Apalachicola Bay System Initiative Community Advisory Board
Outreach & Community Engagement Subcommittee Meeting Minutes – 18 January 2023

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.

Subcommittee Members:
      The ABSI Team (FSU): Sandra Brooke (Principal Investigator), Jared Fuqua and Maddie Mahood (Outreach & Education Coordinators), Betsy Mansfield (Brooke's postdoctoral student) and members of the ABSI Community Advisory Board: Georgia Ackerman (Apalachicola Riverkeeper), 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).

Subcommittee Charge:
- o To work with ABSI leadership and Community Advisory Board to inform the public about the development of the draft management plan, the science being conducted in the bay, and the condition of the oyster reefs.
- o To create outreach & community engagement strategies that answer the public's questions about the project, and attract stakeholders and the general public to actively inform the public about the Apalachicola Bay System Initiative's goals and actions.
- o To measure the effectiveness of these strategies through direct participation inachieving actions, as well as web analytics and media stories)

Agenda Items:

- Recap of FSU Comms Meeting (Mahood, Hanson, Grove)
    - o Communications Toolkit (Mahood)
    - o Review of Original Communications Plan (Grove)
- Report of Mansfield's Interview Process (Mansfield)
- Review of CAB Restoration Plan Document (Hanson, Grove)
- Brief on ABSI Day Event (Mahood, Fuqua, Mansfield, Brooke)
- Apalachicola City Commission Meeting
    - o Set Date (Grove)
- Additional News Items
- Adjourn

Recap of FSU Comms Meeting
- Mahood gave a brief summary of the meeting between the CAB Outreach Committee and FSU's School of Communications and Information Technology professor, Dr. Andy Opel and graduate student Kellie Keys and undergraduate student Aspen Ricca.
- Ultimately, the committee agrees the steps needed to move forward in forming a communications strategy is to fill out the worksheet Kellie provided

- o Mahood filled out this sheet and sent to committee members for their input. To date, Grove has also provided information. Mahood set deadline for other members to submit their comments by Wednesday, January 24th so she can make it into a cohesive document.
- o Fuqua (and the committee) will then present the main strategy questions (What have we done? What are our communications goals? Howe do we get there? Etc.) with the rest of the Community Advisory Board (CAB)
  - The committee will ask for CAB member input (the important pieces, the stakeholders!) to ask how we can best communicate with our target audiences.
  - The committee will also make it clear that we need all CAB members on board to help with messaging – it can't solely be members from FSU and the Outreach Committee.

Report on Mansfield's Interview Process
- Mansfield provided a summary of her interview process to the committee
  - o She presented to the Franklin County Commission and gathered more potential interview names from Ottice Amison.
  - o Mansfield will continue to reach out to locals and has agreed to send a list of her interview questions to the committee

Apalachicola City Commission
- *Grove* -- waiting to schedule next meeting date until communications strategy is more finalized

Next Steps:
- *All* – fill out strategies worksheet by January 24th and send to Mahood
- *Mahood* – compile comments from members into a cohesive strategies document, work with Fuqua to create presentation for Feb. 1st CAB meeting
- *Hanson* – give update on outreach committee before the strategies presentation at the Feb. 1st CAB meeting
- *Mansfield* – send committee copies of interview questions