

GULF OF MEXICO FISHERY MANAGEMENT COUNCIL

OUTREACH AND EDUCATION COMMITTEE

Hilton Baton Rouge Baton Rouge, Louisiana

January 31, 2023

**VOTING MEMBERS**

- 10 Bob Gill.....Florida
- 11 Billy Broussard.....Louisiana
- 12 Rick Burris (designee for Joe Spraggins).....Mississippi
- 13 Phil Dyskow.....Florida
- 14 Dakus Geeslin (designee for Robin Riechers).....Texas
- 15 Bob Shipp.....Alabama
- 16 Andy Strelcheck.....NMFS
- 17 Greg Stunz.....Texas
- 18 Troy Williamson.....Texas

**NON-VOTING MEMBERS**

- 21 Kevin Anson (designee for Scott Bannon).....Alabama
- 22 Susan Boggs.....Alabama
- 23 Dale Diaz.....Mississippi
- 24 Dave Donaldson.....GSMFC
- 25 Jonathan Dugas.....Louisiana
- 26 Tom Frazer.....Florida
- 27 Michael McDermott.....Mississippi
- 28 Lisa Motoi.....USCG
- 29 Chris Schieble (designee for Patrick Banks).....Louisiana
- 30 C.J. Sweetman (designee for Jessica McCawley).....Florida

**STAFF**

- 33 Assane Diagne.....Economist
- 34 Zeenatul Basher.....Coral and Habitat Biologist
- 35 John Froeschke.....Deputy Director
- 36 Beth Hager.....Administrative Officer
- 37 Lisa Hollensead.....Fishery Biologist
- 38 Ava Lasseter.....Anthropologist
- 39 Mary Levy.....NOAA General Counsel
- 40 Natasha Mendez-Ferrer.....Fishery Biologist
- 41 Emily Muehlstein.....Public Information Officer
- 42 Ryan Rindone.....Lead Fishery Biologist/SEDAR Liaison
- 43 Bernadine Roy.....Office Manager
- 44 Charlotte Schiaffo.....Administrative & Human Resources Assistant
- 45 Carrie Simmons.....Executive Director
- 46 Carly Somerset.....Fisheries Outreach Specialist

**OTHER PARTICIPANTS**

- 49 Dylan Hubbard.....O&E TC

1 Kerry Marhefka.....SAFMC  
2 Clay Porch.....SEFSC  
3

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1 The Outreach & Education Committee of the Gulf of Mexico Fishery  
2 Management Council convened at the Hilton Baton Rouge, Baton  
3 Rouge, Louisiana on Tuesday afternoon, January 31, 2023, and was  
4 called to order by Chairman Bob Gill.

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

10 **CHAIRMAN BOB GILL:** I would like to call the Outreach and  
11 Education Committee to order. For those that are following,  
12 it's Tab O. The members of the committee are myself as Chair,  
13 Mr. Dyskow as Vice Chair, Mr. Broussard, Mr. Geeslin, Dr. Shipp,  
14 Mr. Burris, Mr. Strelcheck, Dr. Stunz, and Mr. Williamson.

15  
16 The first item on the agenda is Tab O, Number 1, Adoption of the  
17 Agenda, and does anyone have any changes they would like to make  
18 to the agenda? Seeing none, is there any objection to adoption  
19 of the agenda? Seeing none, the agenda is adopted as written.

20  
21 The next item on the agenda is Approval of the August 2022  
22 Minutes, Tab O, Number 2. Are there any changes for the minutes  
23 of August 2022? Seeing none, is there any objection to approval  
24 of the August 2022 minutes? Seeing none, the August 2022  
25 minutes are adopted as written.

26  
27 The next item is the Action Guide and Next Steps that Ms.  
28 Muehlstein will do, and I suggest then that to do it before each  
29 one, if you would, and just keep sliding through, and you don't  
30 have to come back to me, and so you've got it, and run with it.

31  
32 **PRESENTATION: 2022 COMMUNICATIONS IMPROVEMENTS AND ANALYTICS**  
33

34 **MS. EMILY MUEHLSTEIN:** That's terrifying. Thank you. Okay, and  
35 so what I'm going to do is I will start you off by reviewing our  
36 2022 communications improvement plan, and our progress on that  
37 plan, as well as going over our communication analytics.

38  
39 Once I give you that presentation, or sort of during the  
40 presentation, if you please, I would like you guys to consider  
41 these items and make sort of any recommendations or give me any  
42 feedback that you see appropriate, and so this is sort of, in my  
43 eyes, kind of a health check of last year, and then we're going  
44 to conclude the committee, after a couple of agenda items,  
45 looking forward to 2023, and so, at that point, I'm going to  
46 look for some advice on maybe what we should change, or do  
47 better, for moving forward.

1 If you can bring up Tab O, Number 4, Bernie, I will just go  
2 ahead and start in on the presentation, and please free to stop  
3 me if you have any questions or thoughts, and I know sometimes I  
4 give you the analytics, and some of the metrics might not be as  
5 clear to you as they are to me, because you don't see them every  
6 day.

7  
8 We're going to start with our website, and so, in 2023, we  
9 committed to making a number of improvements, and the first  
10 thing that we did was dismantle our Fishing for Our Future  
11 webpages, and we moved that discard dashboard, which is one of  
12 the important features, onto our fish science pages. Right now,  
13 that Fishing for Our Future webpage that we had, and we had  
14 made, redirects folks to the Return 'Em Right program, and this  
15 is just a very quick reminder that we do sit on the Return 'Em  
16 Right planning team, and we are a very intimate part of that  
17 process, but that happens in the background, and so it's not  
18 something I think that you guys see in the forefront very often,  
19 but we are a very integral piece of that program, and you're  
20 going to hear a presentation on that program tomorrow, and so,  
21 if you like that program, remember that we, as a council, are a  
22 part of it.

23  
24 The next thing we committed to creating a website style guide,  
25 and that's something that Camilla did, and, basically, it just  
26 makes sure that all of our colors, our fonts, and everything on  
27 the website looks exactly the same, as well as our print  
28 documents, and so that's just making sure that we're tightening  
29 up all of our communications products, and then we also added a  
30 link to the final action press release, or the final action FRN,  
31 for every one of the amendments that has been completed back in  
32 time.

33  
34 There were three things that we did not accomplish this year  
35 that were on our to-do list for the website, which is including  
36 fishery-independent indices to our fisheries science pages,  
37 adding a comprehensive reference to our fisheries science pages,  
38 and, also, we were unable to work with NOAA to create sort of a  
39 one-stop shop of angler resources that has quota monitoring and  
40 stock assessment reports, just kind of the stuff that, you know,  
41 our fishermen would be looking for.

42  
43 I will go into our analytics for our website, and so we'll start  
44 with our quarterly website sessions. As you can see, we  
45 generally tend to follow this trend where things go up in the  
46 spring and the summer, and then kind of wind down as the year  
47 winds down, and that trend has kind of continued, and I don't  
48 see anything abnormal there. Website sessions are up slightly

1 in 2022, as well as our page views are down a little bit, but  
2 this is kind of just tracking on average, and so nothing out of  
3 the usual here.

4  
5 Here is a breakdown of our top-ten pages on our website, and,  
6 not surprisingly, the homepage is first. Our federal fishing  
7 regulations are consistently the second. Year-over-year, those  
8 regulations are the most popular feature on our page. Just a  
9 couple of really interesting things that I want to call out here  
10 that are new, and you will see that lane and yellowtail snapper  
11 show up for the first time in our top-ten list, and so we have  
12 species-specific pages that house the regulations and different  
13 information, and, for whatever reason, this year, those two  
14 snappers made it onto our top-ten website, and that kind of is  
15 interesting to me.

16  
17 Next, you will see that there is a blog post that we did on red  
18 snapper identification, and it was called like Imposters or  
19 something, and it talks about the other red snappers, and that  
20 made it to the top-ten this time as well, and that's the first  
21 time we've ever had a blog post make it to our top-ten.

22  
23 Then you also see that we had, you know, about 156,000 users on  
24 our site, and 12 percent of those users are returning users, and  
25 so those are the people that I like to think of as like our SSC  
26 members, our AP members, our council members, our staff, and  
27 then 88 percent of our users are new users, or one-time users,  
28 or so people that, you know, are not coming back time-over-time.

29  
30 Okay, and so, if I don't have any questions about the website, I  
31 can move on to the email listserv, and we use Constant Contact  
32 as our email hosting program, and so the three things that we  
33 aimed to do this year -- All three of them were accomplished,  
34 and we continued to develop species-specific email contact  
35 lists, and what we do is, every time we launch a Fishermen  
36 Feedback tool, let's say for red snapper, folks give us their  
37 email addresses for that, and so what we've done is created  
38 targeted email lists for folks who care about certain species.  
39 Every time I have red snapper news now, I'm able to distribute  
40 it to red snapper people specifically.

41  
42 The next thing is -- Well, I guess that's what I just talked  
43 about in the second bullet, is targeting species-specific press  
44 releases, and so I'm able to really capitalize on that Fishermen  
45 Feedback tool and the folks that we've gained through that, and  
46 then we've also started to regularly nudge folks on our social  
47 media to join our subscriber list.

48

1 Our subscriber, you know quarterly subscribers, are, you know,  
2 sort of remaining steady, and you can see there's some  
3 fluctuation over time, and one of the things that I wanted to  
4 point out is that average open rate, the very bottom right  
5 corner, is 45 percent, and now that is a really large number,  
6 and that's something to be proud of. The national average for a  
7 not-for-profit is a 26 percent open rate, and the national  
8 average for a government organization is a 29 percent open rate,  
9 and so 45 is pretty significantly -- You know, that's pretty  
10 big.

11  
12 I think that that can be attributed to our species-specific  
13 targeting, and, also, what you will notice is, the year prior,  
14 we had 167 press releases out, and we were able to cut that  
15 almost in half, and so I think we're actually reducing some of  
16 the noise and giving the press releases that people are really  
17 looking for.

18  
19 Now we will move on to our videos, and so, this year, we  
20 endeavored, and accomplished, creating a list of video vlog  
21 topics and potential contributors, and you might remember that  
22 we had a conversation about the fact that we have this  
23 incredible group of really smart scientists, and fishermen, that  
24 are in our office all the time for SSC meetings and AP meetings,  
25 and that video content is really important, and so we wanted to  
26 sort of take advantage of that and start creating videos beyond  
27 just those public hearing videos.

28  
29 We aimed to shoot and edit four of those, and we were only able  
30 to do two. One of them was on gag management, since, you know,  
31 we have an interim rule, and then an amendment, and we sort of  
32 wanted to explain what was going on there, and then the second  
33 one was sort of demystifying catch limits, like overfishing  
34 limit and what they mean,

35  
36 Our video views continue to trend upwards, and you'll see that  
37 we've had 33,000 total views this year of our videos, and that's  
38 quite a lot. It's more than double what we had last year, and  
39 that's our total video use, and so that's all the videos we've  
40 ever produced, and the next metric is video views, which is just  
41 the videos that we produced last year, and so we were able to  
42 produce nine videos, and, of those nine videos, we had a little  
43 bit over 2,000 views. It is important to note that a thousand  
44 of those views specifically were for the framework action that  
45 increased red snapper catch limits.

46  
47 We will move on to social media, and so we had a lot of things  
48 on our list for our 2022 improvements here, and the first was

1 transition away from Hootsuite, which is a third-party sort of  
2 social media scheduling tool that we were using, and, instead,  
3 we're now just optimizing the use of Facebook, or Meta, Business  
4 Suite. We created a social media calendar, and we started to  
5 schedule things more regularly.

6  
7 We are making sure that we increase how many helpful social  
8 media posts we put up, sort of positive engagement posts, and  
9 all sorts of reoccurring positive content, and then we have also  
10 started to make placeholder accounts on all relevant social  
11 media platforms, and so like we have a Pinterest account, and  
12 that doesn't mean that we're going to use it, but it just means  
13 that nobody else is going to be able to have the user Gulf  
14 Council and start hosting things under our alias.

15  
16 If you look at our Facebook analytics, you will see that the  
17 number of people who interacted with our content this year is  
18 down slightly, but the size of our audience is up, and, if  
19 you've ever been on our Facebook page, you might notice that  
20 there's a lot of sort of a negative tone that you see to the  
21 respondents, and so I'm being optimistic in saying that, if less  
22 people are commenting, but more people are seeing our stuff,  
23 maybe it's that less people are unhappy, and I don't know if I  
24 can make that connection, but we're just going to go to bed  
25 feeling good about that.

26  
27 Instagram is something that we started in 2021, and so this is  
28 still a very new platform. It's a pretty small audience, but  
29 you'll see that we are steadily growing, and we seem to be  
30 doubling, if not more, from the first year to our second year on  
31 Instagram, and we're going to keep going with that.

32  
33 Now we'll move on to our blog, and so, this year, we hoped to  
34 create a monthly blog post, and we were only able to get eight  
35 articles out in 2022, and to create a quarterly blog article  
36 digest, and so what that's going to be is, you know, we had a  
37 newsletter, you might remember, and we decided to disband that  
38 newsletter, because readership was down, and we kind of thought  
39 that maybe the newsletter audience was more like agency folks,  
40 rather than our target audience, who is our fishing  
41 constituency, and so, rather than have a newsletter, what we  
42 were going to do is, quarterly, say, hey, if you missed these  
43 articles, here's what we published in the last couple of months,  
44 and send that out through our listserv, but, since we didn't  
45 have a monthly blog article posted, we were only able to publish  
46 two digests, and so, you know, just a little bit less volume,  
47 but the sentiment is in the right place.

48



1 Here is our analytics for our blogs, and, you know, you will see  
2 that our readership is up, and we ended up publishing those  
3 eight blogs with about 16,000 reads of those blogs, and, now,  
4 one thing that you're going to see is, from 2018 through 2020,  
5 you'll see the blog reads of all the blogs that we had ever  
6 published, and we changed platforms in 2021, and I am actively  
7 working to make sure that I catch that metric, because I can't  
8 catch now, with the way that we are hosting our blog, and that's  
9 a problem, because, like I told you with our website, one of the  
10 top-ten views on our website was one of our blog posts, and I  
11 can't reflect that here, because it's not showing up in that  
12 metric, and so suffice it to say that these individual articles,  
13 that are a little bit more timely, and hopefully more relevant,  
14 do seem to be working out, but I just need to get that metric  
15 figured out on the backend of things, and I'm not there yet.

16  
17 Fish Rules, and so Fish Rules continues to easily surpass our  
18 constituent contact in any of our other methods. By far and  
19 away, it gets us to the most people, and you can see there is  
20 almost a half-a-million unique users. Each user uses it an  
21 average of 3.6 sessions, and this is for recreational fish  
22 rules, and there's an average engagement time there, and so you  
23 can sort of gauge how long people are actually on the app, when  
24 they're on it, how deep they're diving into it, and we also can  
25 tease out the actual federal regulation views for the Gulf of  
26 Mexico, and that was 186,000 views of our regulations. Then  
27 there are unique Gulf federal users, and that's 16,000 people  
28 that are sort of unique to that region.

29  
30 Then our next slide will show us the species that those Gulf  
31 federal waters views are looking at, and it's kind of just an  
32 interesting thing to take a look at and see what's popular.

33  
34 I was shocked to see that greater amberjack was the top one. I  
35 mean, I do know that last year was a weird greater amberjack  
36 year, but red snapper is typically at the top, and I don't know  
37 if you guys noticed this, but it's at the bottom, and so that  
38 might have something to do with regional management, and maybe  
39 they are counted in those state views, but that's kind of an  
40 interesting thing that has shifted from what you would have  
41 looked at if you saw this years prior.

42  
43 Our commercial fish rules app, you know, clearly, our audience  
44 for this is a little bit smaller. I will say that the  
45 maintenance for it is a little bit larger, because we do those  
46 weekly quota updates, but I still maintain that I think that  
47 those are a very useful feature. We have 2,600 users, and, now,  
48 remember that this is Gulf federal, South Atlantic federal, and

1 FWC has joined into the commercial fish rules app, and so that's  
2 across all three of those platforms.

3  
4 Our users are using them more than they do the recreational app,  
5 and so it's an average of 4.2 uses per user, and the engagement  
6 time is down a little bit, and I think that might have something  
7 to do with the way that we have arranged it by permit, rather  
8 than by species and area, but this is fascinating. The Gulf  
9 federal permit view is 56,000 views of our regulations that are  
10 related to our permits last year, which I think is pretty good.  
11 The average views per user is 21.5, and so it sounds like people  
12 who are using that app are relying on that app and using it  
13 pretty frequently.

14  
15 We did some additional things this year that didn't really fit  
16 in a pretty little box, and so, first, our Fishermen Feedback  
17 tool, and we have been working to research blanket approval and  
18 an expedited Paperwork Reduction Act approval. You might have  
19 noticed that we haven't really been talking about that tool much  
20 this year. Since we did the red snapper tool, we decided to  
21 sort of put a pause on this and make sure that we're aboveboard  
22 and that we're doing this legally, rather than asking for  
23 forgiveness, which is kind of how we were operating before, and  
24 so we are waiting for that approval.

25  
26 We have also rebranded the tool, and remember that it used to be  
27 Something's Fishy, and we didn't sort of really like what that  
28 maybe was leading people to believe about the tool, and so we  
29 completely rebranded the tool, successfully, and what we have  
30 not done, that we aimed to do, was create a fact sheet that  
31 talked about what the tool is and actually draft a guideline  
32 document, and so hopefully that's going to be something that we  
33 can work on soon.

34  
35 We also had a really big transition, on the backend of things,  
36 and hopefully you guys haven't noticed it, which means that it's  
37 kind of been a success, is we created a completely new comment  
38 database, and so, prior to last year, every time we asked for  
39 public comment on a document, we created a -- It's a stand-alone  
40 folder, and we got all of our public comments, and they all  
41 lived in individual folders, and so, for every amendment, every  
42 framework action, every whatever, they were all in individual  
43 folders over the last I think ten years that we've been doing  
44 online comment collection.

45  
46 What we did is we worked to optimize our Google database,  
47 because we use Google Forms for that, and we engaged a  
48 contractor who put every comment that we've ever had into one

1 central repository that we can now search by term, by tag, and  
2 sort of be able to look and compare them, and so, rather than  
3 them all being in individual folders, now they're in one  
4 database, but they're organized in a way that we can separate  
5 them out individually, if we want to.

6  
7 I think once we, as staff, have a little bit of time to play  
8 with that, it could be a really valuable resource for us at the  
9 council table, where we can say, you know, back in time, what  
10 have people said about gray triggerfish commercial catch limits,  
11 and we can, you know, immediately look at everything that can be  
12 tagged with that, and so we put that all into one database and  
13 completely relinked all of our comment forms and just kind of  
14 changed the way that that process takes place.

15  
16 It shouldn't look like anything has changed on the frontend, on  
17 the website, but it all has changed. Everything has changed,  
18 and so now, when you add a comment, instead of it going into an  
19 individual folder, it goes into that database and gets tagged  
20 and updates itself, and so hopefully you didn't notice, but, in  
21 the backend, it's making things much more efficient, and  
22 hopefully much more useful, if we ever want to dig into those  
23 databases.

24  
25 We also -- You know, you notice that, every time I see you, I  
26 come with a couple of guidelines, and what we're doing is trying  
27 to work on a communications guidelines manual. Basically, in  
28 case -- In the unfortunate event that Carly and I got hit by a  
29 bus, it would really be nice that somebody would be able to look  
30 at the way things have been done and, you know, make it -- Sort  
31 of operationalize the way that we do things, so that it's not  
32 based on a person, but that we have set up some guidelines.

33  
34 This year, we were able to write guidelines on our regulations,  
35 our analytics, the media, the use of council products, and, as I  
36 have already mentioned, we have not gotten to the Fishermen  
37 Feedback ones, but they're coming.

38  
39 We are also working on something that I think we will be able to  
40 launch at least one species by the end of this year, which is a  
41 species timeline project. What we're looking at doing is, if  
42 you noticed, every one of your amendments has a history of  
43 management that's sort of written out in a narrative. What  
44 we're hoping to do is create a dynamic timeline for each species  
45 that is sortable by management action, and so, if you were going  
46 to go look at greater amberjack, and you said, how many times  
47 have we changed the commercial trip limit, how many times has  
48 the catch limit changed, we'll be able to toggle on and off all

1 of those different alternatives and be able to look at a  
2 timeline of the changes that we've made to each species.

3  
4 We're going to pilot that with greater amberjack, and we have  
5 all of that information. We have not yet built it into the  
6 dynamic tool, but I think, once it's done, it's pretty exciting,  
7 and we're looking forward to that, but it's just a larger  
8 project than I think we had initially scoped, because it turns  
9 out that we make a lot of management changes.

10  
11 Okay. The MRIP Story Board, and so you might remember that we  
12 did what we called an MRIP infographic, and it was sort of a  
13 static information on MRIP and its implications and what it was,  
14 and it was really dense, and the council's Outreach and  
15 Educational Technical Committee asked us to put it in some other  
16 form that would make it easier and more accessible, and so we  
17 were able, this year, to turn it into a storyboard, and that is  
18 one of the things on our agenda today, and Carly is going to  
19 walk you guys through that soon, and so I'm looking forward to  
20 you guys seeing that.

21  
22 Then what we did is we sprinkled in a couple of outreach events  
23 in-person for 2022, and we attended three events, with a total  
24 of 419 engagements. We gained thirty-one listserv subscribers  
25 through those events, and we have also created a 2023 in-person  
26 outreach plan, which you guys will also see today, and then our  
27 final slide.

28  
29 The last thing that I did was sort of look at our public hearing  
30 attendance over 2021 and 2022, and, you know, our attendance at  
31 public hearings, historically, is -- It's inconsistent, right,  
32 and it's probably based on location, and it's based on the  
33 issue, and it's based on whatever is going on during that  
34 fishing season, and so I'm just sort of trying to dig-in and  
35 figure out what's been going on.

36  
37 We talked to the Outreach and Education Committee about this,  
38 at-length, and we discussed sort of how those members who work  
39 harder to promote our public hearings, through their own social  
40 media networks, and their own communication channels, whether  
41 that be our Sea Grant folks or it be the states themselves, to  
42 sort of help promote attendance at these events, and they  
43 actually ended up sort of trying to find a way to increase  
44 attendance at our meetings.

45  
46 They made a motion that, in an effort to increase participation  
47 and effectiveness and efficiency, the Outreach and Education  
48 Technical Committee recommends that the council explore new

1 methods to conduct public hearings, such as incorporating state  
2 partners or Sea Grant programs as facilitators, using council  
3 members to attend in-person, and council staff potentially  
4 attending virtually.

5  
6 I think the idea of that motion was them lending official help,  
7 right, and they were telling us that, if we feel like there is a  
8 need to find a better way, or a way to get better attendance, or  
9 a way to host those meetings, but they just wanted to make clear  
10 that the council understood that those groups would support us  
11 in that, and you can look at that motion, and it's in the  
12 Outreach and Education Technical Committee summary, which is  
13 also in our agenda.

14  
15 That concludes the 2022 communications improvements and  
16 analytics, and are there any questions or thoughts about that,  
17 before we move on?

18  
19 **CHAIRMAN GILL:** Mr. Chairman.

20  
21 **MR. DALE DIAZ:** Thank you for that, Ms. Muehlstein. Good  
22 presentation, and I know you all occasionally get thrown under  
23 the bus, and so I don't want you all to get hit by a bus, but I  
24 may have thrown you under a time or two myself, but that's an  
25 occupational hazard, I think, especially in communications.

26  
27 This might be the wrong time to ask about this, but one of the  
28 confusing things that I think has been going on at the council  
29 level, and probably at all councils, since FES has come about --  
30 You can you tell me if you all are talking about this when you  
31 interact with your partners for other councils, but if we could  
32 do -- You all might already be doing this, and so help me, but  
33 if we could do a better job with education, continually  
34 educating people, on these conversions of FES to CHTS.

35  
36 I think you all could go a long way to help us there, and it was  
37 pointed out, in one of the letters that was sent to us, is that  
38 terminology is not consistent, when we discuss these subjects,  
39 and I think it was even pointed out that it's not consistent,  
40 necessarily, in some of our documents, and I read articles, all  
41 the time, that are in magazines, or come across the web, and  
42 it's obvious that the people writing the articles sometimes are  
43 confused about these conversions and what they mean and how they  
44 -- The impacts that are happening for them, and so anything you  
45 all can do to help along those lines I think would help us a  
46 lot.

47  
48 **CHAIRMAN GILL:** Thank you for that comment, Mr. Chairman. Any

1 other comments or questions? Kevin.

2  
3 **MR. KEVIN ANSON:** I'm not on your committee, and thank you, Mr.  
4 Chair, and so a great presentation, Emily and Carly, and you've  
5 all been very busy, and there are lots of results here, and so  
6 that's good to see.

7  
8 I am just curious, and I look at several YouTubers that are  
9 operating in Alabama, and they fish inshore and offshore and  
10 such, and there's one, in particular, that comes to mind who  
11 does a fairly good job of kind of educating the anglers a little  
12 bit about the fish that he's catching, the biology, what the  
13 current size limits are and such, the bag limits, and so I'm  
14 just wondering, and ICAST -- I went to the ICAST meeting for the  
15 first time this summer, and they have a section in there where  
16 they have YouTubers and such that get together, and I'm just  
17 wondering if you all have explored the opportunity of trying to  
18 introduce yourselves to some of those folks, to see if they  
19 might be interested in trying to kind of carry some of that  
20 message.

21  
22 You know, I look at those folks, and, you know, they're trying  
23 to get eyeballs to look at their channel, and so they've got --  
24 Typically, their videos, you know, are very successful, as far  
25 as fishing, and that kind of is what our job is, is to try to,  
26 you know, make sure that there is good fishing opportunities for  
27 folks, and so I see the connection there, and I could see how  
28 there might be some hesitation, from some of them, to not really  
29 get too heavy into the management and such, because then that  
30 kind of takes away from the experience of the folks sitting at  
31 home, and just I just want to sit there and see somebody catch  
32 fish, and not worry about that other stuff, and so I know  
33 there's a delicate balance, but I'm just wondering if at least,  
34 you know, some of those initial conversations have been had, to  
35 see if there is interest and such.

36  
37 **MS. MUEHLSTEIN:** I think that's a great idea, and it's  
38 definitely something that we've kicked around in a couple of  
39 different forums, right, and I did say that we're part of the  
40 Return 'Em Right program, and then we also have sort of thought  
41 about this a council context. One of the issues that we run  
42 into is a lot of those folks, who I am just going to broadly  
43 call influencers, and term is not very specific, right, because  
44 there are different types, right, and there is educational  
45 influencers, and then there's the ones that are just sort of  
46 making fishing videos, and so there's a whole range of different  
47 influencers, but, you know, typically, influencers do ask for  
48 some kind of compensation, in order to be a part of that.

1  
2 For example, through a couple of programs that we -- Through the  
3 Return 'Em Right program, we sort of looked into making videos  
4 with certain influencers that already have very successful  
5 following, and it's \$6,000 to \$14,000 to get one of those folks  
6 to sort of like do a dedicated episode, and so I guess, on the  
7 council level, it almost feels like it would have to be  
8 something organic, whether, rather than me calling and being  
9 like, hey, what can you do for me, it would have to sort of be  
10 somebody who was already really entrenched the management, and  
11 was really interested in it, and it became a natural thing.

12  
13 Otherwise, it would end up being sort of a paid partnership, and  
14 I'm not sure -- I guess I would have to look into the ethics of  
15 us doing that and whether or not we would want to go down that  
16 road.

17  
18 I will just give a shoutout, because he's the chair of our  
19 Outreach and Education Technical Committee, and we do use Dylan  
20 Hubbard, and we don't even use him, but he is an influencer in  
21 his own right, and he does a really good job of actually  
22 explaining a lot of the council management stuff, and now,  
23 obviously, it's through his lens, because he is, you know, part  
24 of a certain constituency, and so that's a place where it has  
25 happened kind of naturally, because Dylan is really involved,  
26 but, yes, generally, that's something that I've put a little  
27 thought into, and it's certainly something that I can put more  
28 thought into. I think the idea of a paid partnership makes me a  
29 little nervous.

30  
31 **CHAIRMAN GILL:** Any other comments or questions? Dakus.

32  
33 **MR. DAKUS GEESLIN:** Emily, just a comment and a word of  
34 encouragement, and I can vouch for Dylan on his Return 'Em Right  
35 video. I watched that not too long ago, and it was a nice job.  
36 I am seeing a couple of -- In a couple of the regulation  
37 changes, in red grouper and greater amberjack, you've got a  
38 couple of virtual sessions, and I would encourage you all to  
39 continue to do those.

40  
41 Overseeing our public comment hearings and processes and, you  
42 know, all the various channels that we try to solicit public  
43 comment, we've seen great feedback, at the state level, with our  
44 virtual public hearings, and, in fact, I was on one last night,  
45 and I was able to participate from right here in my hotel room,  
46 and so nice work, and I encourage you all to continue to think  
47 outside the box of how to engage more of our users out there.

48

1 **CHAIRMAN GILL:** Thank you, Dakus. With that, we'll move on to  
2 the next agenda item, which is Recreational Data Collection  
3 Story Map, and, Carly, you're going to take us through that?  
4

5 **RECREATIONAL DATA COLLECTION STORY MAP**  
6

7 **MS. CARLY SOMERSET:** Yes, sir. Go ahead, Emily.  
8

9 **MS. MUEHLSTEIN:** I am going to set her up, on the action guide,  
10 and then I will let her take it away. How about that? We're  
11 going to look at the recreational data collection story map, and  
12 that was created in response to an Outreach and Education  
13 Technical Committee recommendation that the Marine Recreational  
14 Information Program infographic that we developed in 2021 be  
15 converted to a more dynamic format.  
16

17 Since then, we have also added an overview of the Gulf state  
18 efforts for the recreational data collection to that story, and  
19 what we would like from you guys today is to sort of take a look  
20 at the product and just give us any feedback that you have on  
21 it. Right now, we've given that product to the MRIP  
22 communications folks, and they're going to take a look at it,  
23 and the individual state folks, the appropriate state contacts,  
24 have also been given that product, and so this is sort of the  
25 third of three layers of review that we're looking for before we  
26 you know, make this as public as it's going to be.  
27

28 **MS. SOMERSET:** Thanks, Emily, and so you teed it up perfectly,  
29 and I think this hopefully -- Well, we've gone through a lot of  
30 drafts of this, right and so this is -- It gets better every  
31 time, and so we're looking for feedback from you guys of is this  
32 great, is it not so great, can we have more information, what  
33 kind of things do you want to see, and just, yes, thanks to  
34 everyone who has already looked at several iterations of this,  
35 the O&E Technical Committee providing great feedback, and to get  
36 us to the point we're at now.  
37

38 At their meeting in December, and Emily mentioned some of this,  
39 they did provide some suggestions on the information, as well as  
40 the format, and so we took those into consideration, and,  
41 essentially, and I just want to preface this, before, you know,  
42 Bernie goes through it for me, but it's a broad overview,  
43 obviously, you can see by the title of "Recreational Data  
44 Collection Programs in the Gulf", and so this -- Hopefully what  
45 we're trying to get at is it is the importance of collection of  
46 catch and effort data, right, and then how it's collected, how  
47 all of that data is collected, a brief overview of the  
48 supplemental surveys, and how all of that is incorporated into



1 management, and, also, Dale this might go along to what you  
2 brought up earlier, the conversion from CHTS to FES and how that  
3 impacts fisheries management decisions.

4  
5 We're trying to get at all of that, without the burden of  
6 scrolling fatigue or too much information in one place, and we  
7 recognize, and this is not to take away from all of the MRIP  
8 information that's on the NOAA Fisheries website, and it's all  
9 very important, everything that's there. We're just trying to  
10 distill some of that in an engaging product that is hopefully,  
11 you know, somewhat fun to read, or at least hopefully people  
12 read through it and like what they see, and so just to preface  
13 all of this.

14  
15 One more note, before we go through this, and I will say that  
16 it's not comprehensive, and so we had a quick meeting with the  
17 Southeast communications team, and Emily mentioned that they've  
18 been looking at it from NOAA, and it does not include the for-  
19 hire survey or SEFHIER, and this is recreational data, but, you  
20 know, we still have some work to do on it and try to figure out  
21 if maybe a comprehensive Story Map is the best method, or maybe  
22 we need to branch off and do some other ones, to incorporate  
23 that information, and we don't know yet, and so just take all of  
24 that into consideration as I go through this, and I will be  
25 pretty quick about it.

26  
27 Bernie, if you could scroll down just a little, and so you all  
28 look through this, as we go through it now, and it's essentially  
29 in the format of, you know, short paragraphs of information, as  
30 well as pictures, just to kind of break up the information and  
31 make it easier to look at, and we have the side panels of larger  
32 questions of how are landings collected, what do we do with  
33 these, what's the importance of catch and effort, and so I won't  
34 go through all of this. You know, you're welcome to read it, if  
35 you haven't already.

36  
37 If you go to the table that shows all the species, and we do  
38 have the information on the state supplemental surveys and what  
39 each of them is collecting, and I think it's right after this.

40  
41 This is one thing that was requested by the O&E Technical  
42 Committee, and I believe there's also probably been some public  
43 comment, or feedback, on it. Just, in general, I know that  
44 Emily and I get questions on how is this going to impact -- Why  
45 are we going from CHTS to FES, and how is this going to impact  
46 the decisions that the Gulf Council is making, and so we -- Our  
47 goal here was to show that landings are collected -- You know,  
48 if you use the MRIP data query tool for the public, all of those

1 are collected in FES.  
2  
3 However, it takes assessment, and that process, to change from  
4 the CHTS currency into FES, incorporating that FES data, right,  
5 and so we just wanted to try and show where we're at with all of  
6 that, as far as the species, the most recent assessment, and the  
7 current -- The recreational data currency, what the quota is,  
8 and, obviously, all the landings are in FES. That way, you can  
9 see which ones have been shifted and which ones are still in --  
10 Some of them are still in MRFSS, and not all of them are even in  
11 CHTS yet. Hopefully this is a useful tool, and, obviously, this  
12 is dynamic, right, and, as things move over to FES, we will make  
13 sure that this is updated.

14  
15 Right here, we end the story map with frequently-asked  
16 questions, and so, for example, we just tried to think of  
17 essentially answering how this is going to impact fisheries  
18 management and those decisions, and so why are data being  
19 calibrated, are the state supplemental survey data being used  
20 for management, and so you can look through these questions.

21  
22 You can click on each question, and it will take you straight to  
23 that answer, and we didn't want to have -- You know, if you  
24 don't want to see the answers to all the questions, you won't  
25 have to scroll through all of them, and that's essentially the  
26 story map, and I would be happy to take any questions or  
27 feedback or comments.

28  
29 **CHAIRMAN GILL:** Thank you, Carly. Any questions or comments?  
30 Susan.

31  
32 **MS. SUSAN BOGGS:** Thank you for the table at the end, because I  
33 think I've requested that a couple of times today, and tell me  
34 if I'm wrong, and, I mean, it shows all landings in FES, and  
35 that's not correct, right, because we don't -- We haven't  
36 calibrated in -- Help me understand, because I didn't think --

37  
38 **MS. SOMERSET:** Right, and so landings, as far as if you survey  
39 someone at the dock, and it's being -- That's in FES, and so  
40 sometimes you have to do either a back-calibration, if the quota  
41 is in CHTS, to find that equivalent, right, but does that answer  
42 your question?

43  
44 **MS. BOGGS:** Well, I guess it does, but, at the same time, I  
45 think maybe it's just a little bit confusing, because of what we  
46 do here at the council table, and, I mean, this is a different  
47 user group, and so that makes sense, but that's why it was a  
48 little confusing to me, because I'm like, with red snapper, we

1 just had that discussion of we're not in FES yet, but you're  
2 right in that, the way they're surveying it, it would be, but I  
3 don't know if -- I mean, landings is fine, and I understand, but  
4 I don't know if it might be confusing to others, but thank you  
5 for the table anyway.

6  
7 **CHAIRMAN GILL:** Any other questions or comments? I guess I will  
8 comment, and I like the layout. You know, it's bright, and it's  
9 cheery, but it also gets the point across in a light fashion,  
10 and it's not a heavy read. It's not one of these ho-hum, do I  
11 have to read all of that to get to what I want to know, and so I  
12 think it's well done. I'm in favor of it. If there's no other  
13 questions or comments, the next item is the 2023 Outreach Event  
14 Plan. Carly, you're doing that?

### 15 16 **2023 OUTREACH EVENT PLAN**

17  
18 **MS. MUEHLSTEIN:** Let me tee her up again. All right, and so  
19 Carly is going to present to you our communications improvement  
20 plan for 2023, which includes the recommendations that we got  
21 from the Outreach and Education Technical Committee. What we're  
22 looking for is for this committee to review the plan and suggest  
23 any changes or improvements.

24  
25 **MS. SOMERSET:** Perfect segue, Emily. Thank you. All right, and  
26 so Bernie has got it up. Again, at this last meeting in early  
27 December, the O&E Technical Committee gave us some excellent  
28 feedback on -- Essentially, we provided a summary of what we had  
29 done as far as outreach events, how we had outreached to the  
30 public in 2022, and, based on that, they provided us with some  
31 feedback and suggestions for how we could do better in 2023.

32  
33 This led to this more formalized event plan, based on the  
34 discussion on the most effective ways to do in-person outreach  
35 events, specifically for this year, and so some of the comments  
36 from the O&E, and this is in the summary that was provided for  
37 that meeting, but, essentially, tournaments can be difficult to  
38 maintain a target audience, because people are looking at what's  
39 being weighed and the big fish that are being brought in, or  
40 they've fished all day, and so they're tired, and so having a  
41 booth there may not always be the best idea to engage the  
42 public. Also, the goal, and the target audience, depend on the  
43 type of event, and so that's something that, you know, we need  
44 to keep in mind at all times.

45  
46 Emily talked about the attendance at public hearings earlier, in  
47 her first presentation, and so just, you know, basing -- That is  
48 an in-person event, and that is doing outreach to a specific

1 topic, right, a specific species for an amendment, but, if we  
2 sometimes struggle to get an in-person audience there, how can  
3 we use that consideration of moving that towards in-person  
4 outreach events to the general public, and then the O&E also was  
5 asked targeted questions about outreach goals and target  
6 audiences, to better inform this event plan that's in front of  
7 you.

8  
9 Overall, the goal is to -- You know, we always want to -- We  
10 strive to promote explaining the council process to anyone who  
11 doesn't -- Who wants to learn more about it, who is unfamiliar  
12 with it, answer any questions, and it's often an opportunity, as  
13 well, to collaborate with state agencies, and so I think that's,  
14 you know, an excellent way to further those collaborations and  
15 communication between the council and our state partners.

16  
17 We will be doing analytics, and essentially -- Well, I'll  
18 actually back up a little bit. For 2023, we are aiming to  
19 attend at least one engagement in each state, and I will note  
20 that you see on the list that there are two in Florida, and we  
21 put two because we think that it's a minimal cost and effort to  
22 us, if they're close to the Tampa council office, and so that's  
23 something that we think that we can do both of those  
24 engagements.

25  
26 We're hoping to attend a variety of events, and we want to  
27 engage each sector, private, for-hire, and commercial, and,  
28 specifically, anyone who is not already engaged, or who is less  
29 engaged, in the council process, and so we're -- Obviously,  
30 council staff will be there, and hopefully at least one council  
31 member, and that's the goal, so that anyone who attends can have  
32 direct interaction with you all as council members, and so, for  
33 2023, our goal is to focus on attendance at smaller club  
34 meetings and expos, specifically so that -- You know, hopefully  
35 that will allow us to speak or to provide some sort of  
36 presentation, and so less of a table where people come to us,  
37 and we want to offer a presentation or speak on something that,  
38 you know, people are interested in and that we can actively  
39 engage and speak with whatever audience we're targeting.

40  
41 Now for the analytics, and we will be collecting them, and that  
42 will help us inform future outreach events, specifically, you  
43 know, the number of direct engagements, people that come talk to  
44 us, and attendees that are present during a speaking  
45 opportunity.

46  
47 I will -- Just a caveat that we understand that this is sort of  
48 dynamic and that some events may not want us to attend, and they

1 may not have room for us to attend, and they may have room for  
2 us to attend but not speak, and so we will do our best to, you  
3 know, get on top of this early and ask whatever -- Whoever is  
4 coordinating that event if we can do a presentation, and what  
5 topic they would like to have us speak on, and, with that, if  
6 you could scroll down and just -- I won't go through each one,  
7 but you can see here that we have at least one event for each  
8 state, and I'm happy to take any questions or suggestions for  
9 that. Thanks.

10  
11 **CHAIRMAN GILL:** Thank you, Carly. I have a question. Are you  
12 going to coordinate the council members with your activities as  
13 they develop in your planned workflow, or is that how that's  
14 going to work?

15  
16 **MS. SOMERSET:** Yes, sir.

17  
18 **CHAIRMAN GILL:** Excellent. Are there comment or questions from  
19 the committee or the council? Rick.

20  
21 **MR. RICK BURRIS:** Thank you, Mr. Chair. Carly, I see that  
22 you've got on here that you all are not going to go to ICAST,  
23 and I think it says that the South Atlantic Council is having a  
24 booth, but we're not going to have a booth there, and what's the  
25 -- I was just curious about that.

26  
27 **MS. SOMERSET:** Right, and so I can speak a little to that, and  
28 if Emily wants to jump in, but I went last year, and, Kevin, you  
29 mentioned that you went, and it's a lot to take in, and so Emily  
30 has much more -- She's much more knowledgeable about the event,  
31 but it's very helpful to be able to go around and speak with the  
32 industry members and go to other people's booths, and so we feel  
33 like, if we can get a speaking -- If we can do like a -- We're  
34 actively working on this now, but a speaking event, or a  
35 presentation, or some sort of lunch-and-learn session, that that  
36 will be more helpful to us than staying in one spot and having  
37 people come to us in a booth.

38  
39 **MS. MUEHLSTEIN:** I can add a little bit more insight on why  
40 we're not boothing it, per se, or tabling it, is what I say, but  
41 that is confusing around the council, and so we have this sort  
42 of communications group that meets in the Southeast, and we were  
43 with the South Atlantic Council, and then also staff from FWC,  
44 because both of those groups have tables at ICAST, and, you  
45 know, theoretically, ICAST is actually a national event, and, if  
46 you've been there, there is actually a lot of tackle  
47 manufacturers that are from other countries as well, and so I  
48 asked those groups, and I said, what am I missing, and I don't

1 see the value in tabling this event, but, you know, you guys  
2 obviously make the effort and you do that.

3  
4 Well, it turns out that FWC -- You know, they get Sportfish  
5 Restoration Funds, and so 10 percent of, you know, whatever  
6 tackle -- These tackle manufacturers, who are the main audience  
7 of the event, it's nice for FWC to say here's what we do with  
8 that 10 percent, and so they kind of show up for that reason.

9  
10 The South Atlantic shows up because they had a council member  
11 that asked them to do it specifically, and it's just sort of a  
12 legacy. They do have a conservation corner, but, if you walk  
13 through it, it's not very -- It's not a very highly-attended  
14 part of the event, and so we were hoping to get some value out  
15 of the event that's sort of besides the networking.

16  
17 You know, a lot of people that go to that event are tackle  
18 manufacturers, or if they're like influencers, and people set up  
19 meetings, and they're there for like meetings, and then the  
20 event is just sort of this ambient thing that's happening. ASA,  
21 who puts on the event, is an active participant in the council  
22 process already, and is hopefully working with its constituency,  
23 which is why we haven't boothed it, and so everybody else has a  
24 reason to do it, but I still haven't, you know, been -- I  
25 haven't been convinced that it's the best thing, and so we're  
26 actually to do a lunch-and-learn session, or some sort of  
27 session where we can talk about how to get involved -- How the  
28 tackle manufacturers can directly get involved in federal  
29 management and why they might want to.

30  
31 **CHAIRMAN GILL:** Any other questions or comments? Seeing none,  
32 the next item is the 2023 Communications Improvement Plan.  
33 Emily, are you going to give the action guide and go over that?

34  
35 **2023 COMMUNICATIONS IMPROVEMENT PLAN**

36  
37 **MS. MUEHLSTEIN:** Yes, absolutely, and so this guide was put  
38 together along with the rest of our communications team, which  
39 is myself, Carly, and then Camilla sort of works part-time as  
40 our communication admin support, and so what we do every year is  
41 sort of get to do this list of what do you want to work on next  
42 year, as well as get some guidance from the O&E Technical  
43 Committee.

44  
45 Everything that you'll see in this is also sort of informed by  
46 the analytics that I just presented to you, and so I will just  
47 quickly buzz through our plan, and, if you have any objections  
48 to anything that's in here, anything you want to add, now is the

1 time, because, after this meeting, we sort of will take it for  
2 granted that this plan is blessed and this is the direction  
3 we'll head in, and so, as I'm going through this, think about  
4 it. If there's anything you want us to do that's not on here,  
5 please let us know.

6  
7 We'll start with the blog, which is the articles that we've been  
8 writing, and we have a number of planned improvements here. The  
9 first is working with our web develop to define that metric that  
10 I was missing when I gave you this last analytics presentation.  
11 We want to publish eight blog articles this year, and that  
12 mirrors what we did last year, and we want to publish two  
13 digests, and so those blasts out that say, hey, did you miss  
14 this, and we want to start to publish a new blog theme that  
15 highlights stakeholder engagement success stories.

16  
17 In other words, you know, people are often influenced to do  
18 something when they see somebody else doing it successfully, and  
19 so we want to start highlighting success stories, so that folks  
20 understand that the council process really is driven by the  
21 constituents that we are serving.

22  
23 We would like to write a how to get engaged in fisheries  
24 management blog, and I think is one of those FAQ-type things  
25 that could be used over and over again, and we want to add a  
26 share button to our blog, so that other readers can easily share  
27 them across social media platforms, and then we want to think  
28 about creating more of these dynamic story maps, like the one  
29 that you just reviewed, and so, rather than having a written  
30 article with some pictures, making it a little bit more dynamic  
31 and a little bit prettier, like you just saw.

32  
33 Moving on to social media, we want to continue to regularly post  
34 nudges to people to join our subscriber list and clarify the  
35 different type of content that will be served through our  
36 subscriber list, so that it doesn't seem so scary.

37  
38 We want to regularly post more helpful content that drives  
39 people to council materials, and we have a lot of great  
40 resources that I think people just either forget about, or don't  
41 even know about, and so we're going to try and keep driving  
42 people to the stuff that we are doing.

43  
44 We want to post more reoccurring positive content, things like  
45 pretty photos that highlight some of our different fisheries in  
46 the Gulf, and we haven't done that in the past, and we want to  
47 add some interactive content, like asking readers difficult  
48 regulations questions and things like that, to sort of get

1 people more engaged in positive ways, and then one thing that we  
2 haven't done before is holiday content, you know, like today is  
3 National Shark Day or whatever, and maybe that's a bad example,  
4 but something, you know those things that you see other agencies  
5 post, and so we're really going to start figuring out, you know,  
6 where maybe we should live in that biosphere, right, in the  
7 agency voice talking to the community.

8  
9 We would like to add more live videos and prerecorded content,  
10 and we would like to update our Instagram site with more  
11 relevant links, and so that's just making sure that Instagram is  
12 more accessible, because Instagram, right now, doesn't allow you  
13 to put links on posts, which is one of the reasons that it's a  
14 less useful platform, but we can -- There's a way that we can do  
15 it, but it just takes a couple extra steps. On our website, we  
16 want to add more information.

17  
18 **CHAIRMAN GILL:** Emily, can I interrupt a minute? You note the  
19 platforms for Facebook and Instagram, and are you considering  
20 other platforms, either adding or replacing, and, if so, how is  
21 that process working? Are you running that through the O&E  
22 Technical Committee or what?

23  
24 **MS. MUEHLSTEIN:** Right now, we don't have anything else in the  
25 works. I mean, you will notice that the social media world is  
26 always shifting, and WhatsApp shows up and becomes popular, and  
27 so we are always open to that, and, if there's one that you guys  
28 would like to suggest that we consider joining, we will, or, if  
29 the O&E Technical Committee feels that. I'm going to be  
30 completely honest with you that our bandwidth is pretty well  
31 taken up, and so I would have to have a good reason to use a  
32 platform, in order to start a new one.

33  
34 **CHAIRMAN GILL:** Thank you, and I'm sorry that I interrupted.

35  
36 **MS. MUEHLSTEIN:** No, you go ahead. Okay, and so, moving on to  
37 our website, we would like to add more information on advisory  
38 panel and technical committee webpages that sort of describe the  
39 commitment of a member who is going to join an advisory panel,  
40 or a technical committee, and then the process of serving on  
41 that committee.

42  
43 We would like to update the homepage slide show with helpful  
44 resources. I think, if you guys go to our homepage, and there's  
45 this slideshow, we want to make that more relevant, and make  
46 sure that we're updating it every time we have something new  
47 that we want to feature.

48



1 We want to create a webpage that serves as that one-stop shop,  
2 and you will notice that that was something that we were not  
3 able to achieve in conjunction with NOAA last year, and so I  
4 think it's actually something that we might be able to expedite,  
5 if we just take that on ourselves, and the Outreach and  
6 Education Technical Committee really stressed that they wanted  
7 this, and so we're going to work on that this year.

8  
9 We are going to work on adding those fisheries-independent pages  
10 to our website, and we also need to do a better job of tracking  
11 our mobile analytics and making sure that our pages are mobile  
12 friendly. Camilla has already actually started going through  
13 the entire website on her phone and making those adjustments, so  
14 that we are mobile app friendly, because we do recognize that a  
15 lot of people use the mobile phone to view our website, and we  
16 have not really optimized our website for that use yet.

17  
18 We also want to improve our calendar widget on our homepage. We  
19 recently had updates to that widget, and it sort of makes it  
20 look like there's meetings, but it doesn't tell you what the  
21 meetings are, and so we're just going to look for a better  
22 solution there, and then we also want to utilize a web  
23 contractor to modernize the theme of our website, and sort of  
24 our aesthetic, and it's been a while since we went through that  
25 process, and so we just want to make sure that it looks as  
26 appealing as possible.

27  
28 For our Fishermen Feedback tool, we want to create our  
29 guidelines document and create a fact sheet that explains the  
30 tool and its utility, and we're still in a holding pattern,  
31 until we get clearance from the Paperwork Reduction Act there,  
32 and we will launch the tool and use it, as normal, once we are  
33 allowed to do that.

34  
35 Video-wise, we want to create some videos that highlight high-  
36 profile people that are involved in the council process,  
37 including our advisory panel and SSC members, and we want to  
38 highlight interesting research and other products that are  
39 impacting our Gulf fisheries, and we want to redo the advisory  
40 panel and SSC meeting orientation video, and I think I did that  
41 one ten years ago, and there's probably some things that have  
42 changed that we can update. We want to create four standalone  
43 videos this year, and we want to livestream our video content  
44 that we produce.

45  
46 Public comment, we want to ensure that the public comment  
47 database is archived properly, and so that's just sort of an  
48 internal thing. For Fish Rules, and Fish Brain, and I don't

1 know if we made this clear, but Fish Rules was actually merged  
2 with Fish Brain, which is a bigger sort of media platform that  
3 has a lot of users, and so we want to do a couple of things  
4 here. First, we're looking at, and I've already been talking to  
5 the Fish Rules folks about adding recreational quotas to the  
6 recreational app, because I did mention that that's one of the  
7 most popular parts of the commercial app, and so I'm looking at  
8 if I can nudge them into doing that, and then continue to  
9 cultivate our Fish Brain page, which is kind of like a social  
10 media platform, but I'm not really sure where that fits.

11  
12 For in-person outreach, you just heard that we want to make sure  
13 that we attend five fishing clubs and we tailor our  
14 presentations to the needs of each group and encourage people at  
15 those events to sign-up for our listserv. As far as new  
16 communication endeavors in 2023, we want to bring that  
17 Navigating the Council Process document sort of back to the  
18 front, and I think that has kind of fallen by the wayside, and  
19 we want to make sure that people really understand how to access  
20 the council process.

21  
22 We are thinking about creating position descriptions, and so  
23 that would be for advisory panel and Scientific and Statistical  
24 and technical committee members, but inform them of their roles  
25 and responsibilities when they join one of our panels, like  
26 really outlining what we're going to expect from you, what your  
27 commitment is, and just kind of really solidify that.

28  
29 We also are going to try and finalize our web runbook, and so  
30 that is combining our processes and how we manage our website on  
31 the backend, like who is involved, what everybody's role is,  
32 with the technical runbook that literally says like, if you want  
33 to make this change on the website, here are the seven buttons  
34 you push to do it, and so we're going to try and make this  
35 comprehensive webbook so that, again, in the unfortunate event  
36 that Carly and I, and all of our web folks, get hit by a bus,  
37 that somebody could pick up that book and, you know, we wouldn't  
38 collapse. Then, finally, creating and finalizing that species  
39 timeline, and so that sort of sums up our goals for this year,  
40 and I am happy to have any feedback.

41  
42 **CHAIRMAN GILL:** Thank you, Emily. Any questions or comments on  
43 the communications improvement plan for 2023? Before we move on  
44 to the O&E Technical Committee summary, I would like to say that  
45 I think you two do a heck of a lot of work, and it's all top  
46 quality, and so I'm very appreciative of what you do, and you do  
47 an amazing amount, from my vantage point, and so thank you.

48

1 The next item, and I'm going to cheat, Emily, and I'm going to  
2 ask Captain Hubbard to come up and do the honors and talk about  
3 whatever else the O&E Tech Committee did that was not previously  
4 covered. Thank you, Captain Dylan, for being here.

5  
6 **OTHER ITEMS FROM THE O&E TECHNICAL COMMITTEE SUMMARY**

7  
8 **MR. DYLAN HUBBARD:** No problem. Thanks for having me, and Emily  
9 did a great job summarizing a lot of what we talked about. One  
10 thing that I did want to point out, and kind of reiterate, is,  
11 under the meeting summary, under website, that last sentence,  
12 the O&E reiterated that they wanted the council staff, and the  
13 communications staff, to work with NOAA to add kind of a one-  
14 stop webpage of angler resources for quota monitoring, the SEDAR  
15 stock assessment stuff, reports, like the summary, that  
16 executive summary, and basically all the stuff that we, as  
17 stakeholders, fishermen, need and look for and struggle to find.

18  
19 I mean, I remember calling you, Dr. Porch, and trying to discern  
20 what this 400-page document meant, and I know that you guys are  
21 working on trying to do executive summaries, and little one-  
22 pagers, and I know they're growing in size, but housing all that  
23 stuff in a central location would be so helpful, and then the  
24 quota monitoring, and that conversation was going on today,  
25 about the quota for I think it was the jacks complex, and I was  
26 struggling to find it on my phone, and I have visited that  
27 website often.

28  
29 It's just really difficult to find a lot of those resources,  
30 where it would be so cool, and it would be great for the council  
31 to have all those resources in a one-stop shop, and I think it  
32 would really help everybody, from stakeholders to council  
33 members and everybody in between, and so I wanted to emphasize  
34 that.

35  
36 Also, the videos that the communications team -- I know, Bob,  
37 you mentioned this, but I think the council staff does an  
38 amazing job at outreach and education, and really has a tough  
39 job. They go through a lot, and take a lot, and I know Carly,  
40 at in-person events, and Emily online, and it's a tough job that  
41 I would not want, and they do a great job doing it. The blog  
42 posts this year have been super engaging, and everybody at the  
43 O&E had lots of positive stuff to say.

44  
45 As far as what hasn't been covered so far, I would say the  
46 fishery ecosystem plan outreach, and so we talked about this a  
47 lot in the O&E Technical Committee, and it hasn't really been  
48 emphasized to you guys yet. If you read the report, then,

1 obviously, you read over it, but, basically, the fishery  
2 ecosystem plan, and the fishery ecosystem plan committee, I  
3 feel, and the O&E feels, and basically made a motion to the fact  
4 that the O&E needs to be somewhat included in the FEP process,  
5 to help better outreach to stakeholders and everybody involved  
6 in the process as the FEP process continues.

7  
8 There was a motion that passed to charge the Outreach and  
9 Education Technical Committee with developing a fishery  
10 ecosystem plan stakeholder engagement, plan, in cooperation with  
11 the Ecosystem Technical Committee, and so we definitely want to  
12 see that continue, moving forward, and both groups work together  
13 to help better outreach and develop that FEP process.

14  
15 Under Other Business, the public testimony updates, and Mr. Gill  
16 already brought this up earlier, in Admin and Budget, on the  
17 first day of the meeting, but it was talked a lot about at O&E,  
18 and I think the O&E already has some pretty good options, and  
19 some pretty good ideas, passed forward that could help the  
20 council a lot, in my opinion, and it wouldn't be a burden on  
21 time. I think we could take that and run with it, and really  
22 give you guys some really good options to work with there.

23  
24 Electronic voting was also discussed, and I know it was  
25 attempted, and it was a little rocky there, but everything new  
26 is a little tough, but I know, from my aspect as a stakeholder,  
27 and in talking to other people -- Ironically, out of COVID,  
28 there are some positive things, and I think one of the positive  
29 things that the council process saw was the fact that you can  
30 give public comment when not in attendance.

31  
32 At the last meeting in Texas, unfortunately, Dallas had some  
33 flooding, and my flight got cancelled, and I couldn't make it.  
34 I had a hotel reservation and a flight reservation, but I  
35 couldn't be there, but I was able to still participate in the  
36 meeting, because of the ability to give public comment  
37 virtually, and so that is huge, but, sitting in my office at  
38 home, and not sitting here at the table, I was unable to see  
39 your -- As a council, your input, or your facial expressions,  
40 when something was mentioned, and so being able to have that  
41 roll call vote, almost instantaneously, with those clickers,  
42 through electronic voting, is huge, for anybody attending  
43 virtually, and there's a lot of fishermen, a lot of  
44 stakeholders, especially -- It's mentioned a lot at this table,  
45 that private recreational anglers can't come to these meetings,  
46 and a lot of them listen.

47  
48 A lot of them do, and a lot of them go to me and ask me

1 questions, after the meeting, and I think a lot more of them  
2 would be more informed and benefit from electronic voting, and  
3 so I would encourage the council to continue on the path that  
4 you're on, and I appreciate everybody for bearing with that, and  
5 I would encourage you to keep grinding through that tough  
6 change.

7  
8 Stony coral tissue loss disease was brought up as well, and  
9 excuse my ignorance, and I am not a coral expert, but,  
10 basically, it was an update, I believe, and it's under Other  
11 Business, if you guys are interested in it, and I think that was  
12 everything that I needed to cover, unless you guys have any  
13 questions for me.

14  
15 **CHAIRMAN GILL:** Thank you, Dylan. Any questions of Captain  
16 Hubbard from the committee? Thank you, Captain Hubbard. Emily,  
17 did you have something?

18  
19 **MS. MUEHLSTEIN:** I just wonder if, process-wise, and we had that  
20 motion to charge the O&E with developing the fishery ecosystem  
21 plan, and so I know that, sort of internally, what we planned to  
22 do is send the chair and vice chair of the O&E to the next  
23 Ecosystem Technical Committee meeting.

24  
25 I'm not sure if we need a motion that you guys would support  
26 that, but, basically, I just wanted to let everybody know that,  
27 with this motion, we are setting that in motion already at the  
28 staff level, because the fishery ecosystem folks kind of already  
29 self-identified as being the wrong people to come up with the  
30 communications plan, and so I just wanted to let the council  
31 know that we are going to be sending the chair and the vice  
32 chair of the council O&E to that next fishery ecosystem plan  
33 meeting and that we will probably also have to have an  
34 additional Outreach and Education Technical Committee, like we  
35 did for the shrimp fleet, sort of this summer, to make sure that  
36 they can start working on that plan, and so I just wanted to put  
37 that on the table and let you know that that is in motion and  
38 what it involves.

39  
40 **CHAIRMAN GILL:** You took the words out of my mouth. That's  
41 exactly where I was going, and I think I would like to bring  
42 that up also at Full Council, because it's a change to the  
43 charge we gave to the Ecosystem Technical Committee, and I think  
44 the Full Council should be aware of that and weigh-in, just to  
45 reaffirm, if that's okay.

46  
47 I would also mention, and I know, Mr. Chairman, I'm a few  
48 minutes over, the other motion that Emily had mentioned, in

1 terms of how we do public hearings and exploring new ways, and I  
2 think we ought to bring that up at Full Council, to have that  
3 discussion and consideration, and, with that, is there any other  
4 business before the O&E Committee? Seeing none, Mr. Chairman,  
5 that concludes the activities of this committee, and I pass the  
6 gavel back to you.

7

8 (Whereupon, the meeting adjourned on January 31, 2023.)

9

10

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