

Apalachicola Bay System Initiative Community Advisory Board Outreach & Community Engagement Subcommittee Meeting - 19 November 2020

Part of the charge for all Members of the Community Advisory Board is to determine what each of them can do to inform people within their sphere of influence about ABSI and help tie ABSI tightly and positively to the community. Members are ambassadors for ABSI to bridge the gap between ABSI (academia) and the Franklin County community, some of whom within the power base are upset about the FWC approved Bay closure. While there will always be criticism and conspiracy theories, the members should be primed to run interference on behalf of ABSI, answering people's questions, and encouraging them to sign up for the newsletter.

Subcommittee members:

Subcommittee members include members of the ABSI Team (FSU: Felicia Coleman, Sandra Brooke, and Maddie Mahood, Outreach Assistant) and members of the ABSI Community Advisory Board (Georgia Ackerman, Apalachicola Riverkeeper; Chad Hanson, Pew Charitable Trusts; Anita Grove, Apalachicola City Commissioner, Michael O'Connell, St. George Island Civic Club, 2025 Vision).

Subcommittee Charge:

- To work with ABSI leadership to inform the public of who we are and what we are doing.
- To create outreach & community engagement strategies that attract stakeholders and the general public to actively inform the public about the Apalachicola Bay System Initiative's goals and actions.
- To measure effectiveness of these strategies through direct participation in achieving actions, as well as web analytics and media stories)

Agenda Items:

- Member updates, assignment of committee roles
- ABSI Newsletter updates
- Additional ABSI media distribution
- Draft public workshop ideas
- Next steps
- Adjourn

Committee Member Updates:

NEWS – FSU Project Team Lead Felicia Coleman is retiring December 3rd. The committee discussed the transition of committee roles to continue work after her departure.

CAB Member Mike O'Connell joined the committee as a representative of local community and business stakeholders.

Committee Roles Assigned:

- Chad Hanson – Committee Chair

- Duties: draft meeting agendas, coordinate meeting times, lead meeting discussions, provide progress updates to ABSI Community Advisory Board
- Maddie Mahood – Secretary
 - Duties: record meeting minutes, work with Chair to coordinate meetings

ABSI Newsletter:

- To date, two (Aug and Sept) newsletters have been distributed via email
- Next newsletter – proposed to go out before Thanksgiving to encompass details of the October and November ABSI CAB meetings
 - *Coleman* – charged with sending out pending ABSI Newsletter draft to subcommittee members for review
 - If not approved before the Thanksgiving break, *Mahood* will create new newsletter for release in December before the holiday break
- Newsletter content
 - Subcommittee members unanimously agreed to develop a newsletter template with the following components – science update, CAB member profile, ABSI website and contact information, upcoming events
 - *Mahood* – charged with developing template draft for approval by subcommittee members before the next meeting
 - CAB member profile will link to a blog on the ABSI CAB website to house archives of all CAB member profile submissions
- Newsletter distribution
 - *Coleman* – charged with sending current newsletter distribution list to subcommittee members, currently about 270 email addresses
 - *Ackerman* – charged with sending newsletter website link to Riverkeeper subscribers
 - *CAB Member Chadwick Taylor* – subcommittee will check on his willingness to send newsletter link to Riparian County Stakeholder Coalition members

Additional ABSI Media Distribution:

- *Grove* – charged with creating overall media distribution plan, tailored message to outlets depending on the medium and audience
- Goal will be to create a condensed blurb from each newsletter to then re-distribute to regional media outlets
- Oyster Radio
 - *Grove* – charged with contacting Michael Allen to determine broadcast opportunities for updates
- The Apalachicola Times
 - *Grove* – charged with contacting David Adlerstein to determine article
 - The Times is a sister paper with the St. Joe Star and Panama City News-Herald, so updates be published in those mediums as well
- Small “river” regional newspapers

- O’Connell suggested contacting smaller newspapers up and down the Apalachicola river to publish updates as well.
 - Ackerman echoed his sentiments, the rest of the committee agreed this would be a good step once the CAB’s final draft plan was completed
 - Ackerman – has contact information for many of these papers
- Franklin County Facebook Groups
 - Grove suggested posting short blurb updates to Franklin Co. Facebook groups
 - Franklin Co. Commissioners, Apalachicola Co. Commissioners, Carrabelle Chamber of Commerce, ANERR
 - Contact group moderators/administrators to post blurbs and link the blurbs to contact information on the ABSI website
 - Hanson – suggested to turn off “comment section” on these posts. Want to provide information, not create a free-for-all debate forum
 - Ackerman – suggested a “sign up for the newsletter” link on these posts to encourage more newsletter subscribers
 - Committee members agree to hold off on Facebook engagement until ABSI has continuous/running content to share
- WFSU Public Media
 - Perspectives with Tom Flanigan (*Grove* – contact)

Public Workshop

- First public workshop is tentatively set for a date between CAB meetings on January 13, 2021 and February 24, 2021
- Format will be virtual, potentially Zoom Webinar
 - Zoom Webinar allows for questions/comments to be submitted via the “chat function” and can be monitored
 - *Brooke* – will contact Jeff Blair (FCRC Consensus Center) to brainstorm webinar idea
 - *Mahood* – will invite Jeff Blair to next subcommittee outreach meeting
- Grove – suggested having hour-long, informal workshops more often than once or twice a year. Potentially hold small, outdoor, in-person meetings or through ANERR’s SciCafe → want to continuously keep the public abreast of ABSI progress

Next Steps:

- Draft ABSI Newsletter for October and November meetings
- Mahood – draft meeting minutes, create newsletter template, send out Doodle poll to schedule next meeting in December
- Grove – create media distribution plan and contact Michael Allen and David Adlerstein
- Brooke – contact Jeff Blair about public workshop