

**Agenda**  
**CCC Communications Group Meeting**  
**February 15-17, 2023**  
**Sheraton Sand Key Resort, 1160 Gulf Blvd, Clearwater Beach, FL 33767**

Wednesday, February 15, 2023

**8:30 – 9:00: Introductions**

- Welcome – Dr. Simmons
- Icebreaker – Ms. Muehlstein

***Communications Tools, Approaches, and Policies***

**9:00 AM – 10:15 AM: Public Comment** (Maria Davis)

- Review of Council Practices
- Formal Public Comment Policies (South Atlantic, New England, North Pacific, Gulf)
- Councils Demonstrate Comment Management Systems
- Discussion:
  - How/when is public comment conducted during meetings? (Council, SSC, AP, Public Hearings)
  - How has public comment evolved for hybrid meetings?

---- Break 10:15 AM - 10:30 AM ----

**10:30 AM - 11:30 PM: Social Media** (Amy Vandehey)

- Review of Council Practices
- Social Media Policies (Gulf, Western Pacific)
- Discussion:
  - What are the benefits, drawbacks, and challenges of using social media?
  - Which platforms are most effective?

---- Lunch 11:30 PM – 1:00 PM ----

**1:00 PM – 2:45 PM: Council Websites** (Nick Smillie)

- Review of Council Practices
- Lessons Learned from website Redevelopment projects
- Discussion:
  - Which analytics metrics are most useful and how to they inform web management?
  - How/who manages content at each Council?
  - Regulations hosting

---- Break 2:45 PM – 3:00 PM ----

**3:00 PM – 5:00 PM: Practices for Meetings** (Sandra Mondal)

- Review of Council Practices

- Policies on virtual, hybrid, and in-person meetings
- Council practices for sharing briefing materials
- Discussion:
  - How are practices evolving as we transition back to in-person meetings?
  - Lessons learned/new technologies adopted during the pandemic?

### Thursday, February 16, 2023

#### **8:30 AM – 10:30 AM: Engaging the Public During Development of Management Actions/Communicating Complex Information** (Emily Muehlstein & Diana Martino)

- Review of Council Practices
- Strategies and communications products used to engage the public
  - Regional examples
- Discussion:
  - How to solicit well-informed comments on Council actions from a broad audience?
  - How to balance messaging that is technically accurate and accessible?

---- Break 10:15 AM - 10:30 AM ----

#### **10:45 AM - 12:00 PM: Engaging the Public During Development of Management Actions/Communicating Complex Information Continued** (Emily Muehlstein & Diana Martino)

- Hosting public hearing meetings to maximize attendance and informed comments
  - Location and time selection
  - Meeting advertisement and preparation
  - Meeting format
- Communicating MRIP-FES

---- Lunch 11:30 PM – 1:00 PM ----

#### **1:00 PM – 2:45 PM: Advisory Panels** (Kim Iverson)

- Review of Council Practices
- Discussion:
  - How to encourage participation?
  - How to make AP membership feel worthwhile?

---- Break 2:45 PM – 3:00 PM ----

#### **3:00 PM – 5:00 PM: Review of FisheryCouncil.org** (Mary Sabo)

- Analytics
- Content review
- Review of responsibilities

- Next steps for improvement

Friday, February 17, 2023

**8:30 AM – 10:30 AM: Communicating Council Successes and Challenges** (Janice Plante)

- How do individual Councils currently highlight and communicate management successes?
- How to leverage our collective platform to highlight individual Council efforts related to topics such as climate change, forage fish, bycatch, habitat, and protected resources?
- How to handle CCC positions on issues such as wind, marine monuments, MSA reauthorization?
- Action: Provide recommendations of if and how to amplify individual Council and CCC accomplishments and positions.

---- Break 10:30 AM - 10:45 AM ----

**10:45 AM – 11:30 AM: CCC Communications Lead Annual Responsibilities and Onboarding Process**

**11:30 AM - 12:30 PM: Wrap-up summary of take-aways and next steps**

---- Adjourn 12:30 PM ----