Tab O, No. 6



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

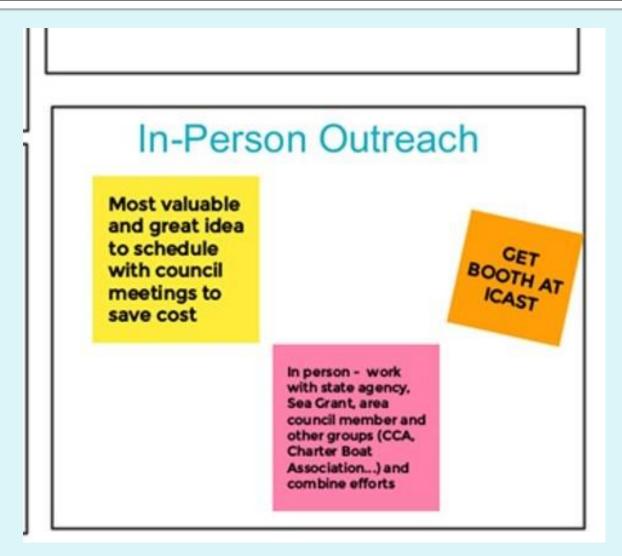
2022 In-Person Outreach Engagements

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





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	 Gainesville Offshore Fishing Club Suncoast Seals Nature Coast Anglers 	FebruaryOpenApril or later	Private recreational, for-hire
FL	iCAST	July 16-19	Industry leaders
AL	 AL Discovery Day Mobile Big Game Fishing Club 	 April 6 Open	General public, private recreational
MS	 Blessing of the Fleet MS Gulf Fishing Banks Biloxi Boat Show MDMR Marine Discovery Day 	 May open March 8-10 May 11 	General public, private recreational, for-hire
LA	 Faux Pas Tournament LA Charter Boat Association 	July 25-27open	Private recreational and for- hire
ТХ	 CCA meeting TX International Fishing Tournament 	 April 3 or 17 August	Private recreational and for- hire

QUESTIONS?