisory Council Webinar

*Wednesday, March 23, 2016*

### Time

3:00 pm ET / 2:00 pm CT / 12:00 pm PT

### Location

The first 2016 meeting of the Sanctuary System Business Advisory Council will be conducted as a *GoToWebinar* and be facilitated from the 11<sup>th</sup> floor large conference room (11153) of SSMC4 in Silver Spring, Maryland.

### Participants

Advisory Council Representatives; Acting Director, ONMS; Acting Deputy Director, ONMS; Communications Director, ONMS; Chief of Staff for Strategic Projects and Partnerships, ONMS; National Advisory Council Coordinator, ONMS; and National Advisory Council Specialist, ONMS.

### Purpose and Objective for the Meeting

The first 2016 meeting of the Sanctuary System Business Advisory Council will provide an opportunity for council representatives to hear about the Office of National Marine Sanctuaries' (ONMS) interest in developing a business plan that analyzes the work conducted within the National Marine Sanctuary System and identifies the gaps between what ONMS wants to accomplish and the resources and opportunities available to it. Discussions will focus on the utility of this type of plan as well as suggestions for its content, structure, and format.

### Preparing for the Webinar

In preparation for a discussion on a proposed business plan for ONMS, participants are encouraged to review the 2014 Business Plan for the National Park Service's Outer Banks Group (attached). This document has been suggested as a possible template or model for an ONMS plan, providing valuable insights into the format, approach, and content for this type of document.

Meeting participants are also encouraged to review the session descriptions included within the agenda, and the meeting summary of the October 19, 2015, Sanctuary System Business Advisory Council meeting, prior to the start of the meeting.

**Registration:** Members of the public wishing to participate in the meeting must register in advance by March 22, 2016. Register by contacting Rebecca Holyoke at [rebecca.holyoke@noaa.gov](mailto:rebecca.holyoke@noaa.gov) or (240) 533-0685. Webinar and teleconference capacity may be limited.

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## Wednesday, March 23, 2016

Session times are noted in Eastern Time.

- 3:00 Opening and Webinar Overview** (10 minutes)  
[Rebecca Holyoke, Ph.D., National Advisory Council Coordinator, Office of National Marine Sanctuaries](#)  
Rebecca Holyoke will open the meeting, facilitate participant introductions, and provide an overview of the meeting, webinar logistics, and any revisions to the agenda.
- 3:10 Hearing More About Our Direction** (25 minutes)  
[John Armor, Acting Director, Office of National Marine Sanctuaries](#)  
This session will provide the Acting Director an opportunity to update the Sanctuary System Business Advisory Council on programmatic initiatives and successes since October 19, 2015. Advisory council representatives will also be introduced to Florida Keys National Marine Sanctuary, the host site for the next in-person meeting.
- 3:35 Potential Administrative Actions** (10 minutes)  
[Advisory Council Members](#)  
Advisory council representatives will be asked to provide feedback on a proposed charter amendment and the current approach to scheduling future Sanctuary System Business Advisory Council meetings. They are also asked to consider adopting the meeting summary of the October 19, 2015, Sanctuary System Business Advisory Council meeting.
- 3:45 Learning from You: ONMS Proposed Efforts to Develop a Business Plan** (50 minutes)  
[Elizabeth Moore, Chief of Staff for Strategic Projects and Partnerships, Office of National Marine Sanctuaries](#)  
This session will provide an opportunity for meeting participants to learn about ONMS interest in developing a business plan and the example plan they are considering as a template. Advisory council members will be asked to provide advice and recommendations – based on their review of the proposed template and professional experience – on the need, content, and approach for such a plan.
- 4:35 Public Comment** (10 minutes)  
Opportunity for members of the public participating in the webinar to provide comment on items on the agenda.
- 4:45 Looking Ahead** (15 minutes)  
[John Armor, Acting Director, Office of National Marine Sanctuaries](#)  
This session will be an opportunity for the ONMS Director to offer his perspective on the webinar and to propose ways forward for the collective group and for individual members before and during the next Sanctuary System Business Advisory Council meeting.
- 5:00 ADJOURN MEETING**