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

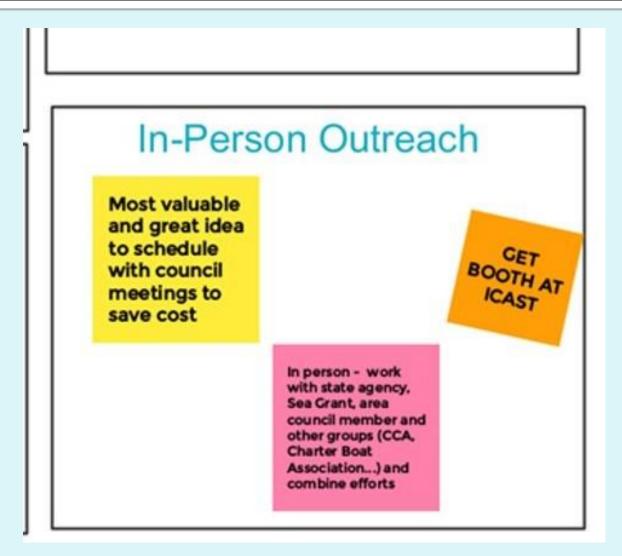
#### **2022 In-Person Outreach Engagements**

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

**QUESTIONS?**