



## 2012 National Marine Sanctuary Advisory Council Summit Conference Call

*Thursday, August 30, 2012*

### Time

2:30 pm EDT / 11:30 am PDT / 8:30 am HST / 7:30 SST

### Invited Participants

Advisory Council Chairs (or Representatives); Director, ONMS; Regional Directors, ONMS; Sanctuary Superintendents; Advisory Council Coordinators; Chief of Staff for Communications and Stewardship; Acting Chief, Conservation Policy and Planning Division; Chief, Technical Programs and Services Division; Senior Policy Advisor, ONMS; Chair, Marine Protected Areas Federal Advisory Committee; Vice-Chair, Marine Protected Areas Federal Advisory Committee; Chair, MPA FAC Jobs, Recreation and Tourism Subcommittee; Vice-Chair, MPA FAC Jobs, Recreation and Tourism Subcommittee; Acting Director, Marine Protected Areas Center; MPA FAC Designated Federal Official; MPA Center Staff Lead for Jobs, Recreation and Tourism Subcommittee; President and CEO, National Marine Sanctuary Foundation; State of Hawaii Co-Manager for Hawaiian Islands Humpback Whale National Marine Sanctuary; and Deputy Director, Industry Relations, Office of Travel & Tourism Industries, U.S. Department of Commerce.

### Purpose and Objective for the Webinar

The second phase of the 2012 Sanctuary Advisory Council Summit is being conducted as a conference call in an effort to further ongoing communications and information exchange among advisory councils and with the Office of National Marine Sanctuaries (ONMS). This conference call will focus on the value of national marine sanctuaries to the U.S. travel and tourism industry, including a discussion of the role of sanctuaries as national attractions, with world class customer service and visitor experience.

### Preparing for the Conference Call

A portion of the 2012 Sanctuary Advisory Council Summit Conference Call will focus on the Administration's National Travel and Tourism Strategy. This strategy is a blueprint for expanding travel to and within the U.S. and lays out concrete steps for increasing American jobs through attraction and welcoming international visitors. An electronic copy of this report, which highlights Florida Keys and Gulf of the Farallones national marine sanctuaries, has been attached for your review and can also be found at <http://www.doi.gov/news/pressreleases/loader.cfm?csModule=security/getfile&pageid=295021>.

In addition to reviewing this report, council chairs (or their representatives) are encouraged to give thought to the following three questions prior to the 2012 Sanctuary Advisory Council Summit Conference Call:

- How does your specific sanctuary, or advisory council, currently engage with the travel and tourism industry?
- From your perspective and that of your advisory council, what steps should the ONMS and your specific sanctuary take to enhance the travel and tourism industry while maintaining the ecological integrity of these national treasures?
- What role, if any, do you envision advisory councils playing in further engaging and supporting national marine sanctuaries as national attractions?

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### **Preparing for the December 2012 National Marine Sanctuary Advisory Council Summit**

ONMS Regional Directors are asked to facilitate a conference call, webinar or other forum with council chairs (or representatives), superintendents, and council coordinators as a follow-up to the August 30<sup>th</sup> conference call. This virtual, or in-person, meeting should occur sometime between August 30, 2012, and September 30, 2012, and provide an opportunity for council chairs to share their thoughts on the value of national marine sanctuaries to and their connection with the travel and tourism industry. These meetings should also serve as a platform for sanctuary superintendents to inform council chairs of the steps their sites have taken to engage with the travel and tourism industry and how these efforts have or could connect with the ONMS *Campaign of Engagement*.

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## Thursday, August 30, 2012

Session times are noted in Eastern Daylight Time. Corresponding start times for other relevant geographies are as follows: 11:30 am PDT, 8:30 HST and 7:30 am SST.

### 2:30 **Welcome and Introductions** (10 minutes)

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

Opening of the conference call and participant introductions.

### 2:40 **Purpose and Objectives for Conference Call** (5 minutes)

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

This session will discuss the goals of the conference call and, specifically, highlight the connection between national marine sanctuaries as national attractions and the ONMS *Campaign of Engagement*.

### 2:45 **Promoting Prosperity and Economic Opportunity Through Travel and Tourism** (15 minutes)

[Julie Heizer, Deputy Director, Industry Relations](#)

[Office of Travel & Tourism Industries, U.S. Department of Commerce](#)

On January 19, 2012, President Obama issued Executive Order 13597 and, thereby, established the Task Force for Travel and Competitiveness for the purpose of promoting domestic and international travel opportunities throughout the United States. The task force was charged with considering recommendations that, among other things, promote visits to the U.S. public lands, waters, shores, and monuments – in an effort to expand job creation throughout the country. This session will provide an overview of the Administration's objectives and efforts with respect to travel and tourism and how the Administration, including the Department of Commerce, envisions sites within the National Marine Sanctuary System connecting to these efforts.

### 3:00 **National Marine Sanctuaries as National Attractions** (10 minutes)

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

This session will provide an overview of the National Travel and Tourism Strategy and, specifically, highlight the inclusion of national marine sanctuaries, and World Heritage Sites in general, as national attractions with world class customer service and visitor experience. This session will also be an opportunity for ONMS to illustrate its current efforts with respect to and connections to the travel and tourism industry and Administration's goals.

### 3:10 **Enhancing the Connection of National Marine Sanctuaries to Travel and Tourism** (45 minutes)

[Matt Brookhart, Senior Policy Advisor](#)

This session will be an opportunity for council chairs (or representatives) to seek clarification, provide input, and respond to the information provided with regard to the Administration's efforts related to travel and tourism. In addition, this session will allow council chairs to provide their individual and advisory council perspectives on the role and value of national marine sanctuaries as national attractions. Council chairs (and representatives) are encouraged to give thought to the following three questions prior to the conference call:

- How does your specific sanctuary, or advisory council, currently engage with the travel and tourism industry?
- From your perspective and that of your advisory council, what steps should the ONMS and your specific sanctuary take to enhance the travel and tourism industry while maintaining the ecological integrity of these national treasures?
- What role, if any, do you envision advisory councils playing in further engaging and supporting national marine sanctuaries as national attractions?

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**Thursday, August 30, 2012**  
(Continued)

**3:55**    **Wrap-up and Next Steps** (5 minutes)

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

This session will summarize the recommendations and feedback from the conference call and address how the progress made will play into the potential face-to-face Advisory Council Summit in December 2012.

**4:00**    **CALL ADJOURNS**