



Sanctuary System Business Advisory Council Meeting

Thursday, July 28, 2022 - 1:00 to 2:00 pm ET

Director's Report

Matt Stout, Chief of Staff, Office of National Marine Sanctuaries

- See read ahead program updates [HERE](#).
- The FY23 President's Request came out earlier this spring and ONMS continues to maintain a strong request level.
 - The President's Request included \$86.7M in Operations, Research, and Facilities (ORF) (a \$25.7M increase from FY22 Enacted) and \$4M in Procurement, Acquisition, and Construction (PAC) (\$1M decrease from FY22 and back to the FY21 appropriated level) for ONMS.
 - This is the second year in a row that the President has asked Congress to provide a fairly large increase to the ONMS budget.
 - The House also recently released their proposed FY23 budget. The draft bill recommends \$68M in ORF (a \$7M increase from FY22 Enacted) and \$10M in PAC (\$5M increase from FY22 Enacted) for ONMS.
 - The Senate is still negotiating, but we're hoping to hear the details of their proposed budget in the next few months.
- Build back better fund included 50 million dollars for ONMS facilities and construction. The Inflation Reduction Act included 50 million dollars for ONMS facilities.

Questions/comments:

- Taishya Adams requested a review of the ONMS portfolio of recreation activities and facilities during the fall/winter 2022 meeting.
- Taishya requested ONMS to reshare public comment opportunities for Florida Keys National Marine Sanctuary Restoration Blueprint and intent to designate Hudson Canyon National Marine Sanctuary. See information on both opportunities below.
 - Notice of Intent to Designate Hudson Canyon National Marine Sanctuary: <https://sanctuaries.noaa.gov/hudson-canyon/>
 - Florida Keys National Marine Sanctuary Releases Restoration Blueprint: <https://floridakeys.noaa.gov/blueprint/>

Action Item: Proposed Charter Amendment

Betsy Lopez-Wagner, Working Group Chair, Equitable Experiences

- Proposed amendment: Update the current [charter](#) to a co-chair model instead of a chair/vice-chair model.
- Vote outcome: Council unanimously voted yes to amend the charter.



- **Next Steps:**

1. Katie Denman will submit the recommendation to the ONMS director for review.
2. If the ONMS director approves, Katie will create an official charter amendment for signature by the director.
3. The amendment will be posted to the ONMS BAC website and Katie will announce the nomination period for co-chairs.
4. During the next public BAC meeting, we will hold officer elections.

Questions/Comments:

- Betsy would like to review the charter at a later date to include more inclusive language.

ONMS 50th Anniversary Update

Brady Phillips, National Outreach Coordinator, Office of National Marine Sanctuaries

Questions/Comments:

- Vipe Desai requested additional information on the 50th anniversary campaign. Specifically, Vipe would like to know how the surf industry can help support the campaign. The Surf Industry Members Association (SIMA) has an incredible reach. Brady Phillips to reach out to Vipe.

Action Item: Approve Minutes

Taishya Adams, Acting Chair, Sanctuary System Business Advisory Council

***Member Action Requested:** Complete a final review of the meeting minutes from January before the meeting and send Katie Denman any edits.

- Due to a few members dropping off the call, this action item has been moved to the next meeting.

Working Group Updates

- **Communicating the Value of Sanctuaries - Brady Phillips, ONMS**
 - We are currently looking for a member to chair this working group. If you are interested, please reach out to Brady Phillips.
 - During the last meeting, the group reviewed a draft action plan that includes communication challenges within ONMS and potential ways BAC members can support ONMS and address some of the gaps.
 - Greg Jacoski welcomed Vipe to the BAC, shared that engaging the surf community came up during the last meeting, and encouraged Vipe to join the working group.
 - Taishya requested that additional time be provided during the next meeting to ensure the group has enough time for discussion and questions.



- Equitable Experiences - Katie Denman, ONMS (for Betsy Lopez-Wagner)
 - The group is currently on break for the summer.
 - Grace Bottita-Williamson, ONMS National Recreation and Tourism Coordinator and staff lead for the working group, is currently reviewing the input received from members on the Stewardship Strategy.

Public Comment

- LeeAnn Woods - Calling in from Texas to learn more about sanctuaries. LeAnn has some programs of interest that she would like to share with Katie Denman and Brady Phillips.

Administrative Updates

- The fall/winter 2022 BAC meeting and retreat will be held at ONMS headquarters in Silver Spring, MD.
- The date of the meeting and retreat will be determined based on council member input.

Appendices:

A. Office of National Marine Sanctuaries Program Updates



- **March 2022:** ONMS released annual site accomplishment reports for FY21 (see [HERE](#)). These reports highlight notable events, programs, and achievements that took place in each national marine sanctuary and Papahānaumokuākea Marine National Monument.
- **April 2022:** New Sanctuary [Soundscape](#) Monitoring Project [portal](#) released. The portal will allow the public to learn about and listen to underwater sounds in National Marine Sanctuaries.
- **June 2022 (Ocean Month):**
 - NOAA participated in Capitol Hill Oceans Week or CHOW. This is a two day event that brings together people from all over to talk about ocean conservation. The theme of CHOW this year was *Sea: the Future*. It celebrated the 50 years of progress achieved and to set a course for the new policies and actions necessary to transform our future. Presentations from the event can be found [HERE](#).
 - NOAA announced the initiation of a scoping process to seek public comment on the potential national marine sanctuary designation in the [Hudson Canyon](#) area approximately 100 miles offshore of New York and New Jersey. The public comment period is open until August 8.
 - NOAA announced the adding of [Alaḡum Kanuuḡ: Heart Of The Ocean](#) to the inventory of successful sanctuary nominations. The nominated area supports globally significant populations of marine mammals, seabirds, and fish, as well as ecological and cultural keystone species such as northern fur seals and Steller sea lions which are also vital for the subsistence of the Unangan (Aleut) people and are integral to their belief systems and identities.
- **July 2022:**
 - NOAA released a Notice of Proposed Rulemaking (referred to as the “proposed rule”) and draft revised management plan (together known as the “Restoration Blueprint”) for updates to the boundary, marine zones, regulations, and management activities within Florida Keys National Marine Sanctuary. NOAA is accepting public comments through October 26.
 - NOAA selected seven female graduate students as recipients of the [Dr. Nancy Foster Scholarship](#). The scholarship recognizes



outstanding graduate students and encourages independent research in the areas of marine biology, oceanography, and maritime archaeology, particularly by female and minority students.

- On July 21, 2022 the Biden-Harris Administration held an event at the White House to officially launch an interagency effort, called the [Federal Interagency Council on Outdoor Recreation \(FICOR\)](#), that will work to create more safe, affordable, and equitable opportunities for Americans to get outdoors. Participants included Business Advisory Council members Jessica Turner, Taldi Harrison, Maite Arce and ONMS staff member Grace Bottita-Williamson. NOAA is participating on the Council and will be coordinating with the Business Advisory Council.

- Join our summer-long celebration of 50 Years of Ocean Conservation and Stewardship through a [variety of in-person and on-line activities](#), aptly named “*Get into Your Sanctuary*,” across the National Marine Sanctuary System. We invite you to also consider amplifying our social media posts, photos and other resources to craft celebratory messages to share with your audiences. Please see our Special Edition - Enjoy Spectacular social media toolkit attached to your email.

B. Member Meeting Attendance

	1.14.21	4.30.21	7.7.21	10.20.21	1.19.22	7.28.22
Taishya Adams , Board Member, Black in Marine Science	✓		✓	✓	✓	✓
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		✓	✓	✓	✓	✓
Vipe DeSai , Executive Director, Surf Industry Members Association						✓
Keith Shattenkirk , Program Officer, U.S. Land and Water Corporate Programs, Patagonia						

C. Member Term Information

Name	Term
Taishya Adams , Board Member, Black in Marine Science	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
Vipe Desai , Executive Director, Surf Industry Members Association	3 years
Keith Shattenkirk , Program Officer, U.S. Land and Water Corporate Programs, Patagonia	3 years

D. Other Meeting Participants in Attendance

- ONMS participants:
 - Matt Stout
 - Katie Denman



- Vernon Smith
- Brady Phillips
- National Marine Sanctuary Foundation Participants
 - Carol King
 - Lisa Henschel

E. Meeting Resources:

- [Council Member Bios](#) and Name Pronunciation Guide (attachment)
- Meeting Minutes from January 14, 2022 (attachment)
- Proposed Charter Amendment (attachment)
- [Presentations from Capitol Hill Ocean Week](#):
 - “A Long Term Vision for National Marine Sanctuaries” - Virtual Breakout Session Day 1
 - “Advancing Ocean Justice: Community Centered and Locally Led Solutions” - Virtual Breakout Session Day 1
 - “Strengthening Protections for Our National Marine Sanctuaries” - Virtual Breakout Session Day 2
 - “Stewards of the Land and Water” - Virtual Breakout Session Day 2