

## Apalachicola Bay System Initiative Community Advisory Board Outreach & Community Engagement Subcommittee Meeting – 29 June 2022

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 powerbase 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:

The ABSI Team (FSU): Sandra Brooke (Principal Investigator), Jared Fuqua and Maddie Mahood (Outreach & Education Assistants) and members of the ABSI Community Advisory Board: Georgia Ackerman\* (Apalachicola Riverkeeper), Bert Boldt\* (Franklin County Commissioner), Chad Hanson (The Pew Charitable Trusts, Chair of Subcommittee), Anita Grove (Apalachicola City Commissioner), Devin Resko (FWC), and Michael O'Connell\* (St. George Island Civic Club, 2025 Vision).

\*Absent from meeting

### 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:

- Welcome to new members – Devin Resko (FWC) and Bert Boldt (Franklin County Commission)
- Progress of Public Questionnaire (Hanson)
  - Brainstorm dates for community presentations
    - Public Libraries (Grove)
    - Firehouses (O'Connell)
- ABSI Draft Communications Plan Review (Grove)
- ABSI Frequently Asked Questions One-Sheet Review (Grove)
- ABSI Frequently Asked Questions for Website (Mahood)
- ABSI Newsletter Review/Approval (Mahood)
- Debrief of Presentations
  - Franklin County Commission Meeting on June 7<sup>th</sup> (Sandra Brooke)

- Carrabelle and Eastpoint Libraries – Oyster Hatchery Presentation for Kids on June 21<sup>st</sup> (Morgan Hawkins and Jared Fuqua)
- Apalachicola Public Library Presentation on June 27<sup>th</sup> (Sandra Brooke)
- Upcoming Presentations
  - ANERR SciCafé Series – solidify presentation dates
- Discussion on drafting new Op-Ed – input from FWC (Hanson, Mahood, Resko)
- Social Media Mini-Videos Series (Hanson, Mahood)
  - Discuss goals for mini-videos for social media about ABSI
    - 30 seconds – 1 minute long
    - Series of 5?
    - Delineate creator – Jared Fuqua?
- Additional News Items
- Adjourn

#### Welcome to New Members

- The Committee did brief introductions to welcome Devin Resko and Jared Fuqua (Bert Boldt was not in attendance).
  - The members expressed excitement over the addition of an FWC employee to the committee. It is important to work with FWC to make sure messaging to the public is clear to distinguish the goals and responsibilities between both agencies.

#### Progress of Public Questionnaire

- Questionnaire is finalized and approved by entire committee
- Committee agreed that it would be helpful to have Devin Resko and/or Dan Ellinor (FWC) at the public workshops as well, to answer questions and comments on behalf of FWC
  - Meeting Dates:
    - Mahood to touch base with O’Connell on setting dates/times for Eastpoint Firehouse and Franklin County/Apalachicola Courthouse. Goal is to have dates set by mid-July.
    - Brooke, Hanson, Grove, or Resko to look into contacting Wayne Williams about new Seafood Workers association.
  - Meeting Logistics:
    - For Eastpoint Firehouse, Grove has a projector and screen the committee can borrow from ANERR.
    - For Dr. Brooke presentations – important to keep the distinguishing the difference between FWC and ABSI work (this is why it will be helpful to have Resko or Dan Ellinor (also DMFM) at meetings as well)
    - Offer food/snacks at the meeting
  - Spreading the Word
    - Mahood and Fuqua will brainstorm ideas on how to best spread the word about the meetings (Op-Ed, social media, Oyster Radio, Newsletter)

## ABSI Draft Communications Plan Review / ABSI Frequently Asked Questions One-Sheet Review / ABSI Frequently Asked Questions for Website

- These documents are all works in progress. Mahood will send out documents to committee for review and edits for discussion/implementation.

### ABSI Newsletter Review

- Committee agreed that the next newsletter should have a focus on the OysterCorps hires. Mahood will work with Fuqua to update newsletter and send a new draft early next week to committee. Goal is to send official newsletter out mid next week (July 7<sup>th</sup>).

### Debrief of Presentations

- All presentations went smoothly. However, at the June 27<sup>th</sup> presentation at the Apalachicola Margaret Key Public Library, Grove noted that most of those in attendance were out-of-town visitors. It is imperative that the committee continue to focus targeting messaging and presentations to the local community, watermen, seafood workers, and those that are directly affected by the state of the Bay.

### Upcoming Presentations

- Dr. Brooke will present at ANERR's next SciCafé Series (virtually) on July 28<sup>th</sup> at 6 pm

### New Op-Ed

- Grove will outline draft for new Op-Ed and circulate to members for review
- Committee agreed that this next Op-Ed will be a new ABSI CAB update, but agreed that soon, the Committee will release another Op-Ed with FWC.
  - This future Op-Ed will be a recurring article from all agencies (FWC, ABSI, NFWF, FDACS, etc.) to provide updates on the work being done on the Bay. Resko will spearhead this effort.

### Social Media Mini-Videos Series

- These are a series of videos that detail out the work being done at ABSI. Approximately 30 – 1 minute long, the videos will cover interviews with our researchers, hatchery team, oystermen, aquaculture, etc.
  - Mahood and Fuqua will draft out a list of ABSI media to find any gaps in audio/video/picture documentation.
  - ABSI team (Fuqua, Mahood, Brooke, etc) will develop outline for 1-5 videos under different themes for each to map out a plan of what's needed.
  - Fuqua will then create the first video as a "tester" for social media and send to committee for review

### No Additional News

Next Steps:

- *Mahood* – Compile meeting notes and send to Hanson for revisions. Send/publish meeting notes and send Doodle Poll for next meeting. Confirm dates for upcoming presentations, brainstorm ways to “spread the word” with Fuqua, re-draft ABSI newsletter and send for review, and draft video/media list with Fuqua.
- *Hanson* – Present an update at the July 27<sup>th</sup> CAB meeting.
- *Resko* – confirm with FWC about the creation of recurring Op-Eds
- *Grove* – draft ABSI CAB Op-Ed and send to committee for review
- *Fuqua* – work with Mahood on brainstorming ABSI social media tactics and video/media list

