

1 GULF OF MEXICO FISHERY MANAGEMENT COUNCIL

2  
3 OUTREACH & EDUCATION COMMITTEE

4  
5 Webinar

6  
7 January 25, 2021

8  
9 **VOTING MEMBERS**

- 10 Phil Dyskow.....Florida
- 11 Susan Boggs.....Alabama
- 12 Lt. Adam Peterson.....USCG
- 13 Bob Shipp.....Alabama
- 14 Joe Spraggins.....Mississippi
- 15 Andy Strelcheck.....NMFS
- 16 Greg Stunz.....Texas
- 17 Ed Swindell.....Louisiana

18  
19 **NON-VOTING MEMBERS**

- 20 Kevin Anson (designee for Scott Bannon).....Alabama
- 21 Leann Bosarge.....Mississippi
- 22 Dale Diaz.....Mississippi
- 23 Dave Donaldson.....GSMFC
- 24 Jonathan Dugas.....Louisiana
- 25 Tom Frazer.....Florida
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- 27 Robin Riechers.....Texas
- 28 John Sanchez.....Florida
- 29 Chris Schieble (designee for Patrick Banks).....Louisiana
- 30 Troy Williamson.....Texas

31  
32 **STAFF**

- 33 John Froeschke.....Deputy Director
- 34 Karen Hoak.....Administrative & Financial Assistant
- 35 Mara Levy.....NOAA General Counsel
- 36 Jessica Matos.....Document Editor & Administrative Assistant
- 37 Emily Muehlstein.....Public Information Officer
- 38 Bernadine Roy.....Office Manager
- 39 Carrie Simmons.....Executive Director
- 40 Carly Somerset.....Fisheries Outreach Specialist

41  
42 **OTHER PARTICIPANTS**

- 43 Peter Hood.....NMFS
- 44 Dylan Hubbard.....FL

45  
46 - - -

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1 The Outreach & Education Committee of the Gulf of Mexico Fishery  
2 Management Council convened via webinar on Monday afternoon,  
3 January 25, 2021, and was called to order by Chairman Phil  
4 Dyskow.

5  
6 **ADOPTION OF AGENDA**  
7 **APPROVAL OF MINUTES**  
8 **ACTION GUIDE AND NEXT STEPS**  
9

10 **CHAIRMAN PHIL DYSKOW:** I would like to call this meeting of the  
11 Outreach & Education Committee to order. The members of this  
12 committee are myself, Phil Dyskow, Ed Swindell, who is the Vice  
13 Chair, Susan Boggs, Lieutenant Peterson, Dr. Bob Shipp, General  
14 Spraggins, Andy Strelcheck, and Dr. Greg Stunz. The first order  
15 of business is to adopt the agenda, and I would entertain a  
16 motion to do that.

17  
18 **DR. GREG STUNZ:** So moved.

19  
20 **CHAIRMAN DYSKOW:** Thank you. We need a second.

21  
22 **MS. SUSAN BOGGS:** Second.

23  
24 **CHAIRMAN DYSKOW:** Thank you. We have a motion and a second. If  
25 there's no opposition, we'll adopt the agenda as posted. Next,  
26 we need to approve the minutes of the October 2019 meeting. I  
27 will need a motion for that.

28  
29 **DR. BOB SHIPP:** So moved.

30  
31 **CHAIRMAN DYSKOW:** Thank you. A second?

32  
33 **DR. STUNZ:** I will second.

34  
35 **CHAIRMAN DYSKOW:** Second from Dr. Stunz. If there's no  
36 opposition, we'll approve the minutes as posted. The next item  
37 we would go into would be the Action Guide and Next Steps.  
38 Because there are so many individual topic items, Emily  
39 Muehlstein has suggested that we go through each item one-by-one  
40 and tie them back to the action guide, as necessary, and so what  
41 I will do is turn it over to Ms. Muehlstein, and I believe the  
42 first item she wants to talk about would be the communication  
43 analytics. Emily.

44  
45 **PRESENTATION: COMMUNICATION ANALYTICS**  
46

47 **MS. EMILY MUEHLSTEIN:** Thank you, Mr. Dyskow. We are going to  
48 go ahead and start with our communication analytics, as you

1 mentioned, and this is really just for information for the  
2 council. We're going to go ahead and give you guys an overview  
3 of our communication analytics for 2020, and there is no  
4 official action required by the committee. However, we always  
5 would appreciate any sort of feedback or thoughts you have as I  
6 go through this presentation.

7  
8 Just so everybody out there in TV land is aware, we did give a  
9 similar presentation to the Outreach & Education Technical  
10 Committee in October of this year, and we have since updated it  
11 to include our analytics from the fourth quarter of 2020.

12  
13 Let's go ahead and start with our website analytics, and so,  
14 right here, I have presented in this graph the daily analytics  
15 for both 2019 and 2020. As you can see, we have a spike in  
16 April of 2019, and that actually happens year over year, or did,  
17 before state management of red snapper became a thing, and you  
18 will notice, in 2020, we do not experience that same spike, but  
19 what we do have is that our web traffic increased pretty  
20 dramatically. Well, maybe not dramatically, but it increased  
21 markedly over sort of the summer fishing season this year, more  
22 than it does normally. We are tracking, as far as annual  
23 sessions on our website, pretty normally, like we have in the  
24 past years, both with sessions and with page views.

25  
26 This year, we did have 91,000 unique users. Last year, we had  
27 about 70,000, and so it's about a 20,000-user increase, which is  
28 pretty significant, and you will also see, sort of on the right-  
29 side of this screen, that the majority of our users are unique  
30 users, and that's eighty-six-and-a-half-percent of our users,  
31 and thirteen-and-a-half percent of our users are returning  
32 users, or folks that access the website more frequently, and I  
33 would assume that these users are staff members, members of the  
34 National Marine Fisheries Service, probably council members, as  
35 well as advisory panel members who come back over and over again  
36 to sort of get deeper into the content.

37  
38 On the left-side of this table, it will show you the website use  
39 by page, and so this a ranking of top ten webpages that are  
40 accessed on our website, and you will see that the fishing  
41 regulations, sort of in all forms, happen to be the most popular  
42 part of our site.

43  
44 You might remember that we did have our own fishing regulations  
45 app, which we stopped using in 2017, and I sort of did a long  
46 time series here, just so you can see the significant difference  
47 in the amount of use that we get out of our apps.

48

1 We did transition over to using the Fish Rules app in 2018, but  
2 I don't have complete data for that year, and so unfortunately,  
3 I have to skip that, but, as you can see, our old app had a  
4 total of 14,000 sessions in its last year of existence, whereas  
5 our new app has almost a million users, and you can see, sort of  
6 on these little sub-tables, you can see use by species, as well  
7 as use by location, and a great majority of our users are  
8 actually looking at amberjack, which I think is fascinating, and  
9 you can see that we rank Number 11, as far as folks that are  
10 accessing the regulations in federal waters.

11  
12 This will compare our app users by week and year, and you can  
13 see that our use sessions have increased from 2019 to 2020, sort  
14 of throughout the year, and it kind of follows the same curve,  
15 however.

16  
17 We're going to move on to our email listserv, and we use  
18 Constant Contact, and that's that email service that you get  
19 when I send you a direct email that is a press release, and you  
20 can see that we've sort of just been on a pretty slow, steady  
21 increase, except there is an unexplainable spike in the last  
22 quarter of 2020, and I'm sort of trying to dig into why that  
23 happened, but I can't quite figure it out.

24  
25 Over the years here, you can see that our subscribers have  
26 increased, and we have a different number of publications each  
27 year, and this year, or 2020, happened to be a year of many  
28 publications, and I suspect that some of that is due to our  
29 change in meeting format and our additional efforts to reach out  
30 to our constituents, and then we do maintain a reasonably high  
31 open rate. Most of those sort of email campaigns don't enjoy  
32 such a high percentage, a one-third percent open rate, for  
33 emails, and so that's a good number, even if it doesn't seem  
34 like it on the surface.

35  
36 We also track our YouTube, and you can see the total video views  
37 over time, and this is, again, 2019 and 2020. They are  
38 steadily, but slowly, increasing. This year, we had fewer  
39 individual video views than we usually do, and we only produced  
40 five videos this year.

41  
42 Part of that is because we only had final action for scheduled  
43 for one item, taken for another item, and then the three other  
44 videos that account for these analytics were the videos that we  
45 produced for the Southeast For-Hire Electronic Reporting  
46 Program, and we have actually published those videos directly on  
47 the National Marine Fisheries site that is relative to that  
48 issue, and so I believe that most of the video views are coming

1 through that site, and they are not tallying on the YouTube, and  
2 so you wouldn't sort of see the analytics included there.

3  
4 Our blog, and this is where we sort of host individual articles,  
5 and we have some reoccurring thematic articles that we do, like  
6 meet the new council member, when we have new council members,  
7 and we do an end-of-the-year wrap-up, and then, prior to each  
8 council meeting, we do a little bit of a council meeting preview  
9 and direct people to give public comment.

10  
11 As you can see, our readership, again, is pretty steadily  
12 increasing, and, this year, we did have a decline in individual  
13 post views, and I think part of that is because we did not do  
14 any sort of any extracurricular articles that could have been  
15 more tantalizing to our public.

16  
17 Facebook, as you can see, our Facebook engagement has sort of  
18 declined recently. What I found with Facebook is you get out of  
19 it what you put into it, and our engagement on Facebook has  
20 declined in this past year, and that's partly just towards  
21 putting efforts towards other things and not really noticing  
22 things like we normally do, and we also have not had the  
23 bandwidth to create the positive type of content that we used  
24 to, and I don't know if you guys remember that we had Fish Fact  
25 Friday and Deepwater Wednesday and things like that, and one of  
26 the things that I really like about these analytics is it sort  
27 of helps inform what we should do in the future, and, in our  
28 next agenda item, I will talk about what we're going to plan to  
29 do about this.

30  
31 I believe, last but not least, these are the analytics for our  
32 newsletter, which we try and publish quarterly. You can see, in  
33 the instances where we have zero reads in a quarter, it's  
34 because we did not produce a newsletter at that point.

35  
36 You also might notice that the analytics here are pretty low,  
37 and so, rather than an order of thousands, we're talking about  
38 150 or 200 readers, and our click-throughs and our email  
39 openings do not necessarily -- They have not necessarily been  
40 climbing on an annual basis, and you can sort of look at folks  
41 that have opened the emails and then actually clicked through to  
42 read the newsletters, and it's kind of declining pretty  
43 steadily.

44  
45 We took on an effort to sort revamp the newsletter and enhance  
46 it a couple of years ago, and those efforts have not really  
47 proven to be fruitful, which brings us to our last slide.

48

1 One of the things that, in looking through our overall council  
2 analytics, the considerations that we have here is we've been  
3 watching this downward trend in our newsletter readership,  
4 despite reinvigoration efforts, and so we have thought that  
5 maybe the newsletter just isn't a great mechanism any longer for  
6 us to communicate to our core audience, which would be sort of  
7 those people -- If you think of the 80,000 people that access  
8 our website once or twice, the sort of average fisherman might  
9 not be that interested in the content that we have in our  
10 newsletter.

11  
12 What we have decided to do, and we ran this past our Outreach &  
13 Education Technical Committee, is we would like to, or we have  
14 actually moved toward, invigorating our blog, by writing sort of  
15 more timely individual articles, rather than focusing time on  
16 the newsletter.

17  
18 The newsletter is quite a design load, and it takes a long time  
19 to put together. Since it's only produced on a quarterly basis,  
20 the content that's in that newsletter is not necessarily timely  
21 or interesting by the time it gets out, and so what we would  
22 like to do is really pump our efforts into creating individual  
23 articles and sort of bite-sized snippets that we can share  
24 through Facebook, and so it would invigorate both of those  
25 platforms.

26  
27 Then what we're going to do, because I know that there are  
28 people that are pretty well devoted to the newsletter format,  
29 is, rather than create the designed newsletter, is, on a  
30 quarterly basis, we'll use that listserv, the Constant Contact  
31 platform, to send out sort of a digest of articles that you may  
32 have missed, while you were out on the boat or whatever, and so  
33 that's really going to take away from the design load that we  
34 have in the newsletter, but still serve as a way to sort of tap  
35 people and say, hey, in case you missed this content, here it  
36 is.

37  
38 We did present this idea to our Outreach & Education Technical  
39 Committee, and they supported the transition away from a  
40 newsletter, and the reason is really that people have  
41 information overload, so that they're selective with what they  
42 take time to read, especially during the pandemic, and that most  
43 people prefer that bite-sized information, to get their news  
44 from social media, and so conversion to individual shorter  
45 articles does make sense. With that, my presentation about our  
46 2020 analytics is done, and I am happy to entertain any  
47 questions or comments.

48

1 **CHAIRMAN DYSKOW:** We have a comment or a question from Greg  
2 Stunz.

3  
4 **DR. STUNZ:** Thanks, Emily. That was very interesting. Just a  
5 couple of comments, and maybe you might be covering this in the  
6 next topic that's coming up, and I don't know, but, you know, I  
7 was looking at some of these declining trends, and one on the  
8 newsletter, and, I mean, I can't tell you how many newsletters  
9 come across my email in a given month, but it's a lot, and it  
10 seems like everybody has a newsletter, and so I probably would  
11 recommend we back away from that, or at least start putting your  
12 efforts where we're getting the most bang for the buck, and that  
13 tends to be social media, I think.

14  
15 I was hearing a lot of good, positive feedback about the videos,  
16 and I was surprised to see that that was down, but maybe that's  
17 just because of the content, and because, obviously, you've got  
18 to have a lot more content to get more views, and those short  
19 video clips I think is the future of the way people are  
20 communicating and that sort of thing, and so I would suggest  
21 really moving that route and then just keeping close updates on  
22 what those analytics look like, so you can guide -- You know, we  
23 don't want to be spending all your efforts on newsletters for  
24 the couple hundred people that seem like they're reading it and  
25 that sort of thing.

26  
27 **MS. MUEHLSTEIN:** Thank you. I totally appreciate that, and I  
28 agree with everything you said.

29  
30 **CHAIRMAN DYSKOW:** Well, with that said, the next topic of  
31 communication is in fact the 2021 plan, and Emily will once  
32 again walk us through that.

### 33 34 **2021 COMMUNICATIONS PLAN**

35  
36 **MS. MUEHLSTEIN:** Okay. Thank you, Mr. Chair. We have embarked  
37 on a little bit of a new effort this year, and part of that is  
38 because our communications team has been growing. As you guys  
39 know, we welcomed Ms. Carly Somerset, and we also have Camilla  
40 Shireman and Jessica Matos as sort of our backup communications  
41 folks, and they really help us.

42  
43 After the Outreach & Education Committee, when we pulled  
44 together these communications analytics, we decided to sort of  
45 have a meeting of our informal communications team and outline  
46 the improvements that we would like to make for 2021.

47  
48 I'm going to go ahead and just show you what that looks like,



1 and I would like you guys to just review the plan and suggest if  
2 you have any improvements. You will see that a lot of this plan  
3 and the ideas that we have are really based off of the analytics  
4 that we've been tracking.

5  
6 The first one, and we've sort of already touched on this, is our  
7 Gulf Currents blog, and we want to transition away from creating  
8 that newsletter and focus on publishing individual articles, and  
9 so sort of the planned improvements here is we're going to  
10 increase the frequency and relevance of what we produce, and we  
11 have already engaged our -- We have a website contractor that  
12 helps us with some of our biggest website projects, and we have  
13 engaged them to transition away from WordPress, which is an  
14 external hosting service that we use for our blog, and they have  
15 actually migrated all of our blog materials onto our website,  
16 and so we're going to be hosting the blog on our own website,  
17 which is a major improvement.

18  
19 Then, again, we're going to create that quarterly listserv  
20 digest, and so, if you're interested, you can look here, and we  
21 outline what platform we're using and how we promote each tool,  
22 the frequency that we publish things, and then the  
23 responsibility breakdown of the different staff members on the  
24 communications team.

25  
26 Moving down to our listserv, we would like to increase our  
27 subscribers and ensure that the current subscribers are getting  
28 the content that is targeted specifically to them, and we do use  
29 Constant Contact for that, and some of the improvements that we  
30 plan for 2021 are to create a pop-up bubble on the website that  
31 will promote newsletter sign-up when somebody access the press  
32 releases, and we've already engaged our website contractor to  
33 help us with that, and, when you go to the press release page,  
34 that pop-up will appear.

35  
36 We are also going to make sure that we are maintaining our staff  
37 and council member contact list in Constant Contact, and we also  
38 want to improve opportunities, sort of across-the-board, to sign  
39 up on the website to receive individual press releases.

40  
41 Next, we will move to our social media, and we would like to  
42 increase the frequency and regularity of our posts, and we would  
43 also like to create more positive content by revising  
44 reoccurring thematic posts, and so I mentioned those Fish Fact  
45 Fridays and those Deepwater Wednesdays, and those were awesome,  
46 and I think people really enjoyed them, and we have not been  
47 posting those recently, and, now that we have a bigger team, we  
48 are going to sort of really reinvigorate that effort, so that

1 we're not just posting information about meetings and  
2 regulations, because, you know, despite our best efforts, I  
3 think that's not what makes us popular sometimes, especially on  
4 social media.

5  
6 We have a couple of different reoccurring positive content  
7 themes that we're going to start pushing out, and we also want  
8 to get back to regularly announcing season openings and  
9 closings, and we don't typically do that. Although we host the  
10 regulations, we haven't been working that hard to say, hey,  
11 recreational fishermen, triggerfish is open tomorrow, and we  
12 will post it if there's an in-season closure, but I want to  
13 spend a lot more time really talking about those fishing  
14 seasons, especially because of our understanding that the  
15 fishing regulations is really what is driving our analytics, at  
16 least on our website.

17  
18 We also are going to explore the utility of using Instagram, and  
19 I know that there is a large population, sort of the younger  
20 demographic, that has sort of switched away from Facebook, or  
21 never got into Facebook, that is starting to use, or is  
22 currently using, Instagram, and so we're going to look into the  
23 idea of doing that.

24  
25 Moving on to Something's Fishy, we would like to increase the  
26 number and quality of responses that we get through our  
27 Something's Fishy tool. The number of responses that we get,  
28 and the quality of those responses, really drives the utility of  
29 the tool in the stock assessment process, and so we're going to  
30 try and really bolster response rates to that, and we would also  
31 like to improve the utility of the tool by seeking approval  
32 through the Paperwork Reduction Act, and this would allow us,  
33 potentially, to open up the tool to asking more specific  
34 questions.

35  
36 Each time we send out a tool, the Science Center folks contact  
37 us, or we sort of have a conversation about it, and I think  
38 there's, oftentimes, a lot of questions that the scientists  
39 performing the analysis for the stock assessment would like to  
40 directly ask the anglers, and we just don't have the ability do  
41 that, and so we're going to find out if we can do that.

42  
43 One of the big things that the council's Outreach & Education  
44 Technical Committee suggested was renaming the tool, and so I  
45 think the current name might spark people to believe that we're  
46 looking for them to tell us what's wrong with the stock, and I  
47 think, when we started the tool, the utility of it was not as  
48 wide as it is now, and so I think we're going to host a naming

1 contest, and we're going to sort of use this opportunity to  
2 advertise the tool, as well as sort of get support for it, and  
3 we're going to try and figure out if there's something else that  
4 we should be calling it, so that anglers don't necessarily  
5 immediately put up their hackles when they hear that something's  
6 fishy, right, and I don't want that negative connotation to  
7 impact whether or not anglers are responding or impact the types  
8 of responses that they're giving us.

9  
10 We are also going to spend a lot more time encouraging the  
11 members of our Outreach & Education Technical Committee to  
12 cross-promote the tool. We broke down some analytics on the  
13 Something's Fishy tool, and it turns out that, every time one of  
14 the state agencies has cross-promoted the opportunity to  
15 respond, we have had huge response rates, and so we are going to  
16 sort of internally push our outreach contacts, as well as our  
17 state agencies, to really help us promote that tool, because it  
18 really does lend to the utility of the tool.

19  
20 Moving on to the website, we plan to finalize the creation of a  
21 new area of our website, and this is a fish science area, and  
22 this section will host stock assessment executive reports,  
23 species one-page hot sheets, the Something's Fishy efforts, as  
24 well as infographics and any other relative information that's  
25 sort of fish-science related and council related. You will see,  
26 later in the agenda, we will be showing you the sort of  
27 beginning of those fish science pages, and we'll be asking for  
28 your feedback there.

29  
30 Next, we move on to public comment, and so we would like to  
31 improve the way that we collect and organize our comments.  
32 Ideally, we would like all of our comments to live in one  
33 central repository that is searchable and can be sorted and  
34 linked by topic, and I don't know how familiar you guys are with  
35 sort of the back-end of how we handle our comments now, but we  
36 create a separate comment form for each topic, and I sort of  
37 fear that, by doing it that way, those comments sort of get  
38 lost, because they're not in a central, searchable repository,  
39 and so we're looking, with our web contractor, into ways to  
40 change that approach and put them all in one place and sort of  
41 make it easier, both for anglers to select the topics that  
42 they're responding on and also for us to sort those comments and  
43 report them out to you as we work on different topics.

44  
45 Then, finally, we have some new communications endeavors. To  
46 Greg's points, we do believe that videos are sort of the  
47 communications methodology of the future, these sort of short  
48 video snippets, and so we would like to take better advantage of

1 our video studio and all of the people who participate in the  
2 council process.

3  
4 Don't be surprised, if things return back to normal, and I tap  
5 you when you're in the office and ask you to come do a quick  
6 interview with me. You know, we have this wealth of fishermen  
7 and scientists and fisheries experts that sort of come through  
8 these doors, and I think we could really start creating some  
9 interesting short video content that relies on the expertise of  
10 those people.

11  
12 There's also a number of website improvements, and a lot of them  
13 I think I've already mentioned, and so we can kind of just move  
14 past that, and then the other thing is we really want to create  
15 some more specific communication standard operating procedure  
16 documents, and I think, jokingly, when Charlene worked here, she  
17 and I used to call it our bus list, in case one of us gets hit  
18 by a bus, just to make sure that the rest of us are not lost in  
19 the wind here, and so we're going to work really hard this year  
20 to make sure that our communications SOPPs are current and that  
21 they detail everything that we're doing. With that, I can pause  
22 and sort of take any feedback or suggestions.

23  
24 **CHAIRMAN DYSKOW:** Emily, I don't see any -- We have a question  
25 from Greg Stunz.

26  
27 **DR. STUNZ:** Just briefly, one more time, Emily, good job. I  
28 think what you all are doing is really good, and so keep up the  
29 good work. A couple of things, just related to your last  
30 presentation and this one, is, you know, probably -- I think  
31 part of the reason that the analytics might be down is just  
32 because the controversy is not as great as it once was, and I  
33 think many council members, like mine, your phone is not ringing  
34 every day with someone complaining about red snapper, and so  
35 that may be just a sign of less interaction, and it sometimes  
36 means that you're doing the right thing.

37  
38 On the other hand, doing things like you were talking about with  
39 experts and taking advantage of opportunities of people that  
40 happen to be around the office and that sort of thing, those, to  
41 me -- I have a feeling those would be really successful, and  
42 people want to hear from experts about different things and that  
43 sort of thing, and so I would definitely encourage you to do  
44 some more of that and just see how it goes, from a pilot  
45 standpoint.

46  
47 The last thing that I just wanted to make sure is, if you  
48 recall, a lot of having that Facebook, it was very negative, and

1 I was not crazy about that, and we had a lot of discussion about  
2 that, about how to handle that and what should we do or not do  
3 and that kind of thing, to promote much more of a positive kind  
4 of distribution of information that I would encourage, and so  
5 hopefully that's what will continue.

6  
7 I mean, I don't know. If we don't have a good Reef Fish meeting  
8 and fix things, things might go up, in terms of people coming to  
9 the webpage and complaining and that kind of thing, and I hope  
10 not. Hopefully we can take care of that during this meeting, at  
11 least temporarily, but, anyway, overall, good job, and I think  
12 this is very important for the council, to carry out engagement  
13 wherever we can.

14  
15 **CHAIRMAN DYSKOW:** Thank you, Greg. Our next question is from  
16 Andy Strelcheck.

17  
18 **MR. ANDY STRELCHECK:** Thanks, Chairman Dyskow. Emily, I wanted  
19 to applaud your efforts as well, and I think this is fantastic.  
20 Letting the analytics, obviously, guide your outreach and  
21 education efforts is extremely important, and you are,  
22 obviously, adapting in the communication age that is rapidly  
23 evolving.

24  
25 I don't really have a question, but just a comment that  
26 resonated with me. You mentioned about the kind of increase in  
27 traffic in responses based on state communication and support.  
28 We were recently talking to some charter/for-hire captains about  
29 the SEFHIER electronic reporting program, and they mentioned  
30 that as well, that certainly communication from the states being  
31 amplified from council messaging, or NMFS messaging, can be  
32 really important, and oftentimes is received more frequently and  
33 often by our constituents, and I certainly would support doing  
34 more of that as well.

35  
36 **CHAIRMAN DYSKOW:** Thank you. Our next question is from Leann  
37 Bosarge.

38  
39 **MS. LEANN BOSARGE:** Thank you, Mr. Chairman. Emily, great  
40 presentation. I'm excited about a lot of the different  
41 initiatives that you mentioned, and I'm excited about possibly  
42 navigating that Paperwork Reduction Act with the Something's  
43 Fishy portal, that maybe will get renamed soon.

44  
45 I'm also excited about this central repository that you talked  
46 about for all the different comments that we get, and I think  
47 that could be useful on a number of different levels, and I was  
48 thinking -- For some reason, sharks popped into my head, and

1 that's something that is probably just kind of hodge-podge  
2 throughout our public comments, the comment that we get from  
3 different stakeholders, and so being able to search all of that  
4 for something, something like that, that we don't maybe directly  
5 manage, but that we can, you know, pass that feedback along,  
6 that would be pretty cool, and so thanks.

7  
8 **CHAIRMAN DYSKOW:** Thank you, Leann. I would like to add my  
9 appreciation for all the hard work that Emily and her team are  
10 producing. It's really exciting just to see the stuff, at least  
11 from my perspective.

12  
13 The next item on our agenda is the Fish Science Web Pages.  
14 Again, we'll hear from Emily, but we'll also have a special  
15 guest appearance from Ms. Carly Somerset.

#### 16 17 **FISH SCIENCE WEB PAGES**

18  
19 **MS. MUEHLSTEIN:** All right. Thank you. I'm sure you guys are  
20 going to need a reprieve from me in a moment anyway. If we can  
21 navigate to those web pages, we will just preview those for you,  
22 and I'm going to just go ahead and start by apologizing for it  
23 taking so long, and I can remember we made those status  
24 determination criteria infographics years ago, and I remember  
25 that Martha had asked that we put them somewhere on the website,  
26 and I have had that project dangling until today, Martha, and so  
27 I appreciate your patience as we found a good place for them.

28  
29 It's an interesting thing, because the council isn't necessarily  
30 responsible for the science, but we rely on it so heavily, and  
31 we do a lot of things that relate to the science, and so, until  
32 now, we didn't really have a reasonable place to file all this  
33 stuff on the website, and so I just wanted to walk you through  
34 what we've done here.

35  
36 If you would be navigating from the home page, you would  
37 basically -- Up at the top, there's that menu bar, and you would  
38 simply select "Fisheries Management", and, on there, and those  
39 are sub-tabs to get to these fish science pages, but Bernie can  
40 drive us directly to them, and it's okay.

41  
42 You will notice, when you first open these fish science pages,  
43 sort of the first things that we're looking for, or we're  
44 displaying, are the executive summaries and the Something's  
45 Fishy reports, as well as, if there is one, the hot sheets for  
46 each species, and they are in order, starting with the most  
47 recently-assessed species.

1 Just as an example, here is gray snapper, and it will show you  
2 the stock assessment report as well as -- I guess these are the  
3 ones that are coming up, and so let's go down further to one  
4 that is already completed. Stop at amberjack. There we go.

5  
6 So amberjack is done, or I guess the assessment is still in  
7 progress, but the Something's Fishy is finished, and so this  
8 really is just going to track the science of each species as it  
9 develops, and so this is the place where we're going to host  
10 those final reports for both the assessment as well as for the  
11 Something's Fishy effort.

12  
13 This is also going to be a place that -- You have probably seen  
14 that sometimes we create -- After each Something's Fishy effort  
15 is finished, we create an email that we send out to respondents  
16 to sort of explain what has happened with the Something's Fishy  
17 effort, with the stock assessment, and then what the council is  
18 planning to do, and so we'll also put all of that information  
19 here, so you can sort of track by species what's going on.

20  
21 If you scroll back up to the top, you can see there's sort of a  
22 tabbed menu here, and the next is recreational data collection,  
23 and so we start with stock assessments, and that's what we were  
24 just looking at, and this shows the infographics that Carly has  
25 worked tirelessly to create, and she'll walk you through those  
26 in just a minute, and so that's where that information lives.

27  
28 Next, the tab over, is status determination criteria, and this  
29 is where we're housing that infographic that we created a couple  
30 of years ago to outline the different status determination  
31 criteria and their definitions, and then the last tab is just  
32 species-specific fact sheets, and these ones are specifically --  
33 You can see the ones that we don't have federally-managed, and  
34 we didn't really know where to house the non-federally-managed  
35 species that we had created fact sheets for, and so that's where  
36 this information is going to live.

37  
38 I guess, from there, I can quickly pause and sort of give you  
39 guys an opportunity to give us any feedback that you might have  
40 on these pages before we move on to going into those  
41 recreational data collection infographics that you haven't seen  
42 yet.

43  
44 **CHAIRMAN DYSKOW:** Emily, I don't see any hands up, and so why  
45 don't you move on. We have a hand, just as I said that. Dr.  
46 Stunz.

47  
48 **DR. STUNZ:** Mr. Chair, this is my comment, but, Emily, sorry,

1 that was just a little bit fast, and I was trying to follow it  
2 on my own online, and so part of what you just showed for those  
3 species -- Remember how you and others had developed sort of the  
4 species profile, or just the general information about let's say  
5 cobia or amberjack, and it was just when they spawn, their life  
6 history, just general useful information, and is that -- Did I  
7 miss it? Are those still there as well?  
8

9 **MS. MUEHLSTEIN:** If you look at all the way to the right, on  
10 top, those are them, and so they're right there, the ones that  
11 we have managed and unmanaged.  
12

13 **DR. STUNZ:** Those are very useful, and a lot of people have  
14 given me feedback, by the way, and I use it, as a council  
15 member, all the time, just because I forget when the amberjack  
16 spawn or whatever, and you can quickly go look at that, and I  
17 just wanted to make sure those were sort of front-and-center,  
18 but, yes, that looks good.  
19

20 **MS. MUEHLSTEIN:** One other thing that I can say, Greg, in  
21 knowing that this stuff is pretty important, in our fishing  
22 regulations that are on our website, each one of the species is  
23 clickable, and we have sort of transferred a lot of the  
24 information from those fact sheet folders to the species pages  
25 that we have that are contained within our regulations as well,  
26 and so you can always access that type of information there as  
27 well.  
28

29 **DR. STUNZ:** That's good, because a lot of questions that I get  
30 from the general public are phone calls, and it's there and  
31 summarized really well, and so it's very useful to have those be  
32 easily accessible.  
33

34 **MS. MUEHLSTEIN:** Thanks for the feedback.  
35

36 **CHAIRMAN DYSKOW:** Thank you, Greg. Our next question is from  
37 Leann Bosarge.  
38

39 **MS. BOSARGE:** Thanks, Mr. Chairman. Emily, I'm glad you took  
40 the time to show us where these are going to be, because I'm  
41 like Greg, and I do actually use them a lot, and so thanks for  
42 that, and just a general comment, while we're talking about the  
43 website.  
44

45 Just food for thought for the future, maybe an improvement we  
46 can make to our website, is I quite often go to the council  
47 meeting archives and then click on a meeting, and it shows me  
48 the whole agenda for that meeting, and I click on whatever



1 document I want, and I'm hoping that, one day in the future, we  
2 can have our SSC meeting archives maybe set up that same way, as  
3 opposed to, right now, you have to click on the meeting date,  
4 and then you have to download all the files for that meeting and  
5 then go through it file-by-file, whereas, if you had that agenda  
6 up there with all the links, I think it would make the  
7 navigation a little more streamlined, and so just a thought, if  
8 we ever have time to look into something like that. Thanks.

9  
10 **MS. MUEHLSTEIN:** Leann, I am getting real-time feedback from the  
11 communications team extraordinaries, and they said that that  
12 will be effective next meeting, as per your request, and so we  
13 can go ahead and do that. Ask, and you shall receive.

14  
15 **CHAIRMAN DYSKOW:** Thank you for your comments, Leann. Do we  
16 have any other questions on this topic? I don't see any listed.  
17 If not, why don't we go on to the next item on the agenda, which  
18 is the next outreach and education projects, and, not  
19 surprisingly --

20  
21 **MS. MUEHLSTEIN:** Actually, Phil, we haven't given Carly her  
22 chance to go over these infographics.

23  
24 **CHAIRMAN DYSKOW:** I am terribly sorry. I forgot. After you  
25 gave her that great buildup, too. Carly, you're up.

26  
27 **STATE DATA COLLECTION INFOGRAPHICS**

28  
29 **MS. CARLY SOMERSET:** Thank you, Mr. Chair. Thanks, Emily. I am  
30 going to go through these infographics, briefly, on the  
31 recreational data collection tab. I will just go through these  
32 quickly, and, once I finish, if any of you have any questions or  
33 feedback, we would love to hear it.

34  
35 Just to note, before I go through these, that this is  
36 definitely, as Emily stated, a collaborative effort, and it took  
37 a lot of work with everyone involved working hard to get these  
38 finished, and that includes the outreach team of the council  
39 staff, but also Gulf States and Greg Gray and the FIN Committee  
40 provided a lot of information, as well as state agency  
41 colleagues, and so we really appreciate that communication and  
42 everything that they provided. We wouldn't have been able to do  
43 it otherwise.

44  
45 Then, also, just to note that we recognize that these aren't  
46 static infographics, and so we will work to update them, as the  
47 surveys and programs change, so that we can keep all of that  
48 information up-to-date. Just for example, if any of the

1 programs expand to accommodate additional species, and then,  
2 also, you may notice that the Southeast For-Hire Electronic  
3 Reporting Program is not on here currently, and so we will get  
4 that updated, as captains have started to report in January.

5  
6 With that, I will start with this first one, and so it goes from  
7 the simplest to the most complex, and so this is the table  
8 showing species and areas. On the left, you have the programs,  
9 and this includes the federal programs, such as the MRIP  
10 surveys, and then also the state programs.

11  
12 It shows that species that are collected for each program, as  
13 well as whether they are voluntary or mandatory, and this is  
14 landings and discards, and so it just gives you an idea of the  
15 species that each program collects, and, obviously, this isn't  
16 an exhaustive list, as far as species, and we wanted to have as  
17 many as possible without overcrowding the table and making it  
18 difficult to read.

19  
20 This is the -- It's basically an overview of the same programs,  
21 as far as when they started, and we wanted to make sure that we  
22 included when the programs were initially created and when they  
23 began producing estimates, all the way to some of the most  
24 recent state programs and calibration years, and you can see how  
25 long the programs have been active, and so it gives you a high-  
26 level view of how many survey programs we have and how long they  
27 have been collecting recreational data.

28  
29 If we go to the last one, this one, just to note, and I know  
30 it's cut off a little bit on the side, but you can download the  
31 PDF of these, and you'll be able to zoom in, as the text is  
32 definitely fairly small, and it may be difficult to read.

33  
34 This one is an overview mostly of the methods for each program,  
35 and you can see that this red area of the pie is the legend, and  
36 so it goes over to reports, the data collected, the general  
37 method of the data collection, frequency of sampling and  
38 reporting, and then any validation of the survey, and so, just  
39 as an example, we can look to the right, and LA Creel collects  
40 data from private recreational and the state and federal for-  
41 hire charter vessels.

42  
43 They collect landings, effort, and discards. The methods are  
44 through random angler intercepts, and then there's also phone  
45 calls and emails that go out to specific captains, and then they  
46 do it weekly and by wave, and then validation is through angler  
47 intercepts. That's just to give you an overall idea of how this  
48 wheel works, and I will stop for any questions or comments.

1  
2 **CHAIRMAN DYSKOW:** I see that Ed Swindell has his hand up. Ed,  
3 do you have a question?  
4

5 **MR. ED SWINDELL:** Yes, Mr. Chairman, and it was really more on  
6 the presentation she had made earlier to this, and so, if  
7 someone wants to make a presentation on this, they can, but I  
8 was looking for something else to talk to her about.  
9

10 **CHAIRMAN DYSKOW:** Okay. Perhaps you could just talk to her  
11 about that electronically, via email, at a future time. I see  
12 Susan Boggs has her hand up.  
13

14 **MS. BOGGS:** I just wanted to make a quick comment, to Carly and  
15 Emily both. I found it very useful, these infographics that we  
16 just went through, because I am constantly trying to remember  
17 what state is collecting what, and this is very helpful, and I  
18 do appreciate it. Thank you.  
19

20 **MS. SOMERSET:** Thank you, Susan. Yes, I hope that this is a  
21 useful tool for everyone to use, from this point forward, in  
22 that gives everyone a chance to look at how much all of these  
23 surveys may collect and the effort that is taken by everyone to  
24 gather this information.  
25

26 **CHAIRMAN DYSKOW:** Do we have any other questions? I don't see  
27 any hands up right now. If not, now we will go on to the next  
28 outreach and education projects, and, once again, we're going to  
29 hear from Emily Muehlstein.  
30

31 **PRESENTATION: NEXT O&E PROJECTS**  
32

33 **MS. MUEHLSTEIN:** Okay. Let me just pull back my action schedule  
34 here. At its October 2019 meeting, the committee directed staff  
35 to poll council members, SSC members, and advisory panel members  
36 regarding potential projects or communication topics that the  
37 O&E Technical Committee could focus their efforts on next.  
38

39 I am going to go ahead and present the results of that poll and  
40 also the recommendations from the Outreach & Education Technical  
41 Committee, and then I would like for you all to recommend any  
42 communications priorities that we should focus on or suggestions  
43 for the next projects that the Outreach & Education Technical  
44 Committee might want to take on. With that, if we can bring up  
45 the presentation.  
46

47 We did go ahead and collect feedback on how we were doing and  
48 also gathered some information on some project suggestions from

1 sort of what I consider our internal audience, and so we sent  
2 this around to all of our council members and advisory panel  
3 members and our SSC members.

4  
5 We got twenty responses, and, as you can see, we had nine  
6 fishermen respond, nine folks from state and federal agencies  
7 respond, one NGO, and then one person that identified as an  
8 academic.

9  
10 The first thing that we did is sort of ask them to rank how we  
11 were doing based on the charge of the Outreach & Education  
12 Technical Committee, and so the first thing that the -- The  
13 first of three parts of the charge to the O&E is to improve  
14 awareness and understanding of management goals, strategies,  
15 activities, and process, and, as you can see here, most of the  
16 respondents gave us a four out of five, and so that was actually  
17 50 percent of the people said that we were doing a reasonable  
18 job, and a couple of people said that we were doing an  
19 exceptional job, and then some people felt -- Some folks ranked  
20 it that we could probably improve a little in this category.

21  
22 The next goal of the Outreach & Education Technical Committee is  
23 to improve public participation in the fishery management  
24 process, and, as you can see here, most people responded as  
25 either a three or a four, zero being the worst and five being  
26 the best, and so it looks like we're doing an okay job with  
27 this, but, of course, there's always a little room for  
28 improvement.

29  
30 Then the third sort of goal of the Outreach & Education  
31 Technical Committee is to improve communication between the  
32 public and the council, and, again, here, most of those  
33 responses are trending towards threes or fours out of five.

34  
35 Next, we asked how the committee can improve current  
36 communications to accomplish those above goals that we have just  
37 outlined, and the first one, to increase communication with the  
38 public, it was suggested that we could talk more to fishers and  
39 commercial crew directly about proposed actions, and then we  
40 could communicate the work of the council and how it uses  
41 recreational angler input specifically.

42  
43 On increasing education, we heard that the following topics  
44 could be focused on, and first is a history of fisheries, to  
45 lend a little bit of perspective to our current day  
46 difficulties, and the next is fishing down the food chain, and  
47 so this idea that we could sort of talk about, over time, how we  
48 started fishing predators, and then we sort of moved down to

1 target sort of different species as time as progressed, and  
2 then, also, talking about future fisheries, which includes  
3 mariculture or offshore aquaculture.

4  
5 We also heard that we could communicate with the following  
6 goals, which would be to improve public participation of the  
7 fishery management process, and then we had a number of  
8 communications tactics that were suggested through the survey  
9 tool too, like more info on the webpage, developing new ways to  
10 engage anglers, using an app to access meetings, and meeting  
11 materials specifically, hosting classroom meetings during  
12 council meetings that would sort of focus on some sort of  
13 fishery or academic topic, as well as continuing our social  
14 media effort.

15  
16 We also asked if there were any specific council communications  
17 efforts that worked particularly well to accomplish the goals  
18 above, and so there was twenty respondents, and so we heard that  
19 pretty much everything that we're doing -- At least one person  
20 liked it. We also had suggestions that we could consider  
21 starting a podcast and that we should also look into presenting  
22 at schools.

23  
24 Next, we asked what specific council-related topics or issues  
25 the O&E should work to better communicate to the public, and we  
26 heard that we needed more communications about the fishery  
27 management process, about how legislative actions affect the  
28 council, about aquaculture, about barotrauma and best fishing  
29 practices, including discard mortality, about proposed  
30 regulations changes, how the science works, the timeliness of  
31 science and management, the council process, and bringing  
32 together commercial, recreational, and for-hire sectors, more  
33 information about how the state management system works would be  
34 helpful, as well as displaying more data that informs  
35 management. Also, folks mentioned that calibration and  
36 integration of state data and FES were important topics to  
37 communicate, as well as enforcement regulations and how that  
38 works.

39  
40 Next, we asked for folks to suggest any new communication goals  
41 that the O&E Technical Committee should work towards on behalf  
42 of the council, and we heard that we should create more public  
43 involvement by better informing the public and making them part  
44 of the process.

45  
46 We should inform and improve public perception of aquaculture,  
47 that we should show the public the positive value of the  
48 Magnuson-Stevens Act and show any additional publications or

1 final rules or management plans, increase the Marine Resource  
2 Education Program, set an annual goal to reach and educate a  
3 targeted group of the public each year that is actively engaged  
4 in fishing, and to reduce conflict and misunderstanding between  
5 sectors, and, also, to take a species or two that are in danger  
6 and follow the population growth since the council started  
7 regulating them.

8  
9 We also have some other suggestions, which were to somehow  
10 bolster cross-committee interaction, and so make sure that the  
11 different council committees, as well as advisory committees,  
12 had a greater number of interaction, and we also heard a request  
13 for roll call votes in votes that are not attributed to  
14 individual council members, and I think, generally speaking,  
15 this last one has been taken care of through our online meeting  
16 format, because we have sort of reverted to online roll calls in  
17 a lot of instances.

18  
19 The Outreach & Education Technical Committee made some  
20 suggestions to focus efforts on decreasing conflicts and  
21 misunderstanding between stakeholders, to produce communications  
22 that explain economic drivers of the industry, and to focus some  
23 communications specifically on calibration issues of both the  
24 state and the new FES survey, and then, finally, the Outreach &  
25 Education Technical Committee suggested that we communicate  
26 about depredation and encourage boaters specifically not to feed  
27 dolphins.

28  
29 That brings us to our last slide and just sort of my appeal for  
30 your feedback on what the council's Outreach & Education  
31 Technical Committee should work on next. If you remember, they  
32 were a big part of that release mortality symposium, and I think  
33 the committee itself sort of liked the work in project form, and  
34 so, if there's anything that you think we should focus on, we  
35 would be happy for that guidance.

36  
37 **CHAIRMAN DYSKOW:** Does anybody have any suggestions they would  
38 like to bring up? Susan Boggs.

39  
40 **MS. BOGGS:** Thanks, Mr. Chair. Emily, I don't have a  
41 suggestion, and I don't know if this is the right time to  
42 interject this, but one of the things that I would be curious,  
43 and I am guessing this is this committee's work, with regard to  
44 the SEFHIER program, is my husband and I, for instance, still  
45 have not received the packet for SEFHIER.

46  
47 I have talked to other captains, a couple of other captains,  
48 that have not received their SEFHIER packets, and I'm wondering

1 what do we do, as far as outreach, to make sure that information  
2 is getting into the hands of those that really need it, and I  
3 know that's kind of a broad-spectrum question, and I don't  
4 expect you to answer it now, but I would like to put it on the  
5 committee's radar, that somehow there is a little bit of a  
6 disconnect when it comes to things of such. Thank you.

7  
8 **CHAIRMAN DYSKOW:** Thank you, Ms. Boggs. Do we have any other  
9 suggestions? I don't see any hands up, Emily, and so I think we  
10 can go on to an update on the commercial Fish Rules.

11  
12 **UPDATE ON COMMERCIAL FISH RULES**  
13

14 **MS. MUEHLSTEIN:** Thank you. Just to sort of wrap up, by  
15 responding to Susan, Susan, I'm going to go ahead and reach out  
16 to you offline, and we'll work with you, and I will connect you  
17 with our outreach group for SEFHIER that is comprised of council  
18 staff as well as the NOAA folks, and maybe we can have a  
19 conversation about where the gaps are and work towards making  
20 sure that all the captains are getting up-to-speed, because it's  
21 certainly a huge program and a big change, and, if there is a  
22 giant communication gap, that's not going to help anybody. It's  
23 not going to help the agency or the fishermen, and so I will  
24 follow-up with you on that.

25  
26 Fish Rules commercial, and so this is just an update, and I  
27 don't have anything to show you yet, but, last year, we entered  
28 into a contract with the South Atlantic Fishery Management  
29 Council and with the Fish Rules app developer to develop a  
30 commercial-specific regulations app, and we have been working  
31 really hard, and this is the last task of 2020, to populate that  
32 app and build the structure of the app and make sure that all  
33 the regulations are in there, and, currently, we're sort of in  
34 our final internal review phases before we take that app out to  
35 beta testing.

36  
37 Just to sort of dial-back and let you know, the app is designed  
38 to host regulations for commercial fishermen, and it is going to  
39 do so based on permits, and so, if you guys have the Fish Rules  
40 recreational app, it's based on your location, and it will  
41 populate regulations based on where you are fishing from, state  
42 or federal waters or what state you're in, and so this is going  
43 to be structured a little bit differently.

44  
45 Rather than being location-based, when you open the app as a  
46 commercial angler, you will be able to select what permits you  
47 have, and then the regulations will populate based on permits,  
48 and so, for example, if you select that you have a reef fish

1 permit, and you look up spiny lobster regulations, it's going to  
2 tell you that you can harvest your recreational bag limit of  
3 spiny lobster, but you cannot sell it, and it's going to not let  
4 you know that you can do anything else, and so we sort of found  
5 that that logic stream is going to be the most useful.

6  
7 One of the pieces of information that's going to be updated in  
8 this app regularly is where the -- is relative to any sort of  
9 quota closure or anything like that, and we have actually  
10 engaged the Southeast Regional Office, and their staff there has  
11 committed to helping us update that and keep that updated, just  
12 like they do on their quota monitoring webpage, and so that's a  
13 really neat future, because, when we sort of whittled down to  
14 what commercial fishermen were asking, one of the most frequent  
15 phone calls that myself and Cameron, my counterpart at the South  
16 Atlantic, receive was when is amberjack -- How much amberjack  
17 has been caught, or how much amberjack is left over, and so we  
18 really want to make that a permanent feature of the app.

19  
20 We will be going to sort of our first layer of beta testing in  
21 the next couple of weeks, and that will involve council staff  
22 members, mostly, people who are going to sort of proof to make  
23 sure that all of the information is correct, and, after we make  
24 the improvements that we receive from that round of beta  
25 testing, we are planning to open it up to sort of a small group  
26 of anglers, and we'll probably select from advisory panel  
27 members, as well as some graduates of the Marine Resource  
28 Education Program, to sort of help us with that next layer of  
29 beta testing.

30  
31 We do anticipate that that app will be complete and ready in the  
32 app store for the general public for free sometime this spring,  
33 and so, with that, I am happy to answer any questions.

34

35 **CHAIRMAN DYSKOW:** I don't see any questions, Emily.

36

37 **MS. MUEHLSTEIN:** Great. Okay. Then we can move on.

38

39 **CHAIRMAN DYSKOW:** Let's move on to the remaining topic, which is  
40 the Outreach & Education Technical Committee Report, and I  
41 believe you are going to have Captain Dylan Hubbard assist with  
42 this, and is that correct?

43

44 **MS. MUEHLSTEIN:** Indeed. Dylan, if you're there, and you have  
45 anything to add, please feel free.

46

47 **MR. DYLAN HUBBARD:** Thank you, Emily.

48



1           **REMAINING OUTREACH & EDUCATION TECHNICAL COMMITTEE REPORT**

2  
3 **MS. MUEHLSTEIN:** I mostly covered most of the topics that the  
4 O&E discussed at its meeting in October, and sort of the big  
5 things that we did not cover so far were we did do an update on  
6 the for-hire electronic reporting outreach, and that's sort of  
7 to Susan's point, and the committee did discuss the importance  
8 of continuing to support anglers, especially as they get started  
9 with the program.

10  
11 We have had a lot of conversation about that program, and sort  
12 of working, during the first half of this year, towards  
13 compliance rather than law enforcement action, and so the  
14 program, since I guess the O&E -- It sounds like a lot of people  
15 didn't get those toolkits, which is incredibly frustrating, but  
16 I can say that the outreach team on the Southeast For-Hire  
17 Reporting Outreach Program has really been working pretty  
18 tirelessly throughout the holidays.

19  
20 What I would do is encourage anybody that's having any issues  
21 reporting or getting a landings location approved, or just  
22 doesn't even know what the heck they need to do to get started,  
23 to reach out to the NOAA folks or myself, and we can really walk  
24 you through what you need to do to start reporting.

25  
26 We also had a report from the folks that are in charge of the  
27 Fish DESCEND Project, Dr. Jamie Reinhardt, and he engaged the  
28 Outreach Committee in both a discussion and sort of gave them an  
29 update on where they are with that Fish DESCEND Project, and he  
30 will be giving the Full Council a presentation on Wednesday,  
31 after lunchtime, and so you guys will sort of get caught up with  
32 that as well. Dylan, is there anything that I missed or  
33 anything that you would like to add?

34  
35 **MR. HUBBARD:** Just to Susan's point earlier about the SEFHIER  
36 program, I would agree, and I think I'm seeing that here in our  
37 area a lot, and I've been very busy, since early January, with  
38 this program rollout, and a lot of people are just not really  
39 getting the package or the information, but a lot of that was  
40 really not anybody's fault, but just the dynamics of our  
41 industry.

42  
43 For example, a lot of people lease a permit from someone who is  
44 not actively engaged in the fishery, and they might even live up  
45 north or something and not be involved, and so that permit  
46 packet goes to the permit holder, and it never makes it to the  
47 actual operator of the vessel, and that, along with a lot of  
48 people in different parts of the Gulf, and especially in central

1 west Florida, aren't fishing right now, and a lot of people are  
2 still deer hunting and that kind of thing, and so they're not  
3 actively engaged, and so a lot of the guys haven't even signed  
4 up yet, and so the SEFHIER outreach I think is something that we  
5 definitely need to focus on. We discussed it a little bit at  
6 that meeting, but I would love to talk about it more and  
7 continue working on it.

8  
9 **CHAIRMAN DYSKOW:** Thank you, Dylan. I think you brought up an  
10 interesting point. We all think that we communicate adequately,  
11 and we all think that we communicate thoroughly, and I don't  
12 think there is any instance where it does any harm to  
13 overcommunicate, because I think the most common question we  
14 always hear is I didn't know about that, or nobody told me, or  
15 that came as a surprise to me, and I think this is a classic  
16 example where overcommunication is probably a good thing. If we  
17 even think there's the least change that we're under-  
18 communicating, let's bury people, because this is an important  
19 issue.

20  
21 **MR. HUBBARD:** I would agree, and using our state partners as  
22 well. We have all those port agents and dockside intercept  
23 people out there, and FWC, at least in Florida, does a great job  
24 interacting with the fishermen, and so we can use those  
25 resources as well.

26  
27 Then the last thing that I wanted to add, Emily, and you've  
28 already touched on it, but renaming the Something's Fishy tool.  
29 We all want to work together to promote that tool and its use,  
30 but make sure you answer the Something's Fishy tool about gag  
31 grouper, because there's an assessment coming up, and instantly  
32 you're hit with -- You're very deep into reactions, and so I  
33 would encourage the council to definitely support that name  
34 change as soon as we can, and the naming contest is a great  
35 idea, Emily, to not only promote the tool, but also improve  
36 response.

37  
38 **OTHER BUSINESS**

39  
40 **CHAIRMAN DYSKOW:** Thank you, Dylan. I think it's appropriate  
41 now to move on to Other Business and to maybe have a final Q&A  
42 opportunity for people that didn't get their questions asked or  
43 addressed earlier, and so any other business that people would  
44 like to add to the agenda?

45  
46 If not, are there any questions that anyone didn't get answered  
47 or you feel should get addressed at this time? I have one  
48 question, and I'm even hesitant to bring it up, because I don't

1 know if it's appropriate, but, when we talk about communication,  
2 particularly in the Gulf, we have three main pillars, or  
3 sectors. We have the commercial sector, and we have the  
4 recreational sector, and then, of course, we have aquaculture,  
5 and they're all three important, but there's one fourth piece  
6 that we don't talk about that certainly influences all of those  
7 others, and that's imports.

8  
9 We still import 80 percent of our seafood, and that has a huge  
10 impact. It has an impact on aquaculture, on commercial fishing,  
11 and recreational fishing, and do we want to, as we communicate  
12 information to stakeholders and interested parties, do we want  
13 to talk more about imports and the impact that they have on the  
14 overall fishery? I guess I'm addressing that to you, Emily.

15  
16 **MS. MUEHLSTEIN:** Well, so I don't have an immediate response. I  
17 can say that certainly it's something that I can pull together  
18 some information on, and it's something that maybe you and I can  
19 go back and forth on and see if we can produce a product that  
20 sort of accomplishes the goal that you are trying to meet, and I  
21 would be happy to work on something like that.

22  
23 **CHAIRMAN DYSKOW:** Thank you. I don't really have a goal, but  
24 it's just an observation. If it's inappropriate, I am happy to  
25 discard it, but it seems to me that, if we're going to talk  
26 about all these things, we should also talk about the 800-pound  
27 gorilla in the room, which is in fact imports. I see we have a  
28 couple of other comments. Leann, you're up.

29  
30 **MS. BOSARGE:** Mr. Chairman, I think that's an outstanding idea,  
31 and I think you're right. I think that's a huge piece of  
32 fisheries, and so I would love to see something like that, and  
33 maybe if Emily could come back to us at a future meeting with  
34 some information on ideas that she has for pushing that sort of  
35 information out to the public, and I would love to hear it.

36  
37 I will let you know, Emily, as far as imports go, shrimp are --  
38 That's one of the biggest imports into this country, as far as  
39 seafood is concerned, and you wouldn't have to pull all of that  
40 together on your own. The Southern Shrimp Alliance actually has  
41 a good bit of that information compiled in a tabular format, and  
42 so it could be things that you could borrow and it won't take a  
43 lot of recreating the wheel and work on the Outreach & Education  
44 Committee's time.

45  
46 **MS. MUEHLSTEIN:** Okay. Great. I will be happy to dig into  
47 that, and understanding also that it's sort of a multifaceted  
48 issue, right, and it's not necessarily just economic

1 considerations, but also potential health considerations and --  
2 Yes, I can see this being an issue that I can definitely get  
3 some good information out of.

4  
5 **CHAIRMAN DYSKOW:** Thank you, Emily. We also have a question  
6 from Ed Swindell. Ed.

7  
8 **MR. SWINDELL:** Thank you, Mr. Chairman. Emily, one of the  
9 things that I would like to see more of is a more complete list  
10 of all the resources that this council is involved with, to make  
11 certain that the public is aware of everything that we're doing  
12 and be prepared to answer their questions about it, for such  
13 things as hogfish and highly migratory species, and redfish  
14 even, and lionfish.

15  
16 I think they need to be aware of -- And coral. They need to be  
17 aware of just what are we doing, and you need to have someone  
18 that is prepared to answer their questions and to be able to  
19 clearly respond to people and to let them know just what to  
20 expect and what is not legal and what are we doing to help  
21 control things, et cetera. It's a big job, but this is all part  
22 of what I would consider to be the Outreach Committee. Thank  
23 you, Mr. Chairman.

24  
25 **CHAIRMAN DYSKOW:** Thank you, Ed. If we have no other questions,  
26 I would like to end this session by personally thanking Emily,  
27 Carly, Dylan, and everybody else that's doing a great job on  
28 this Outreach & Education Committee. I am absolutely amazed by  
29 the efforts and the output that you are bringing forth, and so  
30 thank you very much, and, with that, I will, I guess, end the  
31 meeting. Thank you.

32  
33 (Whereupon, the meeting adjourned on January 25, 2021.)

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