



January 2024 Council Meeting 1/31/24

# 2023 In-Person Event Outreach and 2024 Plan

# 2023 In-Person Outreach Review

## O&E Feedback

- Attempt to attend one event in each state and connect with each sector
- Tournaments likely aren't best events to attend
- Outreach goal and target audience often depend on type of event

2023 Outreach Plan was constructed based on O&E feedback and presented at the January 2023 Council meeting:

- focus more on smaller engagements/fishing clubs
- speaking events
- presentations on anglers' or club's topic of choice



# 2023 In-Person Outreach Engagements

Event	Location	Date	Individual Engagements	Listserv Signups
LA Charter Boat Association Meeting	Raceland, LA	Feb. 28	11	11
LA Fisheries Forward Summit	Kenner, LA	March 1	38	?
LA Charter Boat Association Meeting	Metairie, LA	March 2	5	3
MS Gulf Fishing Banks Meeting	Biloxi, MS	June 8	20	3
TRCP Seminar Series at iCAST	Orlando, FL	July 13	15	0

# 2022 In-Person Outreach Engagements

Event	Location	Date	Individual Engagements	Listserv Signups
MS Deep Sea Fishing Rodeo	Gulfport, MS	July 1-4	377	19
Grouper Grapple	Ft. Myers, FL	July 14-16	29	10
iCAST	Orlando, FL	July 19-22	?	n/a
FL Guides Association Annual Meeting	St. Pete, FL	Nov 1	13	2

# O&E Feedback

- Provided specific event suggestions in some states
- Agreeable to returning to certain events that are niche events
- Balance events with large numbers of people to those with more one-on-one participation
- Continue to track analytics – use minimum attendees to choose events?
- Engage a broad cross-section of stakeholders
- Partner with other state agencies when possible
- Ideally, have a Council member attend event

# Other O&E Suggestions

## In-Person Outreach

**Most valuable and great idea to schedule with council meetings to save cost**

**GET BOOTH AT ICAST**

**In person - work with state agency, Sea Grant, area council member and other groups (CCA, Charter Boat Association...) and combine efforts**



# 2024 In-Person Outreach

- Goal of attending one event in each state (+ iCAST) – 6 events total
  - Council will attempt to attend events that outreach to as many sectors, various stakeholder groups as possible
  - More than one potential event in each state has been identified because of possible issues due to timing with other events, attendance requiring approval, coordination with Council members, and cancellations

# 2024 List of Potential Events

State	Event Name	Anticipated Date	Audience
FL	<ul style="list-style-type: none"> <li>• <b>Gainesville Offshore Fishing Club</b></li> <li>• Suncoast Seals</li> <li>• Nature Coast Anglers</li> </ul>	<ul style="list-style-type: none"> <li>• February</li> <li>• Open</li> <li>• April or later</li> </ul>	Private recreational, for-hire
FL	<b>iCAST</b>	<b>July 16-19</b>	<b>Industry leaders</b>
AL	<ul style="list-style-type: none"> <li>• <b>AL Discovery Day</b></li> <li>• Mobile Big Game Fishing Club</li> </ul>	<ul style="list-style-type: none"> <li>• April 6</li> <li>• Open</li> </ul>	General public, private recreational
MS	<ul style="list-style-type: none"> <li>• <b>Blessing of the Fleet</b></li> <li>• MS Gulf Fishing Banks</li> <li>• Biloxi Boat Show</li> <li>• MDMR Marine Discovery Day</li> </ul>	<ul style="list-style-type: none"> <li>• May</li> <li>• open</li> <li>• March 8-10</li> <li>• May 11</li> </ul>	General public, private recreational, for-hire
LA	<ul style="list-style-type: none"> <li>• <b>Faux Pas Tournament</b></li> <li>• LA Charter Boat Association</li> </ul>	<ul style="list-style-type: none"> <li>• July 25-27</li> <li>• open</li> </ul>	Private recreational and for-hire
TX	<ul style="list-style-type: none"> <li>• <b>CCA meeting</b></li> <li>• TX International Fishing Tournament</li> </ul>	<ul style="list-style-type: none"> <li>• April 3 or 17</li> <li>• August</li> </ul>	Private recreational and for-hire



**QUESTIONS?**