



Sanctuary System Business Advisory Council Meeting Minutes

Wednesday, January 19, 2022

1:00 to 4:00 pm ET

Director's Report

Speaker: John Armor, Director, Office of National Marine Sanctuaries

ONMS is looking forward to leveraging its 50th anniversary with other partners and programs.

- **Comments:**

- Martin Peters - Highlighted the article “To Protect 30 Percent of the Ocean, the United States Must Invest in the National Marine Sanctuaries Program” released by the Center of American Progress (view [here](#)).
- Betsy Lopez-Wagner - Noted that in the Center for American Progress article, 35-40% of ONMS site condition reports indicated fair or poor conditions.

- **Questions:**

- **Q. What does the release of the “[Year One America the Beautiful Report](#)” mean for the Office of National Marine Sanctuaries (ONMS)?**
 - **A.** John responded that a series of Listening Sessions, specifically focused on progress measurement, are currently taking place, within which he participates as a Measurement Subcommittee member.
- **Q. How can this Business Advisory Council (BAC) help to gain recognition to address the poor or worsening conditions in national marine sanctuaries?**
 - **A.** John responded that some sites are experiencing degradation, and the roles of ONMS are two-fold: 1) reverse/stop the loss; and 2) tell the story. John highlighted opportunities for BAC to participate in public meetings, take active roles as council members, and lend a voice for ONMS support.
- **Q. Are there funds for vessels that could be used by the public to access national marine sanctuaries, without which it is a barrier?**
 - **A.** Gray’s Reef National Marine Sanctuary (GRNMS) requested funding for design and construction of a new vessel suitable for a multi-faceted mission suite. The preferred vessel design would accommodate 18-22 passengers and could support day trips for GRNMS educational programs and collaborative partnerships, such as science teacher workshops, citizen science programs, NOAA’s Teacher at Sea program, Rivers to Reefs, etc.



Presentation from the National Marine Sanctuary Foundation

Speaker: Carol King, Director of Development, National Marine Sanctuary Foundation

- 50th Anniversary of National Marine Sanctuaries:
 - “Save Spectacular”, partnership event in Boston with Stellwagen Bank NMS, working with New England Aquarium, MIT Sea Grant, National Marine Sanctuary Foundation, and Keith Ellenbogen, a NOAA Hollings Award grantee on a large photo exhibit, projected for June - October 2022, in conjunction with CHOW and 30th anniversary of Stellwagen Bank NMS.
 - IBM is partnering with Mayflower Autonomous Ship (<https://mas400.com/>), docking in DC during CHOW @ Capitol Yacht Club. Foundation is looking at how to get involved.
- **Comments:**
 - Taishya Adams - Struggles with the specific legacy of the word “Mayflower” and wants to be mindful of cultural responsiveness needed.
 - Carol asked for help in crafting language. Taishya offered this challenge could be looked at during the Equitable Experiences Working Group.
 - Betsy offered to circle back with Taishya and Carol offline and suggested this resource (<https://apnews.com/article/race-and-ethnicity-virus-outbreak-england-wrestling-racial-injustice-956aeb8a01b9a2453d079c681caa9192>)
 - Maite Arce - mentioned Latino Conservation Week (July 16-24, 2022) could also be a partner with this event, perhaps building upon strong networks in New England and with Stellwagen
- **Questions:**
 - **Q. How can the BAC help support these efforts?**
 - **A.** Carol responded that a series of VIP talks will be scheduled soon and the National Marine Sanctuary Foundation is looking for corporate underwriters to help fund it. Help spread the word, please.

Action Item: Approve Minutes

- Council unanimously approved minutes from October 20, 2021 meeting



Working Group Updates

Betsy Lopez-Wagner, Working Group Chair, Equitable Experiences

- At its most recent October 27 meeting, the Equitable Experiences Working Group (WG) discussed NOAA's Tourism and Visitor Engagement Strategy and related 2021-22 support goals for the Save Spectacular ONMS 50th Anniversary. This included an overview of the highlights + recapping of the WG's commitments to support the strategy and advance equitable tourism strategy-specific needs.
- The Equitable Experiences WG is scheduled to next meet Jan 26 from 4-5pm ET/1-4 p.m. PT.
- The Equitable Experiences WG was invited to join the ONMS sustainable tourism three-day workshop at the end of January.
- Working with ONMS Grace Bottitta on tourism strategy for a series of upcoming sustainable workshops.
- Ocean Justice Forum will have an upcoming virtual meeting and then a pending in-person meeting in New Orleans.

Martin Peters, Working Group Chair, Communicating the Value of Sanctuaries

- The Communicating the Value of Sanctuaries Working Group convened in December 2021, and are now developing a list of recommendations.
- Engaged in 2 sessions with ONMS Kate Thompson and her team.
- WG created a draft “matrix for improved communications” to help the group identify constraints and provide advice or resources that may fall outside the capabilities or capacity of the NOAA team. . The matrix needs one more WG meeting before distribution.

Discussion on Retreat Agenda

Speaker: Taishya Adams, Acting Chair

Retreat planned for April 6, 2022. BAC members provided input on the retreat's agenda.

- **Comments:**
 - Jessica Wahl - recommended all virtual or all in-person, as hybrid meetings haven't been as effective. Richard Loomis suggested a “sanctioned facilitator” that would help drive the agenda and elevate key areas.
 - Betsy Lopez-Wagner - echoed the request for a facilitator, but also requested a look at how other platforms could be integrated into the meeting.
 - Matt Stout - added the Foundation's new budget includes funds to research baseline knowledge and a survey/assessment
 - Betsy Lopez-Wagner - said the matrix is planned for distribution prior to this retreat



- **Questions:**
 - Consideration for agenda: What does ONMS leadership envision for the BAC?
- **Action:** Council unanimously approved retreat agenda

Officer Election

Taishya Adams and Betsy Lopez-Wager are the nominees for Chair. Jessica was nominated but not able to accept due to time constraints.

- **Comments:**
 - Betsy Lopez-Wagner - recommends BAC install a co-leadership model with co-Chairs. Taishya Adams added she also sees the benefit of a co-leadership model, with support also voiced from Jessica Wahl, Maite Arce, and Greg Jacoski.
 - Katie Denman - outlined the process needed to amend the BAC's charter for a co-Chair model
- **ACTION ITEM:** Richard Loomis motioned, with Stephanie Vatalaro seconded - followed by the Council unanimously approving a co-leadership model, pending an amendment to the BAC's charter. In the meantime, Taishya will continue to serve as acting Chair.

Member Updates Not Captured in Read Ahead Document

- Taishya Adams, Outdoor Afro: Shared information about Outdoor Science Week, hosting 2 network events, one in Colorado with Inland Ocean Coalition and another in DC with the National Aquarium. Connected their network in Georgia to Gray's Reef NMS, as well as in Washington with Olympic Coast NMS. Will be celebrating Black History Month, and will be sending notifications soon to BAC.
- Maite Arce, Hispanic Access Foundation - Hispanic Access Foundation has been working with Forest Service in southern states to develop a council of advisors to help the forest service plan with their future budgets, and ensure equitable access for years to come. Also, the organization has been supporting Chumash Heritage NMS, with local leaders in California being invited by tribal leaders to be a part of this coalition for designation. Planning for community events and engagement for the 30x30 initiative is underway.
- Marie Fukudome, Hyatt - Hyatt's World of Care platform launched in 2021 with new environmental goals: reduce carbon emissions, align with Paris Agreement, focus on decarbonization of operations, renewable energy in near-term, carbon offsets after abatement, and blue carbon. Taishya asked about COP26 and asked how Hyatt is toggling between identified goals and commitments. Marie



responded with information on Science-Based Initiative and how Hyatt updates their methodology regularly to realign with more rigorous standards.

- Greg Jacoski, Guy Harvey Ocean Foundation - The Guy Harvey Ocean Foundation has a growing education program, developing curriculum over these last 2 years and will be rolling it out soon in Florida schools, and then internationally in Caribbean and Central America. The organization is starting to get more involved in coral reef research such as Stony Coral Tissue Loss Disease, including engagement of citizen scientists and veterans with this project. Ocean Foundation is entering its final year of a 6-yr project in offshore Panama to track movements of marlin and other pelagic species.
- Martin Peters, Yamaha - Plastic processing activity at Yamaha's Marine Business Unit is providing data on plastic and how to recover it. Also, worked on a partnership with Coastal Conservation in Chesapeake Bay on a project trying to determine the value of oyster reefing sequestration.
- Stephanie Vatalaro, Recreational Boating and Fishing Foundation - Launching its national campaign for fishing and boating in April 2022, and its conservation message is resonating with fishers. The Miami Boat Show is upcoming, with the Foundation holding a Marketing Workshop (hybrid event; Feb 21-23; [click here](#)).

Questions/Discussion Related to Member Updates

- **Comments:**
 - Sherry Rupert - Expressed gratitude for the connection to Kalani Quiocho at Hawaiian Islands Humpback Whale NMS and is looking forward to connecting during her upcoming travel to Hawaii.

Region Spotlight: Pacific Islands

Speaker: Kalani Quiocho, Cultural Resources Coordinator, Pacific Islands Region, ONMS

- **Presentation Highlights:**
 - Kalani introduced Mai Ka Pō Mai, the Native Hawaiian Guidance for the Management of Papahānaumokuākea Marine National Monument, which represents 10 years of work to accomplish this product, beginning with 2 Native Hawaiian-focused action plans among the 22 action plans identified in the 2008 Monument Management Plan.
 - In 2010, a multi-year collaborative effort began between ONMS and the Office of Hawaiian Affairs which included extensive meetings with the Native Hawaiian community, and again in 2016-2021.
 - Goals for developing the document include: recognition as a management document, incorporation of place and culture as the foundation, accessible



and understood by all managers, and resonate with Native Hawaiian community.

- Kalani explained the Kumulipo, the Hawaiian creation chant of more than 2,000 lines. Cosmology and worldview were included as the overall framework for Mai Ka Pō Mai.
- A future PMNM management plan review comes next, which will be informed with the Mai Ka Pō Mai document.
- Projected management outcomes include: empowered indigenous governance & self-determination, enhanced collaborative co-creation potential within co-management, explored co-production of biocultural conservation and restoration strategies, and more.
- **Comments:**
 - BAC members remarked on the benefits of the integration of indigenous knowledge and culture into the management plan.
 - BAC members also noted the recognition of recent national efforts. For example, Nov 21 White House memo, “White House Commits to Elevating Indigenous Knowledge in Federal Policy Decision” (view [here](#)).

Public Comment

No public comments received.



Appendices:

A. Member Meeting Attendance

	1.14.21	4.30.21	7.7.21	10.20.21	1.19.22	4.6.22
Taishya Adams , Policy Director, Outdoor Afro	✓		✓	✓	✓	
Maite Arce , President and CEO, Hispanic Access Foundation	✓			✓	✓	
Dave Bulthuis , President, PureFishing	✓		✓	Resigned	NA	
Elissa Foster , Senior Manager of Product Responsibility, Patagonia, Inc.	✓			✓		
Marie Fukudome , Senior Manager, Environmental Affairs, Hyatt Hotels	✓	✓	✓	✓	✓	
Taldi Harrison , Government and Community Affairs Manager, REI	✓			✓	✓	
Greg Jacoski , Executive Director, Guy Harvey Foundation	✓	✓			✓	
Greg Klassen , Tourism Development Strategist Partner, Twenty31	NA	NA	✓	✓	✓	
Richard Loomis , Executive Strategic Advisor	NA	NA	✓	✓	✓	
Betsy López-Wagner , Principal and Founder, López-Wagner Strategies and Strategic Communications Partner for ALRAS Digital	NA	✓	✓	✓	✓	
Joost Ouendag , Vice-President of Product Marketing, Viking Cruises	✓			✓		
Martin Peters , Yamaha Marine Division Manager, Yamaha	✓	✓	✓	✓	✓	
Sherry Rupert , Chief Executive Officer, AIANTA	✓	✓	✓	✓	✓	
Jessica Turner , Executive Director, Outdoor Recreation Roundtable		✓	✓	✓		
Stephanie Vatalaro , Senior Vice President of Marketing and Communications, Recreational and Boating Fishing Foundation		✓	✓	✓	✓	



B. Member Term Information

Name	Term
Taishya Adams, Policy Director, Outdoor Afro	3 years
Maite Arce, President and CEO, Hispanic Access Foundation	3 years
Dave Bulthuis, President, PureFishing	3 years
Elissa Foster, Senior Manager of Product Responsibility, Patagonia, Inc.	2 years
Marie Fukudome, Senior Manager, Environmental Affairs, Hyatt Hotels	3 years
Taldi Harrison, Government and Community Affairs Manager, REI	3 years
Greg Jacoski, Executive Director, Guy Harvey Foundation	2 years
Greg Klassen, Tourism Development Strategist Partner, Twenty31	3 years
Richard Loomis, Executive Strategic Advisor	3 years
Betsy López-Wagner, Principal and Founder, López-Wagner Strategies and Strategic Communications Partner for ALRAS Digital	3 years
Joost Ouendag, Vice-President of Product Marketing, Viking Cruises	3 years
Martin Peters, Yamaha Marine Division Manager, Yamaha	2 years
Sherry Rupert, Chief Executive Officer, Aianta	3 years
Jessica Turner, Executive Director, Outdoor Recreation Roundtable	3 years
Stephanie Vatalaro, Senior Vice President of Marketing and Communications, Recreational and Boating Fishing Foundation	3 years

C. Other Meeting Participants in Attendance

- ONMS participants:
 - John Armor
 - Matt Stout
 - Nancy Wallace
 - Katie Denman
 - Leslie Clift
 - Grace Bottita-Williamson
 - Vernon Smith
 - Brady Phillips
 - Nicole Uibel
 - Michelle Burt
 - Alyssa Miller
 - Kalani Quiocho
 - Carol King



D. Meeting Resources:

- [Council Member Bios](#)
- Member Name Pronunciation Guide (attachment)
- Member and Working Group Updates (attachment)
- Meeting Minutes from October 20, 2021 (attachment)
- Draft Agenda for BAC Retreat (attachment)