

## **Apalachicola Bay System Initiative Community Advisory Board Outreach & Community Engagement Subcommittee Meeting Minutes – 22 March 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).

\*absent from the meeting

### **Subcommittee Charge:**

- 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.
- 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.
- To measure the effectiveness of these strategies through direct participation in achieving actions, as well as web analytics and media stories)

### **Agenda Items:**

- Review of Messaging Exercise (Mahood)
- Next Steps CAB Meeting Strategy
  - New Social Media Marketing (Mahood, Fuqua)
  - Updated FAQs on Website (Mahood)
  - Kellie Keys Update (Hanson)
- Discussion of CAB Plan Summary Document (Hanson, Grove)
  - Purpose, organization, distribution
- Discussion of Oystermen's Workshop/Outreach Event on April 12 (after the CAB meeting)
  - Flyer for Community (Mahood)
- Review of Other Local Events/Outreach Opportunities (Fuqua)
- Additional News Items
- Adjourn

### **Review of Messaging Exercise (Mahood)**

- Committee agreed upon the four key messages listed in the document
- Committee agreed to edit the document to use messages in Outreach presentations and to use on the website and social media

- An edited document is needed to ask Communications professionals (such as Kellie Keys and Dr. Andrew Opel from FSU Communications) on how to best get these messages out – ie. Infographics, videos, articles, op-eds.
- *Members* are charged with editing the document and sending it back to Mahood to create a final copy.

#### Next Steps CAB Meeting Strategy

- New Social Media Marketing (Mahood, Fuqua)
  - Mahood and Fuqua have created a new ABSI template for social media communications. This helps differentiate between FSUCML posts and also includes the oyster “logo” ABSI has been using
  - Mahood and Fuqua have re-implemented the Monday FAQs posts and are striving to post an additional 1-2 ABSI posts per week, showcasing the “day-to-day” work the ABSI team does
    - Grove suggested tagging key groups using their handles and hashtags – Mahood will start doing this on all ABSI posts moving forward
    - Hanson inquired about the previous ABSI Volunteer post – if it mostly garnered student or local community interest. *Mahood* will gather information and get back to the committee.
  - Kellie Keys Update (Hanson)
    - Hanson will coordinate with Kellie and Dr. Opel on a meeting time with the committee to go over the Key Messages document.

#### Discussion of CAB Plan Summary Document (Hanson, Grove)

- Hanson and Grove have this on hold until the Key Messages document is complete

#### Discussion of Oystermen’s Workshop/Outreach Event on April 12

- Mahood shared flyers with the committee to post on social media and send in an email, and paper the local community.
  - Mahood will be sure to send it to all Chambers of Commerce, Oyster Radio, and other key community organizations.
- After a few edits, the committee approved the flyers. Mahood sent out flyers to the committee.
- This workshop will be more informal and have “booths” of the different ABSI pillars (hatchery, restoration experiments, models, draft framework plan, etc.)
  - Grove and Mansfield suggest inviting David Alderstein to the meeting in hopes of getting an article written for *The Apalachicola Times*.
- Review of Other Local Events/Outreach Opportunities (Fuqua)

#### Review of Other Local Events/Outreach Opportunities (Fuqua)

- Friday Tours of the Lab – Every Friday ABSI is presented to members of the community as they tour the FSUCML
- Tuesday, March 21st: FSU Day at the Capitol 10am - 2pm
- Wednesday, March 22nd: FIO Oceans Day at Capitol South Plaza 10am - 2pm
- Saturday, March 25th: Panacea Oyster Fest.
- In the Works – Thursday, April 20<sup>th</sup> Apalachicola Library Presentation

Next Steps:

- *All* – send Mahood edits to the Key Messages document
- *Hanson* – create key messages PowerPoint for April 12th CAB meeting to get feedback on best delivery methods
- *Grove* – invite David Alderstein to Community Workshop
- *Mansfield* – send Community Workshop flyer to her interview contacts
- *Mahood* – continue social media strategy, combine edits for Key Messages document, inquire about volunteers, send out information about Community Workshop