

NATIONAL OCEANIC AND ATMOSPHERIC
ADMINISTRATION

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MARINE FISHERIES ADVISORY COMMITTEE

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ADVISORY COMMITTEE MEETING

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THURSDAY

OCTOBER 25, 2012

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The Advisory Committee met in the Ellsworth Room, Silver Spring Civic Center, One Veterans Place, Silver Spring, Maryland, at 8:30 a.m., Keith Rizzardi, Chair, presiding.

MEMBERS PRESENT:

KEITH RIZZARDI, St. Thomas University School

of Law, Chair

EDWARD (TED) AMES, Penobscot East Resource Center

JULIE BONNEY, Alaska Groundfish Data Bank, Inc.

COLUMBUS H. BROWN, U.S. Fish and Wildlife Service, Retired

RANDY CATES, Cates International, Inc.

ANTHONY CHATWIN, National Fish and Wildlife Foundation

PAUL CLAMPITT, F/V Augustine

PATTY DOERR, The Nature Conservancy

PHILLIP J. DYSKOW, Yamaha Marine Group, Retired

KEN FRANKE, Sportfishing Association of California

JULIE MORRIS, New College of Florida

GEORGE C. NARDI, GreatBay Aquaculture, LLC

BOB RHEAULT, East Coast Shellfish Growers
Association

DAVE WALLACE, Wallace & Associates

PAM YOCHER, Hubbs-Sea World Research
Institute

CONSULTANT TO MAFAC:

RANDY FISHER, Pacific States Marine
Fisheries Commission

PRESENT FROM NOAA:

ERIC SCHWAAB, Assistant Administrator for
Fisheries

LAUREL BRYANT

MARK HOLLIDAY, Designated Federal Official

HEIDI LOVETT

JIM MCCALLUM

KATE NAUGHTEN

ALAN RISENHOOVER

JOSH STOLL

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P-R-O-C-E-E-D-I-N-G-S

8:42 a.m.

MEMBER NARDI: I guess as a starting point if - I'd like to start with a document that I sent last night.

I was a little tired so I may have missed a few things but did everyone get that email or have you checked - if you haven't checked your emails this morning you might not have received it. So I've got to call that up as well here.

MEMBER RHEAULT: George, what's an SCW?

MEMBER NARDI: Aha. If you look up above, Seafood Certification Workgroup. Thanks, Josh. So I tried to take a stab at something for the full committee to consider later today and something for us to work off of.

I just wanted to start it out with a reconfirmation of - from the document that - the terms of reference that Mark had sent us

1 all.

2 So, essentially, the first two
3 bullet points are from that document in terms
4 of identifying a seafood certification
5 framework and identifying certification
6 criteria or standards. So I just wanted to
7 ground what it was we were doing again.

8 And then based on the discussions
9 we've had, I've tried to distill down what we
10 had spoken about and something to hopefully
11 come to agreement here this morning.

12 From the discussion I would
13 suggest that these recommendations and I would
14 also ask Mark in particular I'm not certain
15 what kind of form we want to put this in to
16 the committee at this point as it's a work in
17 progress.

18 So one of the things that I felt
19 we needed to ask from NOAA is to confirm the
20 certification mechanism and I think it was
21 clear that Linda and Tim could kind of put
22 this to bed for us in terms of the first or

1 third party certification.

2 I know we had some discussion on
3 that, Mark, yesterday about what it is if we
4 are moving forward with this that we should -
5 how is that interpreted, I guess, is a better
6 way of asking that question.

7 So I don't know if we want to
8 review this and then come back to each point
9 at a point or discuss each of these points and
10 if - maybe if no one wants to talk about this
11 particular point we'll move on to the next
12 one. Mark?

13 DR. HOLLIDAY: Thanks, George.
14 The only comment that I'd make on this is that
15 the decision on what your final recommendation
16 is on first or third party certification would
17 be informed by this research or this
18 interrogation.

19 But I wouldn't - it's going to be
20 your recommendation about - ultimately to NOAA
21 about which way to proceed.

22 And so I would just somehow, in

1 terms of Patty's suggestion about, you know,
2 if you're proposing change and come up with
3 wording but I think that the committee - it's
4 up to the committee to decide what they want
5 to recommend with respect to first or third
6 party, ultimately.

7 So you're asking us to confirm the
8 mechanism. We can provide you the facts and
9 the outcome of that research with the
10 institutional buyers and then you can weigh
11 that against other considerations that you're
12 going to be looking at ultimately to inform
13 your final set of recommendations.

14 So I didn't want this to be too
15 NOAA-centric, that NOAA's going to determine
16 what third - should it be first or third
17 party.

18 It's whatever recommendation you
19 come up with is the important one. That's the
20 - I just wanted to make that clear.

21 MEMBER NARDI: Thank you, Mark.
22 And I think - I guess what wasn't expressed

1 here was that that is clear.

2 I guess what wasn't clear was from
3 the discussion yesterday of how the
4 certification that, for example, the seafood
5 inspection department does, I didn't get a
6 clear enough understanding when we left that
7 whether that was considered first or third.

8 And you're absolutely right from
9 the perspective of, I think, this committee
10 it's really what - you know, what is
11 acceptable to the buyers.

12 I don't think this committee is
13 saying what's - it should be first or third.
14 It's what will get the job done with the least
15 heartache and heartburn on all parties' parts.

16 DR. HOLLIDAY: Absolutely. My
17 point in trying to point out the decision is
18 yours and it's in light of other contexts is
19 if third party came back as the preferred
20 model by, you know, four out of five
21 institutional buyers but each certification of
22 third party would then be, you know, \$300,000,

1 MAFAC obviously would want to say something
2 about that finding.

3 So even though that's what third
4 parties want are you any better off than where
5 we are today in meeting the goals and
6 objectives of MAFAC.

7 So I wanted to reserve the space
8 for the committee to evaluate what these
9 different pieces of information are and that
10 was my goal.

11 So I recognize what you're - you
12 know, you want to use that as one of the
13 criteria for decisions. It's not necessarily
14 the only one.

15 I mean, you want to evaluate that
16 in the context of what your goals are for the
17 entire project.

18 Now, with respect to the specific
19 question about what Tim Hansen of the seafood
20 inspection program's work is is that third
21 party, first party.

22 We can provide advice and, you

1 know, based on the international criteria for
2 what third party and first party is, provided
3 that back to you as part of the get back to
4 the result of this meeting.

5 So we would continue to work - you
6 know, staff would continue to work with you to
7 answer the questions and get the information
8 you need to make your deliberation and your
9 final recommendations in your report.

10 MEMBER RHEAULT: Yeah, I think
11 it's actually closer to third party because a
12 first party would be a company evaluating its
13 own status in providing a report.

14 You know, this is seafood
15 inspection providing that evaluation so it is
16 a third party. But, you know, either way it's
17 depending on what the buyers will accept.

18 So my question is who's going to
19 ask. Is it committee members? Are we asking
20 NFI to help out?

21 Is it NOAA? Who's doing this
22 polling of a few buyers, assuming we're not

1 going to all 400.

2 MEMBER NARDI: If you hold that
3 question, Bob, if we go down this list we're
4 going to come to that block and we'll get to
5 that.

6 MR. RISENHOOVER: - to go through
7 it all quickly so we can see it and then come
8 back to the pieces because I was wondering the
9 same thing.

10 I don't know the process or what
11 the end result is you're looking for to ask
12 questions on the pieces yet.

13 MEMBER NARDI: Number two there
14 was that the Seafood Certification Workgroup
15 including the NOAA communications, the
16 FishWatch program, develop the verbiage for a
17 certification letter for both capture
18 fisheries and aquaculture operations and if
19 you scroll down - and this morning I had a
20 brief conversation with Linda and yesterday
21 also with Laurel regarding the FishWatch
22 program and she was nice enough to share some

1 letters that also had some verbiage similar to
2 what might be considered for what we're
3 looking for.

4 And these are some of the
5 components that might be included in the
6 letter starting from a base letter and then
7 adding to it.

8 So the certification letter, and I
9 think that was the conclusion at the end of
10 our long discussions was the certification
11 take the form or the basis of a letter but
12 perhaps with a little more meat to it with a
13 registration number that's specific to either
14 a fishery or an aquaculture operation which
15 still has to be worked out.

16 So, essentially, that the fishery
17 is sustainably managed, legal under Magnuson-
18 Stevens, similar to what's available now but
19 it would add a registration number, add a
20 comment that the fishery is sustainably
21 managed per FAO guidelines.

22 That's a question mark. You know,

1 what else is appropriate to say. What else
2 would some of these - what else is needed from
3 the feedback from the buyers, for example.

4 Develop language for a similar
5 letter for an aquaculture firm. You know,
6 that's not out there. There isn't - you know,
7 that's something that has to be created from
8 scratch.

9 Evaluate the inclusion of a
10 statement that fishers, farmers, processors,
11 retailers could use the certification in their
12 marketing documents or point of sale
13 locations.

14 Evaluate the development of a mark
15 or a label that could be applied to product.
16 Going off the sheet here. Have traceability
17 capabilities.

18 These are the things that we
19 discussed yesterday that felt are important
20 components of the program. That could be
21 described in a certification letter.

22 Recommend that the FishWatch

1 program be maintained and expanded as part of
2 the seafood certification process.

3 For example, post information on
4 the certification process, how NOAA defines
5 sustainable or what the criteria for that is.

6 The FishWatch program is an
7 effective tool for communicating with buyers,
8 consumers, et cetera. Consider listing
9 fisheries and farms that have been certified.
10 So it's a portal, so to speak.

11 Interview the audience, some
12 subset of the 400 buyers that John Connelly
13 referred to yesterday, and in order to do
14 that, of course, to get their feedback we'd
15 have to come up with what was above, an
16 example of a certification letter.

17 The Working Group develop a
18 questionnaire and list of people to be
19 interviewed.

20 Yesterday, I think, that was
21 something that Laurel offered she could help
22 with in terms of identifying, you know, a nice

1 cross section from that - from that group.

2 Cost estimates - MAFAC has to know
3 what a - provide cost estimates for various
4 certification scenarios based on a fee for
5 service program similar to the seafood
6 inspection program.

7 This morning, you know, Linda said
8 that herself and Tim would be happy to work on
9 this aspect of it with the Seafood Group.

10 For example, some of this needs to
11 be tightened up. It might be a little
12 repetitive, but adding a comment that the
13 fishery is sustainable, you know. If so would
14 buyers accept a certification or audit, adding
15 the registration number, developing and
16 defending the mark or label, adding the
17 traceability component.

18 And then, finally, MAFAC wants to
19 know how we can add in the traceability. What
20 was done with the EU and others, could this be
21 done for sustainable certification.

22 And then, in general, what other

1 things could we do to get the word out. So
2 that's what we have.

3 MEMBER RHEULT: So I guess this
4 traceability component - I mean, I'm not quite
5 sure where we're headed there. The Food
6 Safety Act has committed us to embark down the
7 traceability path for pretty much all food.

8 I think it would be important at
9 least to point out when we do the survey that
10 built into this certification is an attempt to
11 do some audits, some back traces of - I think
12 Tim was saying he does 200 lots a year in back
13 traces and look for fraud. I think the buyers
14 would be happy to hear that in their interview
15 process.

16 But I'm not quite sure what you
17 mean about adding the traceability component
18 and are we adding - you know, going to say
19 anybody in this program has to use trace
20 register or something like that or what do you
21 mean?

22 MEMBER NARDI: It's more along

1 what you were talking about earlier, having
2 some evidence of traceability, you know, and
3 that it could even be as we are thinking here
4 that acknowledging that we'll all have to be
5 doing that anyway and, you know, with the new
6 regulations and that the - as part of the
7 first point - you know, as part of the
8 verification process audits will have to be
9 done and that includes traceability.

10 MEMBER WALLACE: I thought about -
11 I have thought about this and I guess I see it
12 as two components.

13 The first component is that the
14 inspection service says that this particular
15 fishery is operated under all the national
16 standards and so it is certified and that's
17 the first component.

18 And then the next component is an
19 individual company or a restaurant chain or a
20 retailer or a food service distributor could
21 say, we want to be certified also - which is
22 the chain of custody.

1 And so that for a fee for service
2 then the inspection service would audit their
3 process and do that on a spot but ongoing
4 basis, and as long as they keep their process
5 and their protocol in place then they would
6 maintain that certification so there would be
7 actually two certifications the way I envision
8 it only because otherwise it gets - you're
9 trying - you then are trying to certify either
10 just a fishery without any individual company
11 being required to meet other requirements and
12 then a lot of people will drop out.

13 So if you certify the fishery
14 first and then individual companies next then
15 you have to pay for it. Then what that does
16 is it covers the entire range and I think that
17 that would be, in my mind, the best way to do
18 it and we don't - and from my perspective I
19 don't have any problems for fee for service,
20 period.

21 MEMBER NARDI: Bob.

22 MEMBER RHEAULT: Well, now you're

1 getting into certifying processors and
2 distributors. Typically, the way these things
3 work is you're certifying a product.

4 I don't think that, you know, ASC
5 is not certifying Darden. They're certifying
6 a product that Darden sells.

7 MEMBER BONNEY: Basically, the way
8 the MSC works is you certify a fishery and
9 then they give a certificate that lists the
10 companies that have the ability to use that
11 certification because you're paying the
12 privilege because you paid for the
13 certification of the fishery and so therefore
14 you get listed on the certificate for the
15 ability to use the ecolabel. You -

16 MEMBER RHEAULT: Primary
17 producers, not -

18 MEMBER BONNEY: Right. Exactly.
19 Right. Primary producers, and then you have
20 a chain of custody certifier to make sure that
21 the product is what people think they're
22 buying.

1 So but it doesn't go all the way
2 down to the buyer. It's the primary
3 processors.

4 MEMBER NARDI: But it does come
5 out of the processing plant with the seal on
6 it.

7 MEMBER BONNEY: It does, yes.

8 MEMBER NARDI: And that's what
9 you're asking for.

10 MEMBER RHEAULT: Well, you have to
11 have the chain of custody.

12 DR. HOLLIDAY: Right. So I think
13 we're talking about similar things. It's just
14 we're using terms like certification and chain
15 of custody.

16 I think the - and Bob was and
17 Julie were getting to this point but the
18 certification is for sustainability and then
19 you want to have certain people identified
20 using that sustainable certified product and
21 that's how - that's why we have chain of
22 custody and traceability.

1 So if you're a processor or some
2 other - a restaurant or a food service company
3 you want to have some designation that you are
4 only using certified products.

5 So you're not being certified as
6 fishing sustainably but you're being
7 identified as being the - only vending in
8 certified product and that's where the
9 traceability comes in.

10 You can say this company only uses
11 certified product under these standards and to
12 guarantee that we employ the traceability of
13 being able to trace that back to the harvest
14 level, and that's, I think, consistent with
15 what you're looking for, right?

16 MEMBER RHEAULT: That's exactly -
17 that's what I was trying to say.

18 MEMBER NARDI: I think so too
19 because it - they're already - if they're
20 going to certify an aquaculture operation it
21 already does get down to sort of that level.

22 So it's the fishery and then if

1 your plant is processing those specific
2 products from that certified fishery then you
3 have the certification.

4 MEMBER RHEAULT: But only for that
5 product.

6 MEMBER NARDI: Correct.

7 MEMBER RHEAULT: Because they're
8 obviously processing stuff from all over.

9 MEMBER NARDI: Well - but correct.

10 MEMBER WALLACE: You know, and Bob
11 knows this as well as I do and, you know,
12 we're both in the shellfish business and so
13 and the ISSC and the FDA have very stringent
14 regulations on this.

15 And right at the moment, you know,
16 if you have some wild-caught oysters from the
17 Chesapeake Bay the dealer that buys them knows
18 what boat they came from and they're
19 segregated and then he sells them and you can
20 trace that product all the way to the
21 restaurant that serves them because if there's
22 an illness then they trace it backward.

1 And MSC does the same thing for
2 all the non-regulated fish and that's the
3 reason that they have - people have confidence
4 in it.

5 They can trace it all the way back
6 to the boat that landed it on what day, under
7 what circumstances.

8 And so, you know, sooner or later
9 though the food industry is going to have to
10 go to this 100 percent because, you know,
11 food-borne illnesses - the FDA has a very low
12 tolerance for that and they - and so does the
13 Department of Agriculture.

14 So sooner or later we're just
15 going to have to deal with it. So we might as
16 well start it now and be in front of the curve
17 instead of behind the curve.

18 MEMBER AMES: I hate to ask a
19 naive question but it would seem that NMFS is
20 in a position to certify the fishery.

21 But are we suggesting that they
22 should be certifying the processing within the

1 factory that receives the fish that are caught
2 by our certification or their - by NMFS - when
3 NMFS certifies the fishery it's saying that
4 the fish are being caught and handled in a
5 particular way.

6 And if a fisherman or a company's
7 boats deliver those fish according to those
8 criteria, once it reaches the factory a
9 different process that determines grading of
10 the fish and processing and handling in-house.

11 Are we - are we proposing that
12 NMFS should be monitoring that as well or just
13 the fishery?

14 MEMBER NARDI: I'll defer to Mark
15 but I - no, we're not certifying your process.
16 We're certifying -

17 MEMBER AMES: Chain of custody.

18 MEMBER NARDI: Right.

19 MEMBER AMES: Okay.

20 DR. HOLLIDAY: Right, and again,
21 this is - we don't have any policy or program
22 in place and so these are all sort of

1 hypothetical questions.

2 Part of what would be coming out
3 of the recommendations from this Work Group is
4 how do you tackle that circumstance.

5 One, there are many ways to do
6 that but the most likely way or the one that's
7 consistent with how things are done now would
8 be the fishery is certified.

9 If some value chain person wants
10 to say that they're using certified products
11 from that fishery they'd have to adopt some
12 chain of custody requirement that can prove
13 that their supply, their input, came from that
14 fishery that was certified and that fishery
15 only.

16 So we're not imposing a
17 requirement on the agency to go in and check
18 that. That's the purpose of the traceability
19 trace back process.

20 We could recommend as a committee
21 that, you know, NOAA identify a traceability
22 standard as MSC has done. In order to get

1 that traceability blessing you have to follow
2 these standards or use these independent means
3 to confirm that.

4 But that, again, is part of the
5 design of what you're looking to recommend.

6 MEMBER NARDI: Dave and then
7 Julie.

8 MEMBER WALLACE: Well, you know,
9 the great news is FAO actually has a whole
10 series of documents that have spelled out the
11 - what they consider international standards
12 and so it's not like we have to go invent the
13 wheel.

14 The other great news is that the
15 NOAA fisheries has a system for fee for
16 service and they have that all in place with
17 a whole series of inspectors who do
18 traceability both on imports and then for
19 exports also.

20 So it's not like it's something
21 when you - when an individual company sets up
22 a standard to - for traceability it's not like

1 we have to go retrain all of your inspectors.

2 They already do all that stuff.

3 And so - and I'm not asking that a government
4 do anything for free. You know, we as
5 industry are quite willing to pay for it and,
6 you know, but we ran into the problem when it
7 cost hundreds of thousands of dollars and then
8 they keep changing the criteria under which
9 they certify you.

10 Then we said well, that's going
11 too far because you're always behind the
12 curve, and so we'd like to be out in front of
13 the curve.

14 MEMBER BONNEY: I guess in Alaska
15 under the certifications that I'm involved
16 with there's a third party company that you
17 just hire to do the traceability. So it's
18 cost effective and they're well known in the
19 business, Surefish.

20 So it would seem to me that I
21 don't know that we, NMFS, needs to get into
22 that business if we've already got businesses

1 that are doing it so - that are cost
2 effective.

3 DR. HOLLIDAY: I don't think
4 anyone has proposed that.

5 MEMBER WALLACE: It's all
6 voluntary.

7 MEMBER NARDI: Laurel, did you
8 have a comment?

9 MEMBER BONNEY: No. Let's just
10 keep it going.

11 DR. HOLLIDAY: So, George, just a
12 time check. We're at 9:17 and we're on the
13 agenda to get back in plenary at 9:30.

14 MEMBER NARDI: I'd like to go back
15 to that first sentence and suggest a word
16 change.

17 MEMBER BONNEY: The very first
18 sentence?

19 MEMBER NARDI: No, the first point
20 - that NOAA confirm. I'd like to suggest
21 changing that to word that MAFAC working
22 through the Seafood Certification Workgroup

1 confirm and then delete NOAA. Yeah.

2 And then at the end of the
3 sentence after audits put a comma after
4 getting feedback from the interviews with
5 buyers. Does that make sense? I just - then
6 I think if we can jump down to the
7 certification letter. Is there some input?

8 MEMBER BONNEY: Can I make a
9 comment?

10 MEMBER NARDI: Yeah.

11 MEMBER BONNEY: The - just looking
12 at the text based on the explanation under add
13 a comment that a fishery is sustainably
14 managed by FAO guidelines and then you have
15 the question mark.

16 MEMBER NARDI: Right.

17 MEMBER BONNEY: I don't know that
18 that's really a question mark. I thought the
19 way you explained it is and there may be other
20 things, question mark, because it seems to me
21 the FAO guidelines are something that was
22 pretty much a sure thing.

1 MEMBER NARDI: Yeah.

2 MEMBER BONNEY: So -

3 MEMBER NARDI: Well, that's - that
4 was my reminder as that's a question for the
5 committee.

6 MEMBER BONNEY: Okay. Well, it
7 seems to - to me it seems like a no-brainer to
8 add that comment since we know that we're
9 already in compliance and then there may be
10 other things that you want to include besides
11 those components.

12 MEMBER NARDI: Right, and that's
13 what's below.

14 MEMBER BONNEY: Okay. So it seems
15 to me the question mark makes it unclear
16 whether you're going to include that or not.

17 MEMBER NARDI: So would you like
18 to suggest we strike the question mark?

19 MEMBER RHEAULT: Well, I would
20 just add, you know, or other things that might
21 be applicable such as industry BMPs that
22 you're operating under.

1 I think that would be - you know,
2 if the industry is operating under a BMP I
3 would want that in my certification letter.

4 MEMBER NARDI: Why don't we
5 suggest that?

6 MEMBER BONNEY: Guidelines for -
7 what was -

8 MEMBER RHEAULT: Such as other
9 things such as BMPs that companies are -

10 MEMBER BONNEY: BMP?

11 MEMBER RHEAULT: Best managing
12 practices.

13 MEMBER BONNEY: Thank you, guys.

14 MEMBER NARDI: Yeah, you might
15 want to just spell that out.

16 DR. HOLLIDAY: I just want to,
17 again, it would be good to characterize these
18 as potential contents because at this point I
19 don't think the committee's actually -

20 MEMBER NARDI: Right.

21 DR. HOLLIDAY: - fairly
22 comfortable with what's in the FAO guidelines

1 and we - I don't want to necessarily subscribe
2 to this is a final set of items that ought to
3 be in any letter but these are things that
4 ought to be considered for construction of
5 that letter based on further research and
6 deliberation of the committee.

7 So I just don't want you to lock -
8 prematurely lock yourself into saying
9 something that you might want to - have to
10 undo later.

11 For example, FAO guidelines
12 requires third party certification and if it
13 turns out that the Seafood Inspection program
14 is a first party certification process I know
15 people disagree and so this is why we're going
16 to look into it. But you want to give
17 yourself some flexibility here.

18 MEMBER NARDI: Thank you, Mark.
19 Then let's continue to move down here,
20 cognizant of the time. So these are some of
21 the other components.

22 MEMBER RHEAULT: I would just

1 suggest clarify the traceability component to
2 say that there would be some audit of -

3 MEMBER NARDI: Maybe add a - add a
4 traceability capability that would include
5 audits - periodic audits.

6 Any comments on the FishWatch
7 program kind of being a -

8 MEMBER RHEAULT: Before that, I
9 think trademarking the mark is going to be a
10 step that has to be done and evaluating the
11 legal ability of using a trademark beyond the
12 U.S.

13 I know that our state is looking
14 at this and we're not allowed to trademark a
15 product that's sold in other states.

16 Can NOAA trademark a mark that's
17 going to be used overseas? Question. Don't
18 know.

19 MEMBER CATES: The USDA does.

20 MEMBER RHEAULT: Just asking. If
21 they can that's great.

22 DR. HOLLIDAY: So,

1 parenthetically, put a bullet on development
2 of the label, you want to put something about
3 the ability to enforce the trademark
4 internationally.

5 MEMBER NARDI: So under evaluate
6 the development of a mark or a label that
7 could be applied to a product and its legal or
8 international status.

9 MEMBER RHEAULT: Well, I think
10 parentheses can we - can we trademark it and
11 can we do that overseas and it sounds like you
12 probably can. But I don't want to assume that
13 we can.

14 MEMBER NARDI: I would just say
15 internationally.

16 MEMBER RHEAULT: I hope so. I
17 don't know.

18 MS. LOVETT: Applied
19 internationally?

20 MEMBER NARDI: Yeah.

21 MEMBER RHEAULT: I would think so.

22 MEMBER NARDI: Okay. And then I

1 guess moving down. The interview of the
2 audience, the subset of the 400 buyers, I
3 would ask here we are asking NOAA to come up,
4 you know, using that letter that we've worked
5 on as the - as the Work Group.

6 But we could also sort of suggest
7 as a group potential buyers to send it to but
8 I think, you know, I'm not going to be taking
9 the lead in that and I don't - I would think
10 that's better suited to Laurel's work with the
11 - through the FishWatch program.

12 DR. HOLLIDAY: You could - just to
13 say something that together the Work Group in
14 partnership with the staff of NOAA to develop
15 a sampling plan to carry the work out which
16 would allow, you know, the participation of
17 the Work Group not just in the design but I
18 think the agency would be very happy to have
19 members of the Work Group or MAFAC be
20 participants in those interviews.

21 I think that's the point of - you
22 know, we can do this on our own but the fact

1 that this is an independent advisory body
2 asking these questions your presence at the
3 table if you choose to do so would be included
4 that way.

5 So I think it's a partnership of
6 designing the process to conduct the
7 interviews and, you know, to design and
8 conduct the interviews with the participation
9 of the Work Group.

10 MEMBER NARDI: And maybe including
11 drafting a sample letter as described above.
12 Anything else?

13 MEMBER AMES: Would that include
14 smaller processors as well? This could be -
15 I could see where it could end up focusing on
16 just major producers, which is very important,
17 but at the same time would you be including
18 smaller processing facilities?

19 MEMBER NARDI: I think I'm not
20 sure, Ted, if the point of this effort here is
21 to go above the - this is above the
22 processing.

1 This is - these interviews are for
2 the, you know, two or three - at least one,
3 maybe two or three levels past the processor
4 at this point.

5 This is to find out what the
6 market wants to be in this. In other words,
7 what we as producers - what are they looking
8 for in this document or letter to enable us to
9 move the product into these outlets.

10 Correct me if I'm wrong there. We
11 weren't looking to interview the small
12 processing plants at this point for this.

13 DR. HOLLIDAY: I think you can
14 interview whoever you think is relevant to
15 answering the question.

16 I think the institutional buyers -
17 the food service, those people - are the ones
18 who are demanding the mark - the first
19 processor who's going to cut fish or, you
20 know, box and ice it and send it out.

21 I mean, along this continuum you
22 can design the sample to include whoever you

1 want that you think is relevant to that.

2 So I think that's to be
3 determined. But I think the focus was the
4 people who were driving the need for this the
5 producers wouldn't necessarily adopt a
6 certification unless the market - the people
7 who they are selling to - were not demanding
8 it and that's part of what we're trying to
9 reveal.

10 What is the demand for a
11 sustainability certification and what's the
12 demand for that to be in the form of a mark.

13 And so if there is a demand from
14 local first buyers of fish or local regional
15 processors on a small scale they should be
16 part of your sample.

17 I think that's the question that
18 you need to figure out as part of this step.
19 Interview the audience.

20 And I think you can satisfy Ted's
21 - I don't know. You have to ask Ted but you
22 could say to include subset of 400 buyers and

1 others as determined by the Work Group.

2 I don't think you know right now
3 but I think the focus was, you know, what's
4 the market demand.

5 And so those are the people you
6 want to - then we can have the discussion who
7 is driving the market for this certification.

8 MEMBER AMES: Yeah. I think
9 that's very much on point. A lot of the
10 richness of our marketing system in this
11 country involves just a myriad of smaller
12 producers as well as the large institutional
13 size groups.

14 And I think those smaller
15 organizations, if they have input into this
16 process, can be drawn into improving the
17 quality of their production and preserve niche
18 markets and the rest. So I think - I think
19 that addition would be valuable.

20 DR. HOLLIDAY: And just to
21 reiterate, Linda Chaves and the Work Group
22 yesterday made this point about a tiered

1 approach so that certain things may be
2 necessary by big buyers for dealing in the
3 European market and other things may be, you
4 know, perfectly fine for just an existing
5 letter at a small scale for some regional
6 purpose.

7 And so I think we need to be
8 mindful of the range of solutions that might
9 be available. And so if we only ask the
10 institutional buyers we might not be - we may
11 be locking ourselves into the one-size-fits-
12 all solution when in fact there may be a
13 myriad of solutions that would be less costly
14 for producers to satisfy than to go the whole
15 nine yards in every - in every fishery.

16 MEMBER NARDI: Agreed.

17 MEMBER BONNEY: One other thought,
18 though. To me it seems like we're - the
19 sellers as well as the buyers might have some
20 input into what we may need.

21 You know, so like ASMI or NFI or
22 maybe some of the major processors to get some

1 conversation going with them that kind of
2 understand what they think would be - help
3 boost their ability to interact with buyers in
4 the - so just to make sure that that's clear
5 I think it would be buyers and sellers.

6 MEMBER NARDI: Right. I think
7 that's also what Ted was getting at as well.

8 MEMBER RHEAULT: Just a question.
9 Do we need like a preamble, a motivation, why
10 we're asking for those few sentences saying
11 what the situation or motivation for this is
12 or is everyone - do we need that in this
13 document or is that - everybody knows what
14 we're talking about and why we need to do
15 this?

16 DR. HOLLIDAY: I think the terms
17 of reference laid out sort of the context for
18 why we're doing this and what the purpose was.

19 But we could reference that in
20 this recommendation back to the full committee
21 if you like.

22 MEMBER NARDI: That's - if anyone

1 has any - I think it's there and if it isn't -
2 if there's a request for it to be it's easy
3 enough to be pulled out of the -

4 The cost to go down to the - I
5 don't want to - all right. We got a couple
6 minutes. Any input here? I think that's
7 pretty straightforward, just requesting a
8 review of the estimated cost for the effort.

9 Do we need this bottom part if
10 we've already referenced it above?

11 DR. HOLLIDAY: So I think there's
12 at least at a minimum a technical correction
13 based on our discussion yesterday about the
14 difference between sustainability
15 certification and IUU certification.

16 There was some confusion in
17 Emily's intervention yesterday was trying to
18 clarify that certifying countries as a
19 violation for IUU purposes under the Magnuson
20 Act is different than certification for entry
21 into the EU market.

22 And so I think mixing those ideas

1 in that first bullet under MAFAC wants to know
2 how it's not - we're not going to sanction
3 countries under the sustainability
4 certification process.

5 So I'd just suggest striking the
6 IUU certification example just to avoid
7 getting people confused and riled up.

8 MEMBER YOCHER: I, I think, was
9 the one that put that in there and I am fine
10 with striking the IUU concept.

11 What I was trying to get at was we
12 heard described that NOAA actually went out
13 and pitched the idea of what the United States
14 does and, so in other words, they did a road
15 show, you know, on behalf of what the United
16 States does to get that accepted as something.

17 And so I just would hope that if
18 we're going to try to do that with the
19 sustainability certification that NMFS would
20 be willing to do that as well.

21 MEMBER CATES: The only comment I
22 had is when this was first proposed we were

1 trying to create a simple system, and the
2 caution I have is as you go out to the 400
3 buyers and get input it's important to do that
4 but take the feedback that you're going to get
5 with a grain of salt.

6 And I'm reflective when I used to
7 send product out and have potential buyers
8 evaluate it, not a single buyer gave an
9 overwhelming review of my fish but every
10 single buyer ended up buying it.

11 And so I predict that the buyers
12 will come back and tell you that the system
13 needs to be a Cadillac and we may not want a
14 Cadillac. We may want a Volkswagen or a Ford.

15 So just be cautious of that.
16 They're going to ask for the world because
17 someone else is going to pay for it. Keep it
18 simple.

19 MEMBER RHEAULT: Yeah, we're not
20 going to please everybody and there's still
21 going to be a market for MSC certification for
22 certain buyers.

1 It's just not going to be
2 replaceable. My point was that we do want
3 NOAA to help both in the marketing of this
4 idea once we develop it and go on the road
5 show, as you say.

6 But we also need to point out that
7 we need their help in defending the brand. If
8 somebody does get discovered misusing the
9 brand on product that is not, you know, from
10 this country and they're branding it as NOAA
11 certified or whatever we need them to drop a
12 hammer and have some sort of an enforcement
13 mechanism to defend the brand.

14 DR. HOLLIDAY: Or pay for it.

15 MEMBER NARDI: And I think that's
16 right above there developing and defending the
17 mark or label. So I think, you know, that's
18 going to be - that's part of it.

19 All right. I don't want to - if
20 there's any last comment I think I don't want
21 to be pushing the meeting any later than it
22 has to be. Pam, any? Okay. Thank you, Mark.

1 Keith, back to you.

2 CHAIR RIZZARDI: Good morning,
3 everybody. All right. We'll start the third
4 day of our MAFAC meeting.

5 I got a chance to sit in on both
6 of the subcommittee meetings this morning and
7 I'm very pleased with how much work we've
8 gotten done and the plans that we've got
9 moving forward for the next meeting. You can
10 already see the next MAFAC meeting taking
11 shape.

12 Today, we'll be finishing up the
13 Vision document and we will have reports back
14 from the various subcommittees but we're
15 starting off this morning with a update on
16 NOAA's efforts in conservation management by
17 Eric Schwaab, our assistant administrator for
18 fisheries.

19 So Eric, good to have you back
20 amongst our ranks.

21 MR. SCHWAAB: Thank you, Keith.
22 Great to be here. Good to see everybody. It

1 is always good to be with MAFAC again for the
2 - particularly the new members. I served on
3 MAFAC for about five years before being
4 appointed the assistant administrator for
5 fisheries.

6 So I say it with all sincerity
7 when I say how great it is to be back with
8 MAFAC, how appreciative we continue to be of
9 the time that you commit to this endeavor and
10 particularly want to acknowledge the new
11 members.

12 Even though I've been downtown
13 I've had the opportunity to continue to be
14 engaged in not only reading your advice and
15 proceedings but also deliberations around the
16 selection of new members.

17 And I just continue to be
18 impressed by the quality of the candidates
19 that we are able to bring in and, you know,
20 from both depth of experience and breadth of
21 knowledge and geographic distribution.

22 So again, very much we appreciate

1 you being here.

2 I should say, particularly also
3 for the new members but probably in addition
4 to clarify a bit for some of the existing
5 members, that my - I have again formally the
6 title of the assistant administrator for
7 fisheries, and Sam may have discussed this a
8 bit with you but I served my first two years
9 as the assistant administrator for fisheries
10 and then back in January, because of the
11 departure of our former assistant secretary
12 for conservation and management, Dr. Larry
13 Robinson.

14 In January, Dr. Lubchenco asked me
15 to move downtown on an acting basis and fill
16 that role which I was - which I agreed to do
17 and was happy to do for her.

18 Because of legislative language
19 that restricts the ability of anybody to
20 formally hold an acting title in a Senate-
21 confirmed job for more than 200 days without
22 there being a nominee put forth, back in June

1 I resumed my old title in title only.

2 Sam resumed his old title in title
3 only. But I continue to serve in this
4 function as the acting assistant - or in the
5 function of the assistant secretary for
6 conservation and management.

7 Sam continues to function on a day
8 to day basis as the assistant administrator
9 for fisheries.

10 Looking forward, you know, if
11 there is a second term, I, at this point, very
12 much anticipate moving back into the assistant
13 administrator job in Silver Spring on a full
14 time basis when a new assistant secretary can
15 be nominated, confirmed and seated.

16 And hopefully, again, if there is
17 a second term that won't take very long
18 because while I have very much enjoyed my time
19 downtown I also have missed my - the team in
20 Silver Spring and the day to day work that
21 goes with that assistant administrator job.

22 I will say to you - now, I know

1 that Sam talked a lot about some of the things
2 that I was actually intending to talk about,
3 particularly the priorities for 2013 document.

4 So I'll circle back around to that
5 in a moment but I will talk to you a little
6 bit about some of what I have been working on
7 over the last almost a year now while downtown
8 because I think it is probably illustrative of
9 some of the challenges that we face as an
10 organization in this day and age.

11 So the assistant secretary for
12 conservation and management oversees not only
13 the fisheries portion of the NOAA portfolio
14 but also a number of the other wet side, if
15 you will, programs that exist within the
16 National Ocean Service and in a few other
17 places.

18 So I have had the opportunity to
19 work on broader policy and budget issues
20 associated with the National Ocean Service,
21 the sanctuary program, some of the coastal
22 stewardship efforts of the Ocean Service and

1 interact on a number of the big wet side
2 science and support efforts as well.

3 I will say to you that, again,
4 while I have not been involved in the day to
5 day operations of the fisheries service, the
6 fisheries service issues from a downtown
7 perspective have continued to be very
8 prominent in my day to day work.

9 I have dealt down there over the
10 last, you know, nine months or so, ten months,
11 with some of the broader policy issues not
12 only that exist within the lines that I
13 mentioned but across the lines.

14 So we've worked very hard as we've
15 faced some of the budget challenges that we
16 faced in integrating some of the coastal
17 stewardship and habitat efforts of the Ocean
18 Service and the fisheries service in a more -
19 in a more cohesive, strategic and concerted
20 fashion.

21 That - some of that has been - has
22 been symbolized by work under the habitat

1 blueprint and, honestly, I'm not sure to what
2 degree you all have been involved in some of
3 the habitat blueprint discussions.

4 But doing a better job long term
5 for coastal and ocean habitat and coastal
6 stewardship is - continues to be, I think, one
7 of the big challenges that are out in front of
8 us as an agency and as a country.

9 And so I have been very pleased to
10 have had the opportunity to work particularly
11 on some of those issues across NOAA and help
12 to elevate the understanding of the challenges
13 and the need for resources even in a budget-
14 constrained environment and even in an
15 environment that is challenged within NOAA by
16 some big costs on the satellite and weather
17 service side.

18 You know, I think in many respects
19 also I would note to you that not
20 surprisingly, in addition to dealing with a
21 particularly difficult budget climate, we've
22 been dealing over the last six or eight months

1 with a particularly challenging political
2 climate.

3 So I have been in a position down
4 town to work very closely in helping to manage
5 both within the administration and over on the
6 Hill some of the big policy challenges that
7 are out there in what I think we all know is
8 a particularly difficult political climate,
9 particularly as the election approaches.

10 So I know that Sam shared with you
11 the priorities document. He talked with you
12 a little bit about how it is framed out.

13 You know, NOAA, for a number of
14 years now, has been issuing an annual guidance
15 memorandum.

16 The premise, as I know Sam
17 explained to you, behind a fisheries version
18 of that was to provide some particular
19 guidance around areas of emphasis both
20 substantively as well as procedurally and from
21 a support perspective within NOAA fisheries.

22 And hopefully you've had a chance

1 to look at that a bit and I'm happy to have a
2 conversation around your perspectives on that
3 document and the substance therein.

4 I'm not going to say a whole lot
5 else I actually think because of the point
6 where we are in the meeting.

7 I would be - and because you've
8 already heard extensively from Sam and you had
9 the pleasure of hearing from Dr. Lubchenco
10 that maybe there might be opportunity here to
11 open the floor to, you know, to some
12 discussion of things that might be on your
13 mind where you might think that I could be of
14 particular use in helping to address.

15 I will say one other thing though
16 and that is when I came in, you know, Keith
17 asked me what it is that you could do for us,
18 and I think that from a variety of
19 perspectives, you know, obviously I think it
20 almost goes without saying that you're already
21 doing a lot for us.

22 But I know that you have had an

1 incredibly full agenda around issues like
2 seafood certification.

3 I know you had a great session
4 yesterday on endangered species and some of
5 our challenges around listing and jeopardy
6 determinations and consultations with other
7 agencies or even internally with respect to
8 some of the fishery management actions.

9 I know you've talked a lot of
10 about budget challenges and implications that
11 are out there and I know that you continue to
12 work very aggressively around some of the big
13 recreational fisheries issues both directly
14 and through the subcommittee that we set up a
15 number of years ago.

16 And then, prominently, I know you
17 continue to work on the next generation, the
18 Vision 2020 report, and all of that is really
19 important work.

20 The one thing that I did say
21 explicitly to Keith that I thought would bear
22 particular attention going forward is the

1 Managing Our Nation's Fisheries 3 conference
2 that is planned for May of 2013.

3 I know you all are working on
4 scheduling associated with that effort. But
5 some of you that have been around for a while
6 know that the Managing Our Nation's Fisheries
7 1 and 2 in 2003 and 2005 had a lot to do with
8 teeing up some of the important focus areas
9 and the substance of the 2006 reauthorization.

10 We very much envision the Managing
11 Our Nation's Fisheries 3 conference as doing
12 the same thing to begin to surface issues and
13 recommendations that might form the basis for
14 a next reauthorization in whatever time period
15 that may come.

16 Historically, these things happen
17 about every ten years. But they require
18 several years of preparations and discussion,
19 and MAFAC is particularly qualified to
20 contribute substantively to the work that's
21 going to occur there in that meeting.

22 We envision that there's going to

1 be a lot of prework, smaller workshops,
2 development of issue papers, development of
3 recommendations so that when we convene the
4 actual event in early May there will be some
5 priority areas and some priority issues and
6 recommendations already teed up.

7 And so I would recommend to you
8 and ask that you pay particular attention to
9 that checkpoint as a place where some of your
10 ongoing deliberations can be particularly
11 useful to us.

12 So with that, you know, I do have
13 one other thing to do formally but I'll come
14 back to that after perhaps we open the floor
15 to question and answer or discussion or
16 commentary of whatever is of interest to you.

17 Thanks.

18 CHAIR RIZZARDI: Questions for -
19 David?

20 MEMBER WALLACE: And I'm - its
21 good to see you, Eric, and congratulations on
22 spending so much time in downtown Washington,

1 you know, and you can still smile. You know,
2 that's great.

3 But the thing that really I think
4 is on my mind and probably much of the people
5 in this room is what really happens if on
6 January 2nd Congress doesn't do anything and
7 we have to deal with a gigantic budget
8 reduction, and now that you have the overview
9 of the whole - all the systems within NOAA
10 then how do you start trying to reallocate
11 that?

12 The fishery service is the one
13 that is mandated under the law to do certain
14 things and they can't avoid that.

15 But, you know, last time I looked
16 everybody was paying attention to the
17 hurricane too and, you know, and we need to
18 understand how the administration is going to
19 try to balance the needs of everyone including
20 fisheries in a situation where you may take a
21 20 percent reduction in revenue.

22 And so would you like to - I know

1 you would prefer not to address it but if you
2 would I'd appreciate it.

3 MR. SCHWAAB: Yeah, sure, Dave.
4 Thank you. Well, let me say first that the -
5 what the administration has been very clear
6 about is that the sequestration option or the
7 sequestration action was always envisioned by
8 Congress as yielding a set of conditions that
9 were so distasteful that it would force them
10 to come up with a better plan.

11 And so there was never, from the
12 administration's perspective, an expectation
13 that this was going to come to pass.

14 There was more an expectation
15 that, again, this was so egregious, so
16 distasteful, that it was essentially the last
17 resort that would force Congress to creating
18 some kind of a better deal.

19 I think we heard in the debate
20 directly from the president that he still
21 anticipates that to be the case and still
22 anticipates that there will be some

1 alternative that is executed that will avoid
2 that circumstance.

3 So there - as a result of that
4 there has not been a lot of detailed, you
5 know, down in the agencies or down into the
6 bureaus and the lines kinds of discussions
7 about where, you know, cuts would be applied
8 or not, depending - you know, depending upon
9 different percentages coming into play.

10 There was a report that was issued
11 - that was mandated and issued that talked
12 about some of the broad percentages. You all
13 know, I think, what they are.

14 Essentially, if the cuts under
15 sequestration remain as characterized as, you
16 know, a balance between defense spending and,
17 you know, discretionary non-defense spending,
18 the ranges are in the 8.5 percent.

19 If they shift to a non-defense
20 option then you can double those numbers.

21 I think we all understand how -
22 what a, you know, a next to impossible

1 situation that that would put - impose upon
2 NOAA and particularly the fisheries service if
3 in fact that were to happen on January the 2nd
4 and remain in place for any period of time.

5 You know, I think that the other
6 thing that I would say is that you also have
7 to remember should that come to pass that at
8 that point we would already be, you know, into
9 the second quarter, which makes any kind of a
10 percentage reduction even worse because we're
11 existing now under continuing resolution and
12 how they would balance out spending under
13 quarter one under the CR with, you know, what
14 might come to pass from a fiscal year-based
15 reduction also remains, you know, very much
16 unclear at this point.

17 But, you know, needless to say I
18 think it would be pretty challenging. The
19 last thing I would say, which I think is
20 particularly important to a lot of our
21 partners - I mean, look down here at Randy and
22 that is that, you know, the continuing

1 resolution process itself, while it has been -
2 while it has lent a certain degree of
3 stability, you know, to the agencies and while
4 it has actually provided some advantages to
5 particularly the wet side of NOAA, you know,
6 contrasted to the '13 budget and all of the -
7 and the different manifestations of that that
8 have already passed the two chambers, the fact
9 that we're existing under a continuing
10 resolution alone even for six months presents
11 a lot of challenges in the way that grant and
12 partnership moneys are distributed.

13 And even just the continuing
14 resolution process creates a lot of challenges
15 in that we have not - that we're very
16 constrained in the way that we can proceed
17 with issuance of grant and partnership
18 dollars.

19 You know, I know Randy and the
20 other interstate commissions as well as the
21 Fishery Management Councils are acutely aware
22 of some of those challenges independent of,

1 you know, what may come from sequestration.

2 MEMBER CATES: This is more - I'm
3 going to ask you - if you can just comment on
4 what I'm about to say. It seems that in
5 Hawaii over the years we're having these
6 successes nationwide with our fisheries.

7 We're rebuilding stocks. We're
8 making progress in not only rebuilding but the
9 way we're fishing - bycatch in Hawaii with
10 turtle interaction and such.

11 But the sense is that as we're
12 making progress as a - from the fisherman's
13 point of view more areas continue to be taken
14 away, more legal challenges, and we should be
15 at a time where there should be an easing of
16 this because we are making success.

17 And it's almost to the point where
18 fishermen don't know if Managing Our Nation's
19 Fisheries is going to stand with them.

20 I mean, we should be working
21 together with environmental groups and making
22 progress, which I think we are.

1 But there's this continual fight
2 for space, marine protected areas, and we can
3 see the fishery doing better.

4 But the access to the fishery
5 continues to be restricted or we have to
6 legally challenge those restrictions. I go
7 back to Hawaii just next week.

8 I got to fly to the Big Island for
9 a huge issue where environmental groups are
10 trying to shut down a whole coastline from one
11 particular fishery.

12 And they're not feeling this
13 working relationship as much as, I would say,
14 about ten years ago. So how can your agency
15 kind of stand and work better with the
16 fishermen, I guess, would be the question.

17 MR. SCHWAAB: Yeah. Thanks,
18 Randy. So my view is, first, that in a lot of
19 places in - from and in many respects we have,
20 in fact, I think, earned some recognition on -
21 for the agency and for the fishermen
22 themselves around the progress that is being

1 made and we've seen that play out in places
2 very explicitly.

3 I think we've seen - I think we've
4 seen that play out in New England recently
5 where while there are still big challenges the
6 current situation that we're in, trying to
7 sort of find our way through the recent - you
8 know, the recent bad data on Gulf of Maine cod
9 was a situation that would have been ripe for
10 a lot of legal challenge and in fact a lot of
11 the environmental NGOs along with the
12 fishermen and the states and the agency have
13 been, I think, working much more cohesively
14 and much more constructively towards
15 solutions.

16 And I think that's in part a
17 recognition of the progress that is being
18 made.

19 You know, I think that play - it's
20 playing out in other places as well specific
21 to the progress that we're making in managing
22 rates of fishing and rebuilding depleted

1 stocks.

2 I think that it is fair to say
3 that we are not in that same place yet with
4 respect to a lot of the protected resource
5 issues. They continue to be - they continue
6 to be very challenging.

7 They continue to grow in number
8 and complexity in many respects and I don't
9 want to overstate this but thinking out loud
10 a bit, I think it's in some - in some ways
11 where we are with respect to protected
12 resource management is maybe a decade behind
13 where we've been with respect to fisheries
14 management where we went through in fisheries
15 management the series of, you know, lawsuits
16 and challenges and we got the Magnuson of
17 2006.

18 We got significant investments in
19 fishery science. Not enough but significant
20 commitments around quantitative management of
21 fishing rates and rebuilding time lines and
22 goals, et cetera.

1 And that, perhaps, in some
2 respects where we are with respect to
3 protected resources management is sort of a
4 little bit further back in time or in cycle or
5 maturity.

6 I don't know. You can challenge
7 me or offer your own opinion from that
8 perspective.

9 But I think it is very clear that
10 we continue to have - we continue to have big
11 challenges with respect to protected resources
12 and the balance between, you know, the need to
13 protect, you know, endangered species, marine
14 mammals and, you know, and the like and the
15 opportunities to, you know, to use our coasts
16 as productively as possible.

17 And, you know, I don't know if
18 there's any easy answer to that. You know, I
19 think that we just have to continue to try to
20 work through those things as constructively as
21 we possibly can.

22 I think that we're a little bit

1 more challenged in this time period because
2 the idea that we're going to get a big
3 infusion of cash to help answer some of those
4 vexing questions and to help shed more light
5 on the way forward is going to - you know,
6 it's not as likely as it was when we - you
7 know, immediately post-2006 reauthorization.

8 So I think we're going to have to
9 be thinking about ways forward in, you know,
10 in a, you know, in a more creative fashion and
11 I don't what the answers to those are.

12 I know that you all, again, spent
13 a day on that yesterday and we're going to
14 continue to spend a lot of time focusing on
15 some of those challenges going forward.

16 But in any case, we have to
17 continue to be, I think, open to, you know,
18 dialogue and position in a problem solving
19 mode going forward because we do have, you
20 know, a bit of a - a bit of a clash between,
21 you know, our challenges and responsibilities
22 under Magnuson and our challenges and

1 responsibilities under the Marine Mammal
2 Protection Act or in the Endangered Species
3 Act. And, you know, and we have to find a way
4 forward.

5 Now, completely separate from that
6 is this whole issue of spatial management,
7 which we've talked a lot about, and I think
8 that I continue to be a strong believer that
9 good constructive purpose-driven spatial
10 management is a solution as opposed to another
11 problem.

12 You know, in much the same way we
13 looked at catch shares as a solution to some
14 of the challenges of lower catch limits I
15 think that we should be thinking about more
16 integrated - you know, again, purpose-based
17 spatial management as a solution to some of
18 these challenges of, you know, of conflict
19 between the interests of fisheries and the
20 interests of protected resources as a way
21 forward.

22 And so I wouldn't see spatial

1 management as another challenge. I'd see
2 spatial management as a way forward if we can
3 do it right.

4 MEMBER CHATWIN: Hey, Eric, thanks
5 so much for coming to spend time with us.

6 I have - I've been thinking of a
7 question and the spatial management kind of
8 gives me the hook because that engages other
9 agencies with jurisdictions that interact with
10 that of NOAA.

11 And so given your experience on
12 this body and now your experience downtown,
13 I'm assuming it's interacting more with other
14 aspects of Commerce as well.

15 Are there any suggestions or
16 recommendations for us on how we can perhaps
17 be more effective in supporting NOAA within
18 Commerce and as it interacts with other
19 agencies?

20 And I say that because we were -
21 some of us were engaged in the GAO so that's
22 where I'm coming from is we have been pulled

1 into this issue to being - we've been engaged
2 in the interaction with NOAA and other
3 agencies.

4 And so I just wonder if you have
5 any perspective that you can share with us.

6 MR. SCHWAAB: Well, yeah, Tony.
7 Thanks. You know, I think one of the things
8 that we have always recognized is that we,
9 NOAA, whether it be on the, you know, coastal
10 navigation or weather service side of the
11 world or in support of marine fisheries is an
12 agency that is sort of inherently serving both
13 conservation as well as, you know,
14 socioeconomic purposes.

15 And, you know, I think one of the
16 things that we have tried to do with some
17 degree of success is, you know, point out that
18 this is not an either/or situation.

19 You know, if we do a good job of
20 managing and conserving these resources then
21 they will provide important economic benefits
22 to coastal communities, you know, in the form

1 of, you know, commercial fisheries,
2 recreational fisheries, you know, other
3 tourism-related opportunities, and on the
4 coastal stewardship and habitat side, you
5 know, direct sort of resiliency in the face of
6 some of the challenges that are out there with
7 storms and sea level rise and the like.

8 And I think some of that is
9 playing out very directly in the way that the
10 Department of Commerce has taken a much
11 stronger interest in Restore Act and
12 management of the Restore Council - leadership
13 of the Restore Council under the - you know,
14 down in the Gulf.

15 So I think in some respects what
16 we're trying to do is, you know, is really
17 sort of build on that sort of foundation of
18 awareness in places like the Gulf, in places
19 like the Arctic, to demonstrate that, you
20 know, you can't - not only is it not an
21 either/or but you can't have one - well, you
22 can't have one without the other.

1 And I think we just need to
2 continue to, you know, build on that approach,
3 continue to illustrate examples of, you know,
4 successful application and certainly I think,
5 you know, MAFAC can help substantially in that
6 regard.

7 MR. FISHER: So if the Obama
8 administration would happen to take Ohio or
9 something and actually win, then do you
10 foresee that they will actually try and put
11 NOAA under Interior? Because I think that he
12 said he wanted to do that.

13 MR. SCHWAAB: So, you know, all of
14 that came out of the original proposal to
15 recast the Department of Commerce in a way
16 that would aggregate and focus, you know, not
17 only bureaus within Commerce but some other
18 activities outside - currently outside of the
19 Department of Commerce, you know, in a more
20 sort of focused business and trade agency.

21 And when they - my sense is,
22 Randy, that when they - when they got to that

1 point they looked at, you know, NOAA as a, you
2 know, somehow being extraneous to that more
3 focused, you know, business and trade
4 endeavor.

5 And they looked around and said
6 well, what would our proposal then - and under
7 a proposal like that what will we do with NOAA
8 and out came at least the prospect of moving
9 us to Interior.

10 You know, at that time, what the
11 president was explicitly asking for was the
12 authority to propose such a reorganization and
13 be guaranteed a time limited thumbs up or
14 thumbs down from Congress.

15 You know, he - you know,
16 theoretically they could already, you know,
17 any kind of a budget proposal, you know,
18 undertake reorganizations of that type and
19 either as part of a budget proposal or
20 independently.

21 But what they would struggle with
22 under those circumstances is you put something

1 that just hangs out there interminably, and
2 what he explicitly asked for was that
3 traditional guarantee of a time limited, you
4 know, thumbs up or thumbs down.

5 I would imagine that, you know, in
6 a second term if they went down that road
7 again they would go down that road with that
8 same - leading with that same premise which is
9 we want this authority and oh, by the way,
10 here is an example of how we might apply that.

11 At that point, that was a two-step
12 process. I would suspect it would still be,
13 you know, if it came out as a high priority
14 action. You know, it would still be cast in
15 that way. But that's just me guessing, at
16 this point.

17 You know, I think from our
18 perspective the NOAA - the NOAA position has
19 been that - you know, while we certainly
20 support the proposal put forth by the
21 administration it is important under any
22 circumstances to, number one, continue to

1 maintain the integrity of NOAA as an entity -
2 you know, not allow ourselves to be or not
3 support a circumstance that would carve us up
4 into pieces and scatter us about in ways that
5 would lose the advantage that we have now of
6 interdependence between, you know, the Ocean
7 Service and the fisheries service, you know,
8 some of our, you know, OMAO and, you know, and
9 the ways in which some of our observational
10 platforms and our other science support
11 multiple parts of NOAA.

12 And, you know, and oh, by the way,
13 there are relationships that we derive benefit
14 from through the satellite operations as well
15 as through the weather service operations as
16 well.

17 And so the NOAA perspective has
18 been, you know, let's continue to focus on
19 maintaining the integrity of a, you know, one
20 NOAA regardless of where the administration
21 might ultimately house us.

22 Frankly, I'm not sure at this

1 point. I haven't heard a lot about that
2 lately, how high any of that would rank in a
3 second term agenda.

4 MEMBER RHEAULT: Eric, thanks for
5 coming down. I just wanted to say that when
6 I took this position - I'm a newbie on this
7 panel - and I did so with great trepidation.

8 But I've been very pleased about
9 the willingness of this group to engage and
10 promote aquaculture.

11 But I'm not seeing it trickle up
12 and, you know, I've read through the Managing
13 Our Nation's Fisheries document. Didn't see
14 the word aquaculture.

15 We're looking at .6 percent of
16 NOAA's budget. We're looking at projects
17 sitting - the Gulf FMP sitting on Jane's desk
18 for several years.

19 So I'm just wondering, you know,
20 how do we have more of an impact.

21 MR. SCHWAAB: Yeah. Thanks, Bob.
22 So, first of all, this group, you know, dating

1 back to, you know, what year was it really led
2 the charge in putting the aquaculture agenda
3 back prominently on the table for NOAA and for
4 the Department of Commerce.

5 And I think, you know, that ten-
6 year plan really served as the foundation for
7 some of the work that has transpired since
8 then and, you know, the development of the two
9 policies - the Department of Commerce and the
10 NOAA policies - that were issued not that long
11 ago.

12 You know, I think in some respects
13 the aquaculture endeavor has a bit been a
14 victim of timing because of the budget
15 circumstances that we have existed under.

16 I can tell you that there were -
17 you know, there were much grander plans and
18 much higher expectations around our ability to
19 put some additional dollars into support of -
20 you know, of domestic aquaculture and in the,
21 you know, furtherance of some of the action
22 items that were articulated under those

1 policies.

2 And, you know, I think one of the
3 - one of the challenges in the budgeting
4 process, even in the best of times, is, you
5 know, when you add anything new on it becomes,
6 you know, at OMB or on the Hill a target
7 because well, we have to fund the things we
8 funded last year or the year before that and
9 the year before that, and if we're cutting
10 those we're, you know, making more people
11 unhappy than we're making happy by investing
12 over here.

13 And I think there is a certain
14 degree of inertia that challenges the federal
15 budgeting process, my observation, that has
16 worked against - that would have worked
17 against the aquaculture program even under
18 better - a better budget climate.

19 And the current budget climate has
20 just, you know, really confounded our ability
21 to put forth a significant new investment in
22 aquaculture in the ways that we've all

1 envisioned.

2 Hopefully, that's a temporary
3 condition. I think that what we - from an
4 agency perspective as well as with some of
5 our, you know, external partners need to think
6 about as well absent big new dollars, you
7 know, where are the places that we can engage,
8 you know, from a policy perspective, from the
9 regulatory perspective, from a technical -
10 from technical perspectives that can help -
11 that can help move things along and I think
12 those opportunities exist out there.

13 You mentioned the Gulf plan. I
14 don't think it's sitting on Dr. Lubchenco's
15 desk. Somebody correct me but -

16 MR. RISENHOOVER: Actually,
17 that'll be discussed again at the Gulf Council
18 meeting next week. So we're starting to see
19 some movement.

20 There will be a briefing for the
21 Gulf Council next week and another one, I
22 believe, they're planning at their February

1 meeting.

2 So I think we're starting to see a
3 little bit of, you know, evolution instead of
4 revolution here.

5 MR. SCHWAAB: So I think that our
6 perspective was, you know, it sat there for a
7 long time. We had said we wanted to wait
8 until we got the policy out.

9 We got the policy out, and then
10 our perspective was to go back to the Council
11 and say okay, you know, this thing's been
12 sitting for a while.

13 How do we sort of dust it off and
14 reinitiate in ways that can help us - can help
15 us move that proposal forward.

16 And I can tell you that, you know,
17 from my perspective and my sense is this is
18 above me as well, continued interest in sort
19 of using the Gulf plan as a way to address,
20 you know, some of those regulatory challenges
21 that exist, particularly on the federal water
22 side.

1 I think you also know that we have
2 done some pretty good work, and I say we.

3 That's, you know, prominently, you
4 know, Michael and his team in helping to
5 alleviate some of the - some of the regulatory
6 burdens in-shore for shell fish. I think
7 there's been great work done in Maryland
8 that's showing real benefits.

9 I think we have similar
10 engagements out in the Northwest and have the
11 attention of, you know, of state level people
12 there who are seeing some of the - some of the
13 opportunity.

14 And, you know, I think we need to
15 - we need to - certainly need to continue to
16 push in those kinds of places where we can
17 push without a big infusion of cash and think
18 about as much, you know, how can we remove
19 barriers as, you know, alternative to just
20 simply sort of piling up additional, you know,
21 cash or incentives.

22 And I think in the short term that

1 has to be the way we go about it.

2 CHAIR RIZZARDI: So Eric, I
3 understand you have a presentation as well?

4 MR. SCHWAAB: Oh, yeah. So one of
5 our - one of our members is - this is his last
6 meeting and I think we all know who that is.
7 And he is one of our members who has
8 traditionally been particularly critical of
9 the lack of attention from the Department of
10 Commerce.

11 And while I think it was great at
12 this meeting to get the undivided attention of
13 Dr. Lubchenco, we continue to be cognizant of
14 the fact that this is an advisory committee to
15 the Department of Commerce and while there's,
16 you know, great benefit in conveying that
17 through NOAA, we wanted to make sure that
18 Randy understood that the secretary is paying
19 attention.

20 So what we have is not a NOAA pin
21 for Randy but a Department of Commerce pin
22 that I'd like to present.

1 And just because Randy will be
2 leaving us with his pin we're also going to
3 leave one with the chairman. So Keith, if
4 you'd step up as well.

5 (Applause.)

6 We have Department of Commerce
7 pins to recognize the higher level connection.
8 And Randy, in all seriousness, it was a
9 pleasure serving with you on the committee and
10 it's been a pleasure from the NOAA perspective
11 having you on the committee since I moved on,
12 and we'll miss you.

13 But we'll look forward to coming
14 to visit in Hawaii.

15 MEMBER CATES: Well, it was fun
16 times. We had a great time.

17 MR. SCHWAAB: All right.

18 MEMBER CATES: I'll never forget
19 your blessing.

20 (Applause.)

21 CHAIR RIZZARDI: Eric, we really
22 appreciate having you here today.

1 MR. SCHWAAB: Absolutely. Thank
2 you.

3 CHAIR RIZZARDI: It was a good Q
4 and A session with everybody. I know many of
5 you have been going since this morning. You
6 started your subcommittees early. So we'll
7 take a 15-minute break.

8 It is now 10:20 so we'll get back
9 together at 10:40 and then we will tackle the
10 latest edits to the Vision document.

11 Patty, this morning, sent out the
12 clean version of the Vision - or last night at
13 9:00 o'clock the clean version of the Vision
14 document.

15 So it's out there for everybody to
16 be able to pull up on your computers. Thanks,
17 everybody. See you in 20 minutes.

18 (Whereupon, the above-entitled
19 meeting went off the record at 10:19:27 a.m.
20 and resumed at 10:43:24 a.m.)

21 MEMBER DOERR: So I sent around
22 last night at about 6:30 the next version,

1 sort of the cleaned up version, for folks to
2 take a look at and I think what is up on the
3 screen is mostly the same - protected
4 resources.

5 Julie had made some tweaks to her
6 tweaks but I don't think it was anything
7 substantive. But we'll take a look at that.

8 So hopefully by noon we will sort
9 of have final agreement on all of the big
10 stuff and recommendations in this document and
11 anything sort of small in terms of the data
12 and citations and making sure numbers are
13 correct I'll work with Heidi and folks at NMFS
14 to make sure everything is up to date and
15 reading correctly.

16 But we will have sort of the
17 trends, the findings and the recommendations
18 sort of done.

19 So Heidi, if we can go just to the
20 top of the first related trends. Yes. So and
21 Michelle sent an email around last night sort
22 of expressing some concern about these two

1 documents - these two paragraphs.

2 I responded this morning. I don't
3 know who all saw this. But just for points of
4 clarification, that first paragraph everybody
5 saw on October 5th when this document went
6 around.

7 It was language from the appendix
8 that I had pulled up to sort of provide this
9 overarching sort of statement of all of these
10 different measures that needs to happen.

11 And this morning, upon looking at
12 it, I went and changed sort of the heading to
13 it but I didn't change the content of the
14 paragraph.

15 And then the second paragraph
16 about the unassessed stocks, if you'll recall
17 towards the end yesterday Tony had flagged for
18 folks that he was concerned that there was a
19 hole in the document talking about sort of the
20 status of stocks and how about half of them
21 are unassessed.

22 And ideally, in 2040 or 2020 -

1 good Lord - in 2020 we had made progress on
2 assessing those unassessed stocks.

3 And I'll let Tony sort of speak to
4 the paragraph more but I would like to start
5 there unless somebody does not like the title
6 I provided for the first paragraph. Go ahead,
7 Tony.

8 MEMBER CHATWIN: I want to - yes,
9 and so first of all, I know that the fact that
10 I only noticed this yesterday has upset some
11 people so I apologize for that. That was not
12 my intent.

13 The intention is that as we are
14 talking about sustainable fisheries and a
15 Vision for 2020 for sustainable fisheries in
16 the U.S. we need to remind NOAA that while
17 there's been great progress on curbing
18 overfishing and rebuilding stocks there's
19 still quite a bit of work to do.

20 The intent here is to make sure
21 that from this large pool of managed stocks
22 for which status is unknown that we don't get

1 between now and 2020 bad news coming from
2 them.

3 There are - even though these
4 don't represent the primary fishing stocks,
5 what we know is that if a fish stock or a
6 marine wildlife population is in bad shape
7 that can prevent access to healthy stocks and
8 I think the lack of information only hurts the
9 industry.

10 So my message is congratulations
11 on the good work done so far. Keep doing it
12 with these - to the extent you can because I
13 think that's the best for the industry. So
14 that's my motivation here.

15 CHAIR RIZZARDI: All right, Tony.
16 I appreciate those comments. Those are
17 helpful.

18 I think recognizing the comments
19 we received from Michelle I'm looking at this
20 paragraph and realizing that most of it is
21 fact so the first question I had was have we
22 vetted the facts, and the second question I

1 have is the very last sentence seems to be the
2 likely source of some of the consternation.

3 And at the end when I look at this
4 the point of it is simply to say stocks remain
5 unassessed and we can get there without that
6 last sentence. I'm wondering would you be
7 willing to strike the last sentence.

8 MEMBER CHATWIN: So as to the
9 facts, they come straight out of the status of
10 the fisheries report unaltered. That's the
11 2010 status of fisheries report.

12 If there is - that's the most
13 recent one I had access to. If there is a
14 more recent one and those figures have - I
15 mean, I'm totally comfortable with that being
16 updated but they are facts that can be cited.

17 As to the last sentence, I would
18 like to hear more from the rest of the
19 subcommittee before I agree to remove that
20 just because the findings, right, I think
21 that's great we give the facts. But and then
22 what? What are we saying about them?

1 Now, there is a - I added a
2 recommendation bullet and if that stays then
3 we can take this out, if that's a problem.
4 What I - what I don't want to see is just give
5 these facts and then ignore it.

6 MEMBER DOERR: Julie and Philip.

7 MEMBER BONNEY: I have - you know,
8 I read this last night and I kind of had the
9 same reaction as Michelle did, and just to
10 explain some of the things that are going on
11 in the North Pacific and I guess there is
12 actually a national work group of scientists
13 that are looking at how to parse out which
14 fishery - which of the stocks they really need
15 to get at in terms of getting data to - and do
16 assessments.

17 So this, to me, basically is
18 saying that we want to have assessments for
19 all 528 individual stocks. Many of those are
20 not commercially important. They're at the
21 far extent of their range.

22 I mean, they're not commercially

1 harvested. There are no fishing data
2 available. So it's kind of like what chasing
3 - trying to find the last needle in the
4 haystack.

5 So, you know, to prioritize where
6 we're going to try to get information about
7 all 528 individual stocks I have a problem
8 with.

9 I think we need to - if we want to
10 say that we need to be strategic about
11 understanding some of the stocks we don't have
12 information about I'm okay with that.

13 But to say that we should
14 prioritize our funding and energy to
15 understand all 528 individual stocks I have
16 concerns.

17 MEMBER DOERR: Phil, then Tony and
18 Paul.

19 MEMBER DYSKOW: I didn't have a
20 lot of angst over this addition because we've
21 all talked about the need for better data and
22 more data on fishery stocks.

1 It's significantly represented in
2 the NMFS budget and most of the stakeholder
3 groups that I communicate with are much in
4 favor of this, and a lot of those stocks that
5 aren't highly visible and highly targeted
6 commercially are important to rec anglers, and
7 our fear is that draconian decisions will be
8 made without good data.

9 So I'm in favor of getting that
10 data on all these species because so many of
11 them may not be important commercially but
12 they are important to the rec community.

13 I would suggest one very small
14 change to what Tony has suggested, realizing
15 that I would support the majority of it.
16 Where it says in the last sentence NMFS must
17 significantly increase in the number of stocks
18 for which - let me see.

19 Maybe I can see it better up here.
20 NMFS must have a significant increase in the
21 number of stocks for which status can be
22 determined.

1 I hope they find some that aren't
2 being overfished. So I don't think we want to
3 write this in such a way that we want to find
4 more stocks where we can reduce fishing.
5 Let's get the data whether it's good or bad.

6 Let's not write the language in
7 such a way that we're hoping to find stocks
8 that are overfished. Let's write it in such
9 a way that we get the information and then
10 take the appropriate decision based on the
11 facts.

12 Simply take out that one sentence
13 for which it - that one fragment where it says
14 both overfishing and overfished where - let's
15 just determine the status of the stocks. We
16 want to know the status of these undersurveyed
17 stocks, period.

18 MEMBER DOERR: Am I on or off?
19 There we go. Heidi, can you scroll down to
20 the recommendation as well, just so people -
21 because I think the recommendation that Tony
22 has in there is 25 - increase by 25 percent

1 the number of - and then we can pop back up.

2 It's in track changes. It'll be
3 the very first bullet under recommendations on
4 Page 5. There we go. So there's the - so
5 Tony, Paul, Dave, then Ted. And I would like
6 to sort of move on at that point.

7 MEMBER CHATWIN: So I just would
8 like to say that folks should look at the
9 words that I chose, not the ones that they
10 think are there. I did not say that we need
11 to have all 528 stocks assessed.

12 I'm perfectly comfortable with
13 recommending a strategic approach to
14 significantly increasing.

15 I put significant because having
16 one more - one unknown - one stock change from
17 an unknown to a known status to me is not a
18 great accomplishment by 2020.

19 I did not define in those comments
20 up top the actual percentage. I did in the
21 recommendation, fully expecting we would have
22 a discussion about that.

1 To me, all our recommendations
2 should be establishing a quantitative
3 benchmark that we're trying to achieve so that
4 we can measure progress towards it.

5 Words like improve or continue to
6 support are great but don't really allow us to
7 understand how well we're - how well - to
8 measure performance of our effectiveness.

9 So that's - I don't - I'm not wed
10 to this 25 percent. I think we want to put a
11 goal that pushes that way.

12 I am happy to have incorporation
13 of a strategic - the word strategic to allow
14 prioritization to occur.

15 I would say, you know, to Phil's
16 comment, if we want to just take out
17 overfished and overfishing I'm not wed to
18 those. I just used the terms that are used to
19 determine the status of the stock as defined
20 by Magnuson.

21 So if we want to take those out
22 that's fine with me as well. But, you know,

1 there is no agenda behind those. Those are
2 just how the status of stocks are determined.
3 Thank you.

4 MEMBER CLAMPITT: Thanks. You
5 know, we're all facing 11 percent decline in
6 funding and everybody around this table has
7 certain pet projects that they'd like to see
8 happen.

9 My big concern is what the move
10 towards catch shares stock assessments in
11 those fisheries is critical.

12 You can't even manage without good
13 stock assessments and even 25 percent more -
14 I mean, some determination - you know, where
15 do you come up with - I mean, did you just
16 pull that out of the air?

17 I don't know how that makes any
18 difference. I think the agencies know that
19 there's work to do and I think they'll do the
20 work as the funding allows.

21 But I think the most important
22 thing as far as commercial fishing goes is to

1 make sure we have adequate stock assessments
2 on what we're prosecuting at the moment, and
3 we don't.

4 We have problems with timely stock
5 assessments now and it's a difficulty.

6 One of the things that bothers me
7 about this paragraph is, you know, Michelle
8 and I volunteered to do this section and we
9 worked on it for about six months, looked at
10 it, and I haven't had time to really digest
11 this.

12 And I don't know how it moves the
13 document forward. And when we talk about the
14 need to keep stock assessments going in that
15 paragraph before that we talk about there's
16 need for more improvement and specific -
17 making this specific to it I don't see how it
18 helps. So that's my comment. Thanks.

19 MEMBER DOERR: Dave, then Ted.

20 MEMBER WALLACE: Well, first of
21 all, Paul just said one of the things that I
22 was going to say and so I won't elaborate on

1 it much but to say I deal with stock
2 assessments much of the time. They're very,
3 very time consuming.

4 They're very expensive and in an
5 environment where the money is being - the
6 funding is being reduced I spent a lot of time
7 at the Northeast Science Center with the stock
8 assessment - the population dynamics branch
9 that does all the stock assessments.

10 They keep dumping more and more
11 work on the same number of scientists and
12 everyone that gets to the point where they can
13 retire just walks out and said I'm never
14 coming back in this building again.

15 And so they've got - they already
16 have a significant morale problem. Most of
17 the people who do all this work have PhDs in
18 either population dynamics or in mathematics
19 and they can go get a job anywhere. And so,
20 you know, Congress is not going to give us
21 more money.

22 So if we then make a

1 recommendation where they have to do more, you
2 know, as Eric just said, you know, he'll be
3 happy to come back to Silver Spring because
4 he's down there where he gets all the
5 politicians calling up saying, why aren't you
6 doing more.

7 And so what - I don't think this
8 paragraph will probably be ignored by NMFS if
9 it's left in the document only because they
10 just can't do it.

11 And so I think that we ought to
12 seriously consider having things in the
13 document that we think are possible, that are
14 reasonable and have a possible chance of being
15 implemented.

16 And I don't think that this is one
17 of them, even though I don't - you know,
18 because if you leave the 25 percent in to do
19 another increase from 197 to whatever that is,
20 another 50 assessments in a short period of
21 time, then everything else is just going to
22 get pushed backward.

1 They're doing cod fish assessments
2 in the Gulf of Maine now every year and so how
3 are you going to do this. Thank you.

4 MEMBER DOERR: Ted, Tony then
5 Alan.

6 MEMBER AMES: Thank you. I
7 subscribe to trying to get additional surveys,
8 stock assessments, not because these species
9 are valuable commercial stocks but fishery
10 science is evolving beyond this single species
11 approach.

12 Just looking at it in terms of
13 what are the interrelationships of these
14 species and without having a perception of the
15 relationships between these fringe species you
16 end up creating a situation where you may lose
17 a valuable commercial stock.

18 So if we can get one status of the
19 stock for each of these remaining components,
20 good fisheries researchers has the possibility
21 of putting the pieces together so that we can
22 in fact even increase the productivity of the

1 system.

2 But in order to do that we've got
3 to have an idea of how many fish are where and
4 what the estimates of those populations are.
5 It need not be an ongoing thing.

6 But if fish can be managed or, I
7 should say, fish in a complex or a biological
8 community can be managed instead of individual
9 species maybe we can begin to squeeze
10 ourselves away from having quite so many
11 expensive surveys in the long term.

12 So I'm comfortable with saying we
13 need more surveys. Not that they need to be
14 done every year but that they - we need to be
15 able to get enough of those surveys so that we
16 can create a base of information. Thank you.

17 MEMBER DOERR: Tony, Alan, Randy
18 and then I'm really going to close it down and
19 I have - I think I have a recommendation to
20 move forward after Randy.

21 MEMBER CHATWIN: Okay. So I just
22 wanted to share a real-life current example of

1 where an unassessed stock is hurting an
2 assessed stock, and that is in the - off the
3 East Coast.

4 The Atlantic Herring Fishery and
5 other small mesh fisheries like squid fishery,
6 all are facing the potential of a - of
7 constraints and maybe even a listing
8 determination on a stock that is unassessed.
9 Okay.

10 That's the river herring. It's an
11 anadromous fish that migrates up the East
12 Coast, spawns in the coastal rivers much like
13 salmon does on the West Coast, but then does
14 that on a yearly basis.

15 And that's where I'm coming from.
16 There is no population estimate for it, no
17 status determination for it and there has been
18 a petition to list river herring as a
19 threatened species, which is under
20 consideration.

21 Now, again, lack of information is
22 going to potentially hurt and is - if it gets

1 listed it's going to have - bring a whole new
2 act to bear on that fishery.

3 If it doesn't get listed you still
4 have fishery management measures restrict -
5 that are being considered to restrict assessed
6 stocks and the full access to those stocks.

7 So that's where I'm coming from.
8 This is an issue that's going to have - can
9 potentially impact the industry. And all I'm
10 saying is that we, as NOAA's and Congress'
11 advisory body, we're saying keep your eye on
12 this thing. Keep working on it.

13 Now, if the 25 percent is an issue
14 we can withdraw that. I don't care. I just
15 want the recommendation to be there. If the
16 significant word is an issue we can withdraw
17 that.

18 But, again, I think that the lack
19 of information is going to hurt the industry.
20 And so that is what I - that's where I'm
21 coming from.

22 MR. RISENHOOVER: Just a real

1 quick point. On this issue we do have a
2 current performance measure for the agency on
3 increasing the number of stock assessments for
4 priority stocks.

5 The computer is trying to download
6 it right now. It's likely in the NOAA blue
7 book. But it looks like our goal is to
8 increase about 3 or 4 percent per year for a
9 short time period.

10 You know, the budget only looks at
11 about three years at a time. So we're at
12 about 57, 58 percent now, going up about 3
13 percent for the next few years.

14 So there is some background on
15 what the agency is doing relative to this
16 available.

17 MEMBER CATES: Dave's comments got
18 me thinking about something. I'm hearing two
19 different worlds going on here and I think
20 it's important as you guys go forward in this
21 document are you looking at Vision 2020 and
22 what you can afford or is it something you

1 want our fisheries to be? And those are two
2 different things.

3 Always ask yourself that. I am
4 the one that has always said we have to do
5 things and apply economics to every issue.

6 But at the same time, I don't want
7 to - I wouldn't want to see you drive Vision
8 2020 as what you think we're going to be able
9 to afford in 2020 but more in lines of what
10 you think our fisheries should be in 2020.

11 So I'm hearing two different
12 conversations going on.

13 MEMBER DOERR: Sorry, Ted.
14 Putting the hammer down now. So I am hearing
15 a lot from different sides and thank you,
16 Randy, for those comments.

17 In attempt to sort of find a
18 compromise and to move us forward because, me
19 personally, as just - not as chair of this ad
20 hoc committee but me personally think it's
21 important that, like Randy says, we look at
22 everything and what we want the state of

1 fisheries to be in 2020 regardless of how much
2 it's going to cost.

3 So chair hat back on, in red is my
4 attempt at compromise language for the
5 recommendation.

6 But leave it there because I think
7 it's better to be able to see both. But that
8 is my attempt at compromised language for the
9 recommendation to get back to the strategic
10 and not this hope of in 2020 having every
11 single stock assessed but for them to be
12 strategic about it, use their priorities that
13 they have established.

14 And then, in addition, I would
15 also, to go back to what Tony had just said
16 about striking significant - yes. And so it
17 just reads NMFS should increase the number of
18 stocks for which status can be determined and
19 then strike both overfishing and overfished.

20 So Tony, since I have gone and
21 mucked with your recommendation are you good
22 with that? Any other comments, concerns?

1 Yes, that there we'll move - that
2 will replace the recommendation that has the
3 25 percent. Yes. Julie and then Pam, and
4 then Ted, if you'd like to chime back in.

5 MEMBER MORRIS: Does assessed mean
6 a full assessment or is assessed the same as
7 determining the status?

8 If determining the status is a
9 simpler thing that you do in a data-poor
10 situation maybe we should use the determine
11 the status language instead of assess in the
12 recommendation.

13 MEMBER DOERR: I am fine with
14 status to - just for the sake of consistency.
15 But I don't know what - if I'm then changing,
16 Tony, what your intention is.

17 MEMBER CHATWIN: So I would
18 recommend we stick with determine the status
19 because that is what is being tracked in the
20 status of the fisheries report.

21 You don't come out with the number
22 of assessed stocks. It's the number of stocks

1 for which status can be determined.

2 MEMBER DOERR: Pam, then Ted.

3 MEMBER YOCHER: Here we go. I
4 can't remember who said this but the first
5 part of that first paragraph is citeable
6 information. So let's put the citation in.

7 But that last sentence is a
8 recommendation, really, not a finding. So
9 that I would suggest that maybe we either move
10 that sentence to the recommendations part or
11 somehow harmonize that last sentence with the
12 revision that's been suggested for the
13 recommendation.

14 MEMBER DOERR: Ted.

15 MEMBER AMES: Thanks. I happen to
16 be in the middle of the alewife controversy
17 that Tony was describing. A 20 - 25,000
18 metric ton fishery along the New England coast
19 is jeopardized by this.

20 At the same time, a collapsed cod
21 fishery is linked to this. My research has
22 shown a tight linkage between alewives and

1 coastal spawning groups of cod fish.

2 The meta population component
3 along the coastal shelf is tightly linked to
4 the presence of adults and juvenile alewives
5 along the coastal shore.

6 It's peer reviewed stuff, and
7 without a survey for this, without a stock
8 estimate for them, the good work that NMFS and
9 Fish and Wildlife are currently doing to
10 improve the status of alewives so that the
11 trend can be followed, that listing for
12 endangered species listing could just foul up
13 the whole works.

14 So it's very important to get this
15 survey down, and there undoubtedly are other
16 species that are similarly involved. So if we
17 have Tony's recommendation we can capture that
18 and use it to the advantage of the commercial
19 fisheries, at the same time accommodate a real
20 need that NOAA has down the road, and I agree
21 with Tony.

22 You don't need the 25 percent or a

1 particular number, just an encouragement to
2 increase the base of surveyed stocks. Thank
3 you.

4 MEMBER DOERR: Thanks, Ted. So
5 going back to Pam's recommendation of striking
6 that last sentence since it sounds like a
7 recommendation, any comments or concerns?
8 Julie, you okay? Paul and Julie.

9 MEMBER MORRIS: It seems like if
10 it's a recommendation and the recommendation
11 statement is going to be in the
12 recommendation, then it's covered.

13 MEMBER DOERR: Everybody good?
14 Tony, are you comfortable?

15 MEMBER CHATWIN: Yes, that's fine
16 with me. You know, I think there are plenty
17 of recommendations in the finding sections
18 throughout the document.

19 But, absolutely, I think the point
20 is get the information out and the
21 recommendations in there so that's fine.

22 MEMBER DOERR: Okay. I am going

1 to move on then. Correct. So if we can go
2 down to the recreational fishing section we
3 had some outstanding questions from yesterday.

4 You can get rid of the
5 highlighting. I just did that so we can keep
6 track.

7 Paul and Ken and others confabbed
8 yesterday afternoon to address some of the
9 questions and concerns that had risen.

10 Ken, did you want to speak to
11 these? Yes, that's revised.

12 MEMBER FRANKE: There you go.
13 With regard to the sale of the recreational
14 cod fish in the form of commerce should be
15 prohibited at state and federal levels.

16 We struck that. That was just
17 because at the state levels especially on a
18 local regulatory basis that's going to end up
19 with a conflict with just a lot of different
20 constituency groups on the veracity of us
21 ranking a nationwide recommendation to
22 eliminate the sale of those fish.

1 So that was removed. Let's see
2 here. I think the rest of it was word
3 smithing based on input from everybody. Let's
4 see here.

5 The - if data are used improperly
6 to make allocations that disadvantage
7 recreational anglers - that was more, we felt,
8 a conclusatory comment and not applicable in
9 this if it's to move forward as far as a
10 vision and the balance of it was just word
11 smithing.

12 MEMBER DOERR: Yes, the bottom one
13 that was - I highlighted that because it was
14 down in another section for recommendations
15 but it had to do with recreational fishing.
16 So I moved it up. Comments, questions,
17 concerns? Dave.

18 MEMBER WALLACE: Well, I guess - I
19 think that recreational fishermen should not
20 sell fish, period. If they're going to sell
21 fish then they need to become commercial
22 fishermen.

1 When they become commercial
2 fishermen then they can follow all the rules
3 and regulations that commercial fishermen must
4 follow.

5 And there are both economic and
6 fairness situations involved in that, and the
7 other thing that I'm sort of unhappy with or
8 not excited about is that, you know, the MAFAC
9 shouldn't be advocating that fisheries
10 management councils who make these allocation
11 recommendations and - that they be - that
12 there be a federal policy on how they do that.

13 That's - you know, I've always
14 been opposed to having a overarching group of
15 relatively obscure policies from the federal
16 government that goes down to the regional
17 fisheries management councils.

18 You know, it could be a policy of
19 having catch shares as a policy - a national
20 policy that they don't have to follow but it's
21 a recommendation.

22 But, you know, to - if there is

1 this notion that allocations disadvantage
2 recreational anglers, you know, be taken out,
3 you know, everybody at one time or another
4 gets disadvantaged by regulations from
5 fisheries managers. Thank you.

6 MEMBER DOERR: So I'm not - just
7 to make sure I'm following and then we're
8 going to go to Phil, Paul and Randy, I'm not
9 quite sure what you're referring to in the
10 second part of your comments because they took
11 that out.

12 MEMBER WALLACE: I think that they
13 - I think that they crossed out - well, first
14 bullet should be put back and then the crossed
15 out last phrase in the second recommendation
16 should also be crossed out.

17 I'm looking at - I'm reading - I'm
18 looking at the screen where it's highlighted.

19 MEMBER DOERR: They did cross out
20 if data are used inappropriately to make
21 allocations that disadvantage recreational
22 anglers. They crossed that out. You want the

1 whole bullet stricken?

2 DR. HOLLIDAY: Bullet number one
3 you want put back.

4 MEMBER WALLACE: Precisely.

5 DR. HOLLIDAY: Then bullet number
6 one, two, three, four, I heard you disagreed
7 that we should be intervening in Council's
8 decisions on allocations. And you'd like that
9 -

10 MEMBER WALLACE: Yes, as to -

11 DR. HOLLIDAY: - and you would
12 like that - to effect that you would like
13 what, to strike the bullet?

14 MEMBER WALLACE: Strike the
15 bullet, yes.

16 DR. HOLLIDAY: One, two, three,
17 four -

18 MEMBER DOERR: The fourth bullet?

19 DR. HOLLIDAY: Fourth bullet. The
20 fourth bullet we had highlighted.

21 MEMBER DOERR: Dave, you wanted
22 the fourth bullet stricken?

1 MEMBER WALLACE: That's my
2 suggestion.

3 MEMBER DOERR: Okay. I just
4 wanted to clarify it because I just wanted to
5 clarify. Phil, Paul and Randy.

6 MEMBER DYSKOW: Thank you. I just
7 wanted to clarify something, Dave. The Rec
8 Subcommittee is not in favor of the sale of
9 recreationally-caught fish.

10 What happens is in certain parts
11 of the country charter boats, head boats, have
12 ownership of the fish, not the angler himself.
13 It's not the rec guy selling the fish.

14 It's that boat that wants the
15 option of selling the fish. We're opposed to
16 it in any case. In Ken's fishery, it's not
17 allowed. In any of the fisheries I'm involved
18 in it's not allowed.

19 We don't want to encourage the
20 sale of rec fish. We received input in the
21 development of this from many constituents
22 involved in the writing of this that it was a

1 policy in their region that those head boats,
2 those charter boats, owned the fish, not the
3 angler, and the only way we could resolve that
4 issue was to just take it out and not deal
5 with it.

6 Nobody's advocating giving
7 recreational anglers the right to commercially
8 sell fish. So taking it out was a way of
9 avoiding that one issue.

10 If you want to leave it in the Rec
11 Committee wouldn't have any headache over that
12 at all. We're not in favor of it.

13 We took it out just to avoid the
14 conflict. Is that clear? And then the other
15 item - let's see, what was the other one?

16 MEMBER WALLACE: Allocation.

17 MEMBER DYSKOW: We are not
18 mandating and the language was off - was
19 softened. We want to see that there is a
20 mechanism in existence if both sides can
21 mutually agree that the quota transfer,
22 however it's done - whether it's buying the

1 transfer or buying the quota or whatever -
2 that there's a mechanism in place to have
3 dialogue on that.

4 It's not that one side or the
5 other would force the transfer but there's a
6 mechanism where the dialogue can exist. Does
7 that make sense?

8 MEMBER DOERR: I have learned I
9 can't turn mine on until you guys turn yours
10 off. Just to provide some clarification for
11 that fourth bullet and the changes, that was
12 original language that was in 2020 and I think
13 - Julie, I don't want to put words in your
14 mouth - I think maybe you had concern about
15 the should.

16 Which Julie - one of the Julies
17 had concern about the should and asked that it
18 be softened to a may. And so that was their -
19 the Rec Group's attempts to address those
20 concerns. So that's sort of the background on
21 that bullet. Paul, Randy, Ted.

22 MEMBER CLAMPITT: Thank you. As

1 far as the fourth bullet goes, why - you know,
2 there's going to be conflicts and you have to
3 face them, and I would disagree with moving
4 that bullet. You can put should, may.

5 I think it needs to be addressed
6 at some point down the line. But I also agree
7 with Dave that are you saying that the first
8 bullet is not necessary? Is that - are you
9 just - why not leave it there?

10 MEMBER DYSKOW: I think the Rec
11 Committee would be in favor of leaving it
12 there.

13 The real issue is there are other
14 people that were part of the development of
15 the 2020 Vision that had an issue with that.
16 It's not us that has the issue.

17 So if there's no discussion on
18 that of anyone that wants to strike it we're
19 not in favor of striking it. We did that to
20 placate others and to avoid conflict.

21 MEMBER DOERR: Paul, Ted and Ken.
22 No, Randy. I'm sorry. I'm so sorry.

1 MEMBER CATES: I think we're all a
2 little confused then on this issue. If - in
3 the original document this is a pretty vetted
4 out discussion and I can share with you that
5 in Hawaii this is a really big issue right now
6 and I'll just give you a quick example.

7 State of Hawaii has said if you're
8 a commercial fisherman and you have to
9 register your vessel as such you now have to
10 get both federal and state tax clearances.

11 So literally overnight we have
12 thousands of boat owners switching their
13 registration from commercial fishing to
14 pleasure but they're still going out and
15 engaged in commercial fishing.

16 And so there's a real act of
17 unfairness here and I think it's going to
18 become a really, really important issue in the
19 future.

20 When you are a commercial
21 fisherman or a recreational fisherman, there
22 are different rules that you have to play by

1 and different responsibilities, and you should
2 be held accountable and you should also be
3 rewarded when you are abiding by those rules.

4 And just to be able to say well,
5 you're a recreational fisherman but you have
6 the same rights to sell your product is just
7 completely unfair.

8 MEMBER DOERR: So it sounds like
9 folks were just - are good with putting that
10 back in. So I'm just going to, to move us
11 forward, suggest we just put that back in.
12 Ted, then Ken and then we're going to move on.

13 MEMBER AMES: If you are putting
14 it back in that's three-fourths of my
15 argument. We have a bag limit in the Gulf of
16 Maine for recreational fisherman.

17 They go out on a party boat and
18 they catch their half a dozen, eight or ten,
19 ground fish of various species and it's
20 theirs.

21 Anything extra that they get the
22 boat claims and sells it commercially.

1 That's fine. As far as selling
2 quota to recreational fisherman, that's a
3 whole new can of worms and as a former
4 commercial fisherman an analysis of quota
5 transfer between recreational and commercial
6 sectors - as a former commercial fisherman I'm
7 not at all comfortable with having a provision
8 that says you're going to sell quota from the
9 fishery to an individual recreational
10 fisherman or group.

11 MEMBER DOERR: Ken.

12 MEMBER FRANKE: There we go.
13 Okay. Not to kill the dead horse, first, the
14 first one, the item involving the sport-caught
15 fish and commercially selling it, as Phil
16 said, him and I are both dead set against it
17 with a caveat.

18 When we did all of the work with
19 the regional working group folk especially on
20 the East Coast which - and I'm not an expert -
21 you all know the areas better than I - we had
22 people that basically were saying from an

1 socioeconomic standpoint they have a culture
2 that they've grown up in since they were kids
3 where they would go and the boat would own a
4 fish and they had an existing format or
5 formula, if you would have, in their region
6 that accepts this mechanism.

7 And for us to step in and say
8 okay, we're not from around here but we're
9 going to tell you we - we're going to
10 recommend that you can't do that anymore, that
11 was the reason Phil and I, just out of
12 fairness, said, you know, we're not from
13 there. It's not our place to go and pull the
14 rug out from underneath these folks.

15 It's probably better handled on a
16 local level by the their councils. So that
17 was the reason that we took that component
18 out. West Coast, we don't allow the
19 commingling.

20 I personally don't think
21 commingling of commercial and sport is a good
22 thing and I think everybody here would agree

1 to that.

2 With regard to the second
3 component, that was what was perceived from
4 the input folks as a win/win where commercial
5 fishermen who had some allocation but where
6 the value of what they were going to make to
7 go commercial fishing that day wasn't going to
8 be substantive enough to warrant going fishing
9 to give the commercial fisherman the
10 opportunity to sell his allocation to, say, a
11 charter boat company or what have you just to
12 give them the opportunity.

13 It wasn't to force a allocation
14 movement or anything like that. It was
15 nothing more than to give an opportunity or
16 analyze the feasibility of being able to do
17 that.

18 So the intent was is to create an
19 opportunity both for the commercial fisherman
20 and for the sport fisherman. The commercial
21 fisherman doesn't have to sell his allocation.
22 But it was just opening the dialogue, just

1 putting the idea out there. Thank you.

2 MEMBER DOERR: I would like to - I
3 would like to move on. We have until 12:00 or
4 12:30, Keith? 12:30. Okay.

5 I would like to move on because
6 I'm not hearing overwhelming concern about the
7 fourth bullet and the request was to soften it
8 yesterday and I believe that request was met.

9 So I would like to move forward
10 with the changes that are up there unless
11 there is an overwhelming desire not to.

12 MEMBER RHEAULT: Just to be clear,
13 Patty, are you also including that last one?
14 Because I think that there's an overwhelming
15 objection to that. At the bottom of the page.

16 MEMBER DOERR: Oh, I didn't hear
17 any objections to that last bullet.

18 MEMBER RHEAULT: We haven't had
19 time.

20 MEMBER DOERR: Okay. Last bullet.
21 Four people. That's it. Bill.

22 MEMBER DYSKOW: The only reason

1 for that addition is that much of the
2 recreational fish catch is not weighed.

3 On the commercial side, you have
4 the luxury of going to a processor or dock.
5 The fish is weighed as part of the process.

6 A lot of the recreational catch
7 isn't weighed. So if there is a weight stated
8 it's an estimate, sometimes not the most
9 accurate of estimates.

10 We simply wanted to create a more
11 accurate measurement of recreational catch.
12 That's all. It simply isn't weighed so how
13 can you - how can you analyze it based on
14 weight?

15 MEMBER BONNEY: Just to give an
16 example, in Alaska we actually use kind of a
17 combination of weight and number of fish
18 because, like Phil points out, we can't always
19 know how much each fish is going to weigh.

20 So basically they say that you can
21 have two fish less than 37 inches or you can
22 have one fish less than 37 inches and another

1 fish greater than 62 inches.

2 So I think allowing some kind of a
3 hybrid between pounds and number makes some
4 sense based on the actual - the way the
5 fishery accounting works.

6 MEMBER DOERR: And these - those
7 changes were also from a request yesterday to
8 soften the language so it wasn't an absolute
9 requirement, just for background. Anybody
10 else, concerns? Julie.

11 MEMBER MORRIS: Well, the
12 recreational is in terms of numbers of fish,
13 the bag limits and all that.

14 I mean, we're talking about
15 numbers of fish and the problem comes when
16 you're managing for a total catch that's
17 measured in pounds and so there's this
18 disconnect between the number of fish that
19 each individual angler is allowed to catch and
20 the number of pounds that that equates to.

21 And so I think it's worth
22 considering. I think that disconnect is a

1 rub, a friction point, and it's worth
2 considering. And so the softer language works
3 for me.

4 MEMBER DOERR: Anything else?

5 Okay. We're going to move on then. So there
6 was a lot of discussion yesterday about -
7 Heidi, if you could remove the yellow - thank
8 you. I didn't realize it would be so hard to
9 see up on the screen.

10 There was a lot of discussion
11 yesterday about ocean acidification, corals,
12 the threats to corals. And so the compromise
13 we came to was to separate out the threats,
14 and I did this. It's my fault.

15 I found it entirely too difficult
16 to list all of the threats and potential
17 threats to corals in the opening sentence and
18 so I just summarized and then made a reference
19 to ocean acidification as an emerging
20 potential threat in the body of the paragraph.

21 Comments, questions, concerns? Am
22 I really that good?

1 Excellent. That's like a record.
2 Yes. Move on into the recommendations. I'm
3 going to wear you guys down with hunger and
4 sugar. This is a recommendation that Keith
5 had proposed this morning. I know.

6 CHAIR RIZZARDI: So yesterday
7 almost the same sentence caused quite a stir
8 in a different section of the document and I
9 noticed it was here. So I suggested that we
10 strike it.

11 MEMBER DOERR: The last sentence
12 on aquaculture - on the other hand aquaculture
13 has been cited as a potential threat to
14 protected species through disease transmission
15 and genetic introgression. It has been
16 stricken.

17 Okay. Moving on. So these were
18 some recommended changes from Julie and the
19 protected resources folks.

20 It was sort of a lot of more
21 tweaking of some of the bullets that - but
22 they were just sort of replaced by full ones.

1 But Julie, I will let you speak to these.

2 MEMBER MORRIS: These were
3 suggestions that came from - these suggestions
4 came from Tony and Keith after the discussion
5 yesterday and are not intended to change the
6 intent of what we had before, just reorganize
7 it a little bit and focus particularly on the
8 idea that protected species should be really
9 working on recovery. The recovery goals
10 should be real important.

11 MEMBER DOERR: So I'll give folks
12 a minute here to read these. Dave and Julie.

13 MEMBER WALLACE: I'm a little
14 interested in why the - looks like the last -
15 I guess I should go up from the page and count
16 bullets down.

17 So one, two, three, four, five,
18 six. NMFS should engage in proactive measures
19 to prevent species from becoming listed, and
20 I'm wondering why that was crossed out.

21 MEMBER MORRIS: It's been replaced
22 by the bullet that's handles it in a different

1 way. I'm sorry. Did you hear me? The mike
2 wasn't on.

3 So the bullet right above is just
4 a different way of saying the same thing.
5 NMFS should vigorously continue its proactive
6 measures to prevent species from becoming
7 imperiled.

8 MEMBER DOERR: Julie.

9 MEMBER BONNEY: Trying to decide
10 if my concern is covered. I guess the thing
11 is is in my experience lots of times things
12 get listed because we don't have enough
13 information. So, for instance, the coral
14 petition, steller sea lions in Alaska.

15 So in terms of NMFS should
16 rigorously continue its proactive measures to
17 prevent species from becoming imperiled and
18 then you list solutions that have to do with
19 what fishing or whatever, I'm just wondering
20 if we need to get science.

21 So I'm thinking having good
22 quality science to answer some of the

1 questions is as much about a listing as it is
2 something that's wrong within the environment.

3 MEMBER MORRIS: Heidi, can you
4 scroll up to the first bullet? That's the one
5 that talks about research, distribution,
6 population, status, threats.

7 Does that need to be strengthened
8 or does that address what you're concerned
9 about?

10 MEMBER BONNEY: I guess my issue
11 is is sometimes we list just because we don't
12 have science.

13 So that ties the issue of science
14 and problems with fishing together. It's not
15 separate.

16 So I guess I'm thinking that it
17 would be nice to have a statement just says
18 that we have to have good quality science to
19 answer the question first before we start
20 interacting with the fishing or whatever the
21 problems might be perceived.

22 MEMBER YOCHER: So I think what

1 Julie is suggesting, if you don't mind me
2 putting words in your mouth, is that improving
3 the science is one of the proactive measures
4 that NMFS could be taking to prevent the
5 listing of species.

6 MEMBER MORRIS: Okay. So then
7 down on the vigorously proactive measures
8 let's add to after these include, something
9 about improving the science.

10 Is that what you - the science
11 about protected species? Is that what you
12 were suggesting, Julie and Pam?

13 MEMBER BONNEY: Really
14 understanding the species in the first place.
15 So it is - what you have in the top bullet
16 covers it but I guess I'm having problems with
17 the fact that we're binding together science
18 with a problem.

19 So, like, the first statement
20 you're basically saying we need better
21 information but then you're already
22 intertwining it with cooperative gear

1 research, innovating fishing gear
2 modifications. I mean, I think stand-alone we
3 need better information.

4 Then we start to figure out
5 whether there's something that we need to do
6 in terms of human interaction with those
7 species.

8 MEMBER MORRIS: Okay. So Heidi,
9 it sounds like what Julie would like is the
10 first bullet to be split into two bullets. So
11 after population - after threats, do a return
12 and get a new bullet and say research should
13 emphasize.

14 And, you know, if we've got the
15 sense of it you might - we might delegate to
16 Patty to do some polishing of the editing so
17 we don't have to sit here and struggle with
18 specific words. But I think - I don't think
19 anybody's opposed to this idea.

20 MEMBER DOERR: Was there another
21 hand? I'm sorry. Oh, Pam - Columbus and Pam.

22 MEMBER BROWN: I think on the

1 first bullet, the one above it, instead of
2 continue research, continue to me sounds like
3 deja vu. So enhance or increase or increase
4 emphasis on research.

5 MEMBER DOERR: In the first
6 bullet, Heidi. The first bullet.

7 MEMBER BROWN: Strike continue.

8 MEMBER DOERR: Pam.

9 MEMBER YOCHER: And I was going to
10 suggest that the second bullet be added to the
11 - whatever the bullets - yeah, sixth or fifth
12 or whatever.

13 So we're talking about proactive
14 measures and we already have in here
15 reductions in bycatch. So one of the
16 proactive measures could be this cooperative
17 research, you know, in gear modifications and
18 all that rather than saying it twice. The
19 second bullet, yes.

20 This research emphasizing
21 cooperative gear, put that in - yes. So these
22 include increased, you know, research and

1 cooperative gear development - things like
2 that.

3 MEMBER DOERR: And like Julie
4 said, I'm happy to polish that up if folks
5 trust me. Julie and Keith.

6 MEMBER BONNEY: So just one
7 clarification. When you talk about the
8 delisting, it seems to me there always seems
9 to be kind of a foot drag in terms of
10 delisting when a population really is
11 rebounding and healthy.

12 So what is the emphasis - what are
13 you trying to get at in that statement? In
14 other words, the agency needs to be more
15 proactive in terms of moving forward when they
16 can actually meet the goals or what are you -
17 what are you trying to say?

18 MEMBER MORRIS: I think both Tony
19 and Keith were looking for a metric here and
20 sort of just - am I right about that? Go
21 ahead, Tony.

22 MEMBER CHATWIN: Well, I mean,

1 yeah. I would like metrics in all our
2 recommendations but, that aside, I think the
3 key message here is that there needs to be an
4 enhanced focus on recovery and delisting.

5 So originally what I wanted is to
6 have language saying that by 2020 it would be
7 more - the focus - the enhanced focus on
8 recovery would lead to greater rate of
9 delisting than listing as a way to - that
10 speaks to the metric but the focus - it seems
11 that there's a lot of focus and this is coming
12 from the act itself on listing and not enough
13 on recovery and subsequent delisting.

14 So that's the spirit here is like
15 we're saying it'll be good for the agency to
16 have an enhanced focus on recovery and
17 delisting. Would that be - do you agree with
18 that?

19 CHAIR RIZZARDI: Yes, I agree that
20 the focus on recovery and increasing delisting
21 were absolutely goals. I support much of the
22 language here.

1 I just wanted to point out there
2 was one concept that got lost and it was the
3 pragmatic reference to warranted but
4 precluded.

5 Strategically, there are going to
6 be times that NOAA is going to have to because
7 of budgetary considerations default to
8 warranted but precluded by higher priorities
9 designations.

10 And the point I was trying to make
11 is that NOAA should be cautious in doing so
12 but recognize that there's the potential for
13 decline or even extinction of the unprotected
14 species.

15 I mean, I think that's just a true
16 statement and I was trying to have us be very
17 blunt in recognizing it and, you know, hard
18 times and hard choices. That's not here
19 anymore.

20 MEMBER DOERR: Any other comments,
21 questions, concerns about these edits?

22 MEMBER YOCHER: Keith, can you see

1 how that could be added in, like this could
2 include consideration of warranted but
3 precluded by higher priorities designation?

4 CHAIR RIZZARDI: So the
5 alternatively sentence, you could say due to
6 budgetary considerations NMFS may increase its
7 use of warranted but precluded by higher
8 priorities designation.

9 However, NMFS should be cautious
10 because use of this latter approach means
11 accepting the potential for decline or
12 extinction of the species.

13 MEMBER DOERR: Tony.

14 MEMBER CHATWIN: So I think that's
15 an option that's open to the agency already
16 and I think we should - our focus as their
17 advisory body should be to tell them we want
18 to see more recovery and delisting as opposed
19 to, you know, hey, use this loophole that you
20 have - I call it a loophole but it's not
21 necessarily a loophole - but use this artifact
22 that you have to list but not address as the

1 primary tool.

2 I think we should be saying focus
3 on getting these species recovered and
4 delisted. So I'm good with it being struck.

5 MEMBER DOERR: Columbus and then
6 I would like - oh, Julie. Whose hand did I
7 just see? I saw - I was going to say.
8 Columbus, then Julie and then we're going to
9 move on.

10 MEMBER BROWN: I agree with Tony
11 in that when you put that out there you're -
12 it seems like you're advocating that the
13 agency doesn't do its listing responsibilities
14 and it just invites more issues with the
15 environmental communities and those that are
16 pursuing suits to get things listed.

17 MEMBER MORRIS: I struck it
18 because I thought Keith asked me to strike it.

19 (Laughter.)

20 So there was a little
21 miscommunication there but now that I hear
22 Tony and Columbus' arguments.

1 You know, when we wrote our coral
2 letter we stuck this in there. So I think as
3 MAFAC comments on particular listings like the
4 big coral one we'll stick that in there. It
5 doesn't need to be in 2020.

6 MEMBER DOERR: Okay. Everybody
7 good? We move on? Excellent. So as we
8 scroll down I alluded in my email to the fact
9 that Tony let me cut some of the stuff out of
10 the habitat. I didn't change any of the
11 recommendations.

12 I just wanted to tighten the
13 language a bit with a little less background
14 so there's nothing new there. And then I also
15 - you'll see more recommendations.

16 I pulled them up from the ocean
17 governance section. I thought they were more
18 relevant here.

19 So, again, nothing's changed.
20 You've seen this all before. It's just in a
21 different location. Any heartburn? Tony.

22 MEMBER CHATWIN: It's no

1 heartburn. It's just a comment. Dave made me
2 aware that there is a - it's addressed.

3 MEMBER DOERR: Excellent. Okay.
4 Moving on down to, I think, aquaculture there
5 was - there's a highlighted bullet. There was
6 supposed to be discussion on whether or not
7 the government should prioritize aquaculture
8 and grants. Was there a resolution?

9 MEMBER BROWN: The one about the -

10 MEMBER DOERR: That - oh, no,
11 that's just a number that we have to fix.
12 That's a fact - that's a fact check that I'll
13 - that we'll get to.

14 MEMBER BROWN: It's also a concept
15 because it's, you know, the deficit - trade
16 deficit versus the national - the trade
17 deficit versus the Treasury deficit are two
18 different things.

19 MEMBER DOERR: Yes. Yes, we're
20 going to address that in the clean-up but it's
21 not to - yes, we're going to address it on the
22 clean-up, that it's not the Treasury deficit

1 and get the right numbers.

2 So was there any - folks were to
3 have a conversation about the prioritize?
4 Randy.

5 MEMBER CATES: When we were
6 dealing with this originally I recall that the
7 concept was we had a discussion of how are we
8 going to increase seafood production in the
9 U.S.

10 How are we going to increase it
11 from allowed fisheries to meet the demand
12 that's currently out there and that's going to
13 be out there in the future, and nobody's come
14 up with any alternative other than aquaculture
15 that I know of.

16 I believe in a more rigorous stock
17 enhancement program or somehow assisting our
18 wild-caught fisheries but nothing concrete has
19 been put on the table.

20 So the reason why was to
21 prioritize that was to try and meet the
22 increasing demands that are going to be upon

1 us.

2 That was the concept behind that.
3 So I think it should remain there. Otherwise,
4 how are we going to achieve it?

5 If you have - someone has a better
6 idea, please let me know. I'll be in favor of
7 it, to increase domestic seafood production.

8 MEMBER DOERR: Bob.

9 MEMBER RHEAULT: I think it was
10 Paul and I who were primarily having the
11 argument and then Paul, correct me if I'm
12 wrong, but you said you were willing to let it
13 stay.

14 MEMBER CLAMPITT: Yes. Nobody
15 else has a problem with the verbiage. I mean,
16 you know, we have rec fishermen down here.

17 We have, you know, commercial guys
18 over there. We have essential fish habitat.
19 We have people involved in protective
20 resources.

21 We have no problem with
22 prioritizing aquaculture. I won't stand in

1 the way.

2 MEMBER DOERR: Ted.

3 MEMBER AMES: Aquaculture has its
4 problems but they can be resolved. I'm
5 uncomfortable with prioritization simply
6 because I think aquaculture has the
7 possibility of funding from Department of
8 Agriculture now which excludes any grants that
9 may be coming through NOAA.

10 So I'm - quite frankly, I'm
11 uncomfortable with it but I'm not sure where
12 the committee as a group wants to go.

13 MEMBER DOERR: George, then Randy.

14 MEMBER NARDI: I would just - you
15 know, I concur with Randy's sentiment. I
16 don't - I think it's prioritization in a sense
17 of NOAA, not in the sense of USDA or any other
18 programs.

19 I just think it's - in an effort
20 to go from, as Bob alluded earlier, somewhere
21 between .6 and 1 percent of the budget to
22 having some sort of meaningful impact to

1 increase production domestically and I don't
2 think we're trying to prioritize ourselves in
3 any way - that is, saying other important work
4 is not important, just to get registered.

5 So I'm in favor of keeping - just
6 to go on the record of keeping prioritization
7 language in there.

8 MEMBER CATES: I just wanted to
9 comment on two things. One is it's a big myth
10 that aquaculture somehow has a big - other
11 sources of funding.

12 It's just not there. I haven't
13 seen it in 12 years. And, you know,
14 aquaculture - I point the finger at our own
15 industry equally as I do at NOAA for the lack
16 of commitment.

17 But we have gone from a point in
18 time where the Secretary of Commerce stood up
19 and told the press that aquaculture is the
20 highest priority for the Department of
21 Commerce and if we're going to increase
22 seafood production in the U.S. it has to push

1 that along. And yet the funding level for it
2 hasn't followed suit.

3 Having said that, I'm one of the
4 ones that said don't fund aquaculture unless
5 we're going to be willing to change our ways
6 and change our ways in approach, and we have
7 to define what the goal is and if the goal is
8 the increased production, then NOAA has to set
9 a different set of priorities.

10 I just want to make the statement
11 that, you know, there isn't this golden goose
12 out there where aquaculture research can turn
13 to. It's just not there.

14 MEMBER DOERR: Tony, and then I'd
15 like to move on. We only have a half an hour.

16 MEMBER CHATWIN: So what I hear
17 from the folks that support this language is
18 that they want to see funding increased for
19 aquaculture. But that statement does not say
20 increase aquaculture funding.

21 It says prioritize. So you guys -
22 it could be interpreted as we're prioritizing

1 meaning including in the available money and
2 you may or may not get it.

3 So, you know, I have no big issue
4 with this. If it goes forward, fine. But it
5 doesn't sound like what's written is what you
6 guys actually want.

7 I think what you want is a
8 statement the U.S. government or NOAA should
9 increase grant and other financial assistance
10 for aquaculture. Isn't that what you want?

11 MEMBER CATES: Speaking purely for
12 Randy Case, I'm not in favor of increasing
13 dollars for aquaculture until a set of
14 priorities and the research priorities are
15 shifted because I think we've wasted a lot of
16 money and I've been consistent in that
17 criticism.

18 So if we're going to increase
19 funding, okay, but we do it with the goal to
20 producing seafood, not just studying what the
21 environmental communities, you know, are
22 pushing them to study.

1 I mean, we have to have a goal.
2 If the goal is to increase aquaculture, great,
3 let's say so and let's prioritize that.

4 CHAIR RIZZARDI: I think it was
5 two meetings ago MAFAC adopted a statement on
6 aquaculture budget policy and we sent - fired
7 off a letter.

8 I'm wondering if there's a line or
9 two from that that would reflect the already
10 vetted decision of this body as far as the
11 funding of aquaculture because I think Tony's
12 point is basically right. MAFAC has been
13 speaking to increasing funding.

14 I think prioritize is the word
15 that's a little awkward in this whole setting
16 and I think MAFAC has already addressed this
17 issue.

18 MEMBER DOERR: While Mark looks
19 up, Pam.

20 MEMBER YOCHER: In the interest of
21 moving forward, I would say that I would trust
22 Patty to find that language and substitute it.

1 Patty and Keith together maybe.

2 MEMBER DOERR: Okay. We will - we
3 will - if folks are okay with that, I don't -
4 especially Randy and George, are you guys
5 comfortable with that?

6 MEMBER CATES: Do I trust you?

7 MEMBER DOERR: Yes. Do you trust
8 me?

9 MEMBER CATES: Sure.

10 MEMBER DOERR: Well, not just do
11 you trust me but are you okay with the change
12 in the language in general to go to what the
13 letter says?

14 MEMBER CATES: Yes.

15 MEMBER DOERR: Okay. Thank you,
16 Pam. Move on at this point then.

17 Moving down to changing oceans.

18 Changing oceans first. Cross cutting is
19 after. It is cross cutting. Yes. And then
20 governance is after that. Sorry.

21 So we had started this discussion
22 yesterday afternoon about the language with

1 sea level rise and Paul and I talked at lunch
2 yesterday and came up with this, which
3 essentially is what was in the document from
4 October 5th when it went around with a couple
5 of minor changes.

6 Can you scroll down just a bit
7 because the text changes are - there we go.

8 So this was an attempt to address
9 the fact that the rate of sea level rise is
10 different across the globe and across the
11 country, and it's not necessarily the same.
12 Comments, questions, concerns?

13 MEMBER CATES: Hasn't that always
14 been the case?

15 MEMBER DOERR: Just put the
16 qualifier in there about different rates.

17 MEMBER CATES: I guess my comment
18 would be maybe it should be also stated that
19 that's always been the case. Are we saying
20 that somehow in geological time it was always
21 even around the globe and all of a sudden now
22 it's different or what?

1 MEMBER DOERR: So you have
2 language you would like -

3 MEMBER CATES: I'm struck by the
4 debate on the sea level rise after just
5 finishing reading a book called The Hawaii
6 Archipelago where NOAA had sponsored these
7 dives and found these reefs, you know, a
8 thousand feet, 400 feet, and then up on top of
9 mountains which clearly shows the sea level
10 rise in geological time has been happening at
11 drastic rates.

12 And coral reefs prove it because
13 you know coral will only grow in certain
14 depths. So the point being, yes, the sea
15 level has been rising and falling throughout
16 history. So what does that mean?

17 MEMBER DOERR: Did I see other
18 hands? Julie.

19 MEMBER MORRIS: I'm happy with the
20 way you've rewritten this language. I think
21 it's fine.

22 MEMBER DOERR: Randy, was there

1 any specific language you wanted to propose or
2 -

3 MEMBER CATES: The statement that
4 it's always been that way -

5 MEMBER DOERR: Does anybody else
6 believe we need a statement that it has always
7 been this way? Okay. We need to move on
8 then.

9 And these - this next section
10 about the Arctic this was also in - there
11 weren't any changes based on - from yesterday
12 to today. This is what went around in
13 October.

14 But I realize we never actually
15 talked about it. So I just wanted to make
16 sure everybody had a gut check on this
17 starting with the changes in the Arctic, that
18 very last sentence.

19 No? Okay. And then the very last
20 thing. Oh, yes. Sorry. I didn't see that on
21 my screen. That is - that was - that was in
22 the version that went around on October 5th.

1 There were two bullets that sort
2 of read the same thing, essentially said the
3 same thing.

4 So I pulled out - it was talking
5 about the adaptive management and needing to
6 have a full understanding of sea level rise.

7 There were two that sounded just
8 like that but one of them had a reference to
9 the socioeconomic impacts of changing oceans
10 and so - and it was also up in the text, the
11 trends and recommendations.

12 So I pulled it down from that and
13 just sort of cleaned up those bullets to avoid
14 repetition and that bullet came from the
15 trends and findings from above.

16 So that is also nothing new.
17 Ocean governance - a new paragraph talking
18 about NOAA's status, and Tony, did you want to
19 speak to that? And then there's also an
20 associated recommendation.

21 MEMBER CHATWIN: So this paragraph
22 was taken word for word from a letter that

1 MAFAC agreed to in - early this year actually
2 at our spring meeting when we provided
3 comments on the potential move from NOAA to
4 DOI.

5 So that's that, and then I think
6 we should discuss the recommendations.

7 MEMBER DOERR: It's like a game
8 for people to turn off your microphones in
9 time for the next person to turn it on. We'll
10 give folks a second, a minute or two to read
11 this.

12 It went around last night and then
13 we'll scroll down to the recommendation. Like
14 Tony said, this is - was in a letter that
15 MAFAC has already sent.

16 CHAIR RIZZARDI: Just to reduce
17 the redundancy, I want to suggest that the
18 last sentence of the trends and findings
19 language that begins with one of the
20 recommendations be deleted because it reflects
21 exactly what our summary recommendation is.
22 So -

1 MEMBER CHATWIN: If I may. So I
2 also felt that when I saw this. However, that
3 is the recommendation from the Oceans
4 Commission, you know, so that's why I left it
5 in there.

6 It's not that we are making that
7 recommendation and then again in the
8 recommendation. It's just in the Oceans
9 Commission. It says recommendations in the
10 report.

11 MEMBER DOERR: Let's scroll down
12 to the - has everybody had a chance to read
13 this here? We'll scroll down to the
14 recommendation.

15 Any comments, questions, concerns?
16 Going once, going twice. Ted, Dave.

17 I was about to say that you're in
18 between us and lunch. I'm just saying. Okay.
19 So what is an organic act? Mark, could you
20 answer that question because I would just
21 totally ruin that answer.

22 DR. HOLLIDAY: It's the opposite

1 of an inorganic act. It's simply a specific
2 piece of legislation that authorizes the
3 existence of NOAA as opposed to a series of -
4 authorizing legislation.

5 So it's a piece of legislation
6 that says there's a purpose and a need for an
7 organization known as NOAA. Right now, our
8 statutory authorities rest from a
9 reorganization act from an executive order.

10 So the history was under the Ocean
11 Commission policies they felt it'd be a
12 stronger delineation of what the roles and
13 responsibilities and the authorities of NOAA
14 would be by having this organic act.

15 But where the term comes from I'm
16 not sure but that's the essence of that.

17 MEMBER DOERR: Am I on? Mr.
18 Chairman, I now hand this over to you for a
19 final passage of the document in its entirety.

20 CHAIR RIZZARDI: Thank you, Patty.
21 Okay. So what I want to mention again is that
22 this document is a consensus document. It

1 doesn't mean you agree with every word in
2 here.

3 You may even disagree with some of
4 the words in here. But as a whole, this
5 reflects the consensus of this entire body on
6 all the issues that we walk our way through.

7 And if we have agreement on that
8 point I'd like to have a motion at this point.

9 MEMBER WALLACE: So moved.

10 MEMBER CHATWIN: Second.

11 CHAIR RIZZARDI: Okay. All those
12 in favor of approving the amendments to Vision
13 2020 as a consensus document please say aye.

14 (Chorus of ayes)

15 CHAIR RIZZARDI: Anybody opposed?
16 Okay. The document is approved and I want to
17 give a huge round of applause to Patty for
18 working us through this.

19 (Applause.)

20 MEMBER DOERR: Thank you,
21 everybody, for your patience.

22 CHAIR RIZZARDI: All right. So at

1 this point the document is going to go through
2 a little bit more of an evolution and I just
3 want to make sure that's clear for the record.
4 There will be some technical editing of the
5 document.

6 Patty will be working on an
7 executive summary of the document. It won't
8 be adding anything but it will try to clean
9 up, hit the highlights, take the things in
10 here so that we have a really nice neat
11 document that can be passed around that's a
12 significantly shorter work product.

13 I'll note that the appendices are
14 no longer part of it, right. So those for now
15 have fallen off. We may revisit them at some
16 point down the road.

17 There's still a lot of language
18 that's out there so, you know, they're not
19 lost forever but they're not part of this
20 document as we've - as we've revisited it.

21 Any comments or concerns about any of that?

22 MEMBER YOCHER: I just wanted to

1 add that my understanding also is that Patty
2 is going to do an executive summary and route
3 that.

4 CHAIR RIZZARDI: Okay. Ken, it's
5 12:15. How long did you need for your
6 committee report?

7 MEMBER FRANKE: Three minutes.

8 CHAIR RIZZARDI: Three minutes? I
9 know you had a flight so if you want to
10 squeeze your committee report in now and we
11 can still be out of here by 12:25. That would
12 be great.

13 MEMBER FRANKE: There we go. All
14 right. Okay. So our subcommittee met
15 yesterday and you got a little bit of a tidbit
16 of it in some of those recommendations.

17 We have a rec fish working group
18 for those that are new to the group that are
19 from throughout the region and the Pacific and
20 so they're engaged all along in between our
21 MAFAC meetings, giving us recommendations and
22 input on a regional level and also there's

1 regional coordinators that NMFS has put in
2 place now.

3 Our strategy, you know, within the
4 recreational community is to get better
5 connected, get communication going between
6 NMFS and the regional coordinators and get
7 those recommendations from them as well up to
8 our level so that we can make some good
9 recommendations to the Commerce Secretary.

10 With regard specifically to our
11 subcommittee meeting, the Recreational
12 Subcommittee met and was provided a
13 comprehensive briefing on the activities of
14 the NOAA recreational - either NOAA
15 recreational fishery staff and the
16 recreational fisheries action plan.

17 So that action plan came from the
18 summit that we had two years ago, had 177
19 industry leaders and/or recreational fishermen
20 that met to discuss what is currently their
21 points of issue.

22 Using the agenda action item of

1 the recreational fishing summit as a guide,
2 NOAA staff reported on those projects
3 completed, those projects in progress and
4 those projects still to be acted upon.

5 So they had basically a punch list
6 of all of the different components of input
7 from all the different stakeholders at the
8 summit and they've basically created a work
9 list.

10 Out of that work list, as you'll
11 recall at the last meeting, they created an
12 action plan and that action plan is what they
13 were reporting out on.

14 Based on a previous MAFAC
15 recommendation, the NOAA recreational fishing
16 staff are in midstream establishing a
17 communications network through their regional
18 coordinator offices.

19 Their outreach efforts, including
20 the MRIP educational component and regional
21 stakeholder meetings, were reported to be
22 developing momentum and I know this for a fact

1 because we've been involved between the last
2 meeting and this meeting with a number of
3 those group meetings.

4 On a go-forward basis, the
5 Recreational Fishing Subcommittee through the
6 Recreational Fishing Working Group and the
7 NOAA regional coordinators agreed to seek
8 updated regional input on significant issues
9 and recommendations regarding recreational
10 fishing for consideration.

11 This information will be analyzed
12 by the subcommittee and will result in a
13 specific cadre of recommendations by the
14 subcommittee for MAFAC to consider at the next
15 meeting.

16 The subcommittee also intends to
17 contact the recreational fishing delegates on
18 the regional councils to seek common ground on
19 issues of interest also for consideration in
20 this recommendation development process.

21 So, basically, what we're doing in
22 the next week we're going to be having a

1 conference call with the regional
2 coordinators. Then we're going to engage the
3 Working Group again, come up with their
4 updated work list since the summit of items of
5 concern that they have.

6 Once our subcommittee gets that
7 we'll work on that prior to the next MAFAC
8 meeting and then at the next MAFAC meeting we
9 should come back to you all with something of
10 substance to review for consideration, making
11 a group MAFAC recommendation to NOAA. With
12 that, I submit to questions.

13 CHAIR RIZZARDI: Any questions for
14 Ken? All right. Thanks, Ken, for the
15 committee report and Julie has asked to give
16 her committee report for protected resources
17 also.

18 So we've got a few more minutes.
19 I'll squeeze that one in and that'll be a half
20 hour time we'll be able to save this afternoon
21 after lunch.

22 MEMBER MORRIS: Okay. Thank you.

1 We had a Protected Resources Working Group
2 meeting at the end of the session yesterday
3 afternoon and then another work session this
4 morning, and it's going to be a good process,
5 good people.

6 Everybody's open-minded, listening
7 to good ideas. It seems like it's - it'll be
8 a productive thing. So just our only report
9 is what our next steps are.

10 We're going to, with Mark's help,
11 post the PowerPoints and the transcript of the
12 webinar on the MAFAC website.

13 We're going to create a draft list
14 of best practices in areas of improvement that
15 were identified in the sessions yesterday
16 afternoon and then we're going to organize
17 those ideas and circulate a draft for the
18 Working Group to review.

19 And then we're going to try to
20 sort the list into things that are generally
21 agreed and widely supported and then in areas
22 where there's disagreement and we're going to

1 need more research and discussion.

2 We hope to have another webinar
3 either in January or possibly in association
4 with the CCC meeting in February to begin on -
5 working on those areas that need further
6 discussion and we'll have some kind of report
7 on draft findings and recommendations at the
8 May MAFAC meeting. And that's our report.

9 CHAIR RIZZARDI: So Julie, I had
10 an observation. At yesterday's session and
11 even this morning, I noticed the number of
12 times that there were legal questions popping
13 up - what does FOIA allow, where does
14 deliberative process kick in, what's the
15 procedures for dealing with the councils and
16 to the extent the public and engage with the
17 councils, will the ESA allow us to consider
18 councils as applicants or not. All those
19 kinds of heavy duty legal questions kept
20 popping up.

21 So I'd like to suggest, and I
22 guess this is for Mark also, that we try to

1 make sure that there be some OGC people who
2 get plugged into this process to help us as we
3 start navigating these questions because they
4 are getting a mix of legal and policy.

5 MEMBER MORRIS: And Marian is on
6 the Working Group and she's an attorney,
7 right?

8 DR. HOLLIDAY: She's a recovering
9 attorney as she calls herself. That's not her
10 current job responsibilities.

11 But we have - we had planned to
12 have Adam Issenberg, who's the general counsel
13 for NOAA fisheries, or his staff participate
14 here, observe the webinar.

15 We weren't able to make that
16 happen but they will be involved in subsequent
17 discussions of the Working Group as an
18 advisor.

19 CHAIR RIZZARDI: Okay. Other
20 questions or comments for Julie? Okay. So it
21 is 12:22. We were projected to go for lunch
22 from 12:30 to 1:30.

1 At 1:30 we'll start promptly
2 because it's listed for public comment. If
3 it's a short public comment then we will move
4 some of the other committee reports up and get
5 those done as well and then we'll be talking
6 about a communications plan for Vision 2020 at
7 2:00 and we will also need to have a little
8 discussion about what comes next.

9 Mark will help us go through the
10 spreadsheet of things that - action items that
11 are outstanding.

12 We'll talk about our next meeting
13 and thinking about it, just putting out there
14 we're probably going to try to make things
15 coincide with the Fisheries 3 meeting in May.

16 So that's a likely scenario for
17 us, and we'll have that dialogue this
18 afternoon, and it looks like we will end early
19 this afternoon, okay? So let's take a break
20 and get together at -

21 MEMBER CHATWIN: Sorry. Did you
22 mention subcommittee reports?

1 CHAIR RIZZARDI: Subcommittee
2 reports will happen right after the public
3 comments, assuming that the public comment is
4 shorter than the full half hour.

5 Okay. Unless there's any further
6 business, we'll stand adjourned for lunch.
7 Get back at 1:30.

8 (Whereupon, the above-entitled
9 matter went off the record at 12:24 p.m. and
10 resumed at 1:31 p.m.)

11 CHAIR RIZZARDI: Good afternoon,
12 everybody. Thanks for coming back from lunch.
13 I'm just calling us to order to see if there's
14 any public comments.

15 It is 1:30. Giving folks the
16 opportunity. Okay. There's nobody from the
17 public so I'll close and we'll take a 15-
18 minute break.

19 (Whereupon, the above-entitled
20 matter went off the record at 1:32 p.m. and
21 resumed at 1:45 p.m.)

22 CHAIR RIZZARDI: Okay. I'm going

1 to call the MAFAC meeting back to order. Hope
2 everybody had a great lunch today and we are
3 really looking good for being a little bit
4 ahead of schedule.

5 There's still nobody from the
6 public here for comment so we're going to move
7 Tony's piece up and allow the Budget
8 Subcommittee to report out and then at 2:00
9 Kate will be working with us on a Vision 2020
10 communications plan. So Tony, Budget
11 Subcommittee.

12 MEMBER CHATWIN: Thank you, Keith.
13 So as you all know, we discussed the budget
14 exercise that - on the first day and got some
15 very helpful feedback from committee members
16 and from NOAA leadership.

17 We then - the subcommittee then
18 met yesterday morning for about 45 minutes to
19 talk about the possibility of coming up with
20 a recommendation based on the results of the
21 exercise.

22 The subcommittee did not - decided

1 that they didn't want to develop a
2 recommendation at this time but did discuss
3 next steps for the work regarding the budget
4 using the budget tool, refining the budget
5 tool and future uses of the budget tool.

6 I'd say one thing that's not up
7 there but I think there was, I'd say, an
8 overall sense that the budget tool and that
9 exercise is very positive and that it has a
10 lot of potential for capturing MAFAC's
11 budgetary priorities and communicating those
12 to the agency.

13 We talked - we heard that this
14 time of year is a good time to be delivering
15 the recommendations based on a budget exercise
16 like that to the agency as it's developing -
17 starting to develop the next fiscal year's or
18 actually two fiscal years from now, the budget
19 for that.

20 And so it was good to - that's a
21 good time. When we consider using this tool
22 on a recurring basis in the future we should

1 back-calculate from this date, from the
2 October meeting, where we could finalize the
3 recommendation to that.

4 We also talked about in terms of
5 the next steps that we would like to have the
6 committee do the budget exercise with an
7 additional input which is the completed - now
8 completed Vision 2020 document.

9 There was questions raised about
10 what sort of criteria were being used to make
11 budget allocations in the tool.

12 You know, what was driving
13 individual members' decision making. And so
14 we are going to explore that further.

15 We're going to have a telephone
16 conference probably in January of the
17 subcommittee to explore that further with the
18 view of developing some guidance for future
19 use of the tool by the committee.

20 And also that going forward we
21 would want to - in addition to presenting the
22 results of the exercise itself we would want

1 to have some description of the justification
2 for the results that have - that are gathered.

3 So if you could - yes, next half's
4 good. So the first two bullets we've covered.
5 Then there was a sense that it'd be good to
6 have the full committee redo this exercise,
7 probably. If we can't do it remotely this
8 time around we only - we didn't get full
9 committee participation although it was made
10 available and - to the full committee.

11 If we can't get the full committee
12 to participate remotely we would then have -
13 we would then have - might consider having a
14 session during the next MAFAC meeting where we
15 would sit here and fill out this tool and over
16 the course of that meeting try to see what the
17 results are.

18 That's in terms of the budget, and
19 I'll invite - when I'm done I'll invite the
20 subcommittee members to provide additional
21 comment if I'm missing something.

22 Another - the last bullet, that

1 MSA reauthorization, that was a bullet I added
2 in response to Eric's comments this morning
3 given the - his comments regarding the -
4 sustaining - managing the nation's fisheries
5 and how the issues that are debated at that
6 conference are often used as input to - input
7 into the Magnuson reauthorization process. At
8 least the thoughts behind the discussions are
9 used as reference.

10 He mentioned white papers, et
11 cetera. I thought that it might be good, now
12 that we have the Vision 2020 for the - the
13 Strategic Planning and Budget Subcommittee to
14 take a look at Magnuson and identify the
15 places where Vision 2020 priorities are within
16 Magnuson and whether there are things that we
17 would like to either see enhanced or changed
18 or added as MAFAC input into sort of the
19 brainstorming about Magnuson.

20 And that's something that we need
21 to flesh out more. I would like to get
22 reaction from the subcommittee members and the

1 committee as a whole on that issue and we
2 would include it in our work plan going
3 forward.

4 And I think that's the end of it,
5 right? Yeah. Okay. So I would invite others
6 to add, modify, comment, et cetera. Okay.
7 Patty.

8 MEMBER DOERR: So I was - I was in
9 on the meeting yesterday morning and I managed
10 to confuse myself on the criteria.

11 So I just, I guess, maybe am
12 looking for some clarification and perhaps
13 some clarification could be helpful in that
14 first bullet.

15 Randy had - he just left - Randy
16 Fisher had brought up the idea of sort of
17 criteria, using criteria to help guide budget
18 decisions like, for instance, does this
19 program apply directly towards a particular
20 fisheries management plan or data collection
21 so really try and tie it as close to the
22 resource as possible.

1 So I had understood that the
2 discussion of criteria was - actually I don't
3 know what I understood.

4 I guess I'm now confused as to
5 whether or not that criteria that he had
6 talked about would be replacing the budget
7 exercise that we have done or it would be part
8 of the next round of doing the budget
9 exercise. Does that make any sense?

10 MEMBER CHATWIN: So I recognize
11 that that discussion was confusing and the
12 word criteria is also sort of confusing.

13 We could think about it in terms
14 of guidance on how to - how to use the tool,
15 additional guidance.

16 So he emailed me - since that
17 discussion he emailed me a series of questions
18 that he felt he was asking himself as he did
19 his budget allocation, right. So these were
20 the criteria he used to use - when making
21 decisions using the tool.

22 So he has a list of five

1 questions. Is there a direct relationship to
2 Fishery Management Council process? So does
3 that line item have a direct relationship to
4 that process.

5 And then if so I think he felt
6 that was a good thing or I can't tell - talk
7 on his behalf but you could then say well, if
8 so then it's a good thing so we should
9 prioritize that line item.

10 If not, then maybe not. Another
11 question is is there a direct relationship to
12 stock assessment.

13 Another one was for accountability
14 measures, accounting for the catch,
15 determining the biological status of either
16 stocks or wildlife, and the last question he
17 has is there a direct relationship to
18 improving critical fish habitat.

19 So I think from his perspective
20 the criteria, quote-unquote- are what is it -
21 what are the values that you are relying upon
22 to make decisions about the budget.

1 So the tool remains the same but
2 it's trying to be more transparent about that
3 and provide some guidance to the users of the
4 tool.

5 In my life we give out grants and
6 there have to be decisions made about the
7 grants and there's a tool - like, there's a
8 ranking process.

9 But we explain what the - what you
10 should be thinking about when ranking a
11 project. And so it's - that's what is meant
12 by criteria or guidance or - what that does is
13 it makes the decision making a little more
14 transparent for us as a body and also for
15 those who are not - don't take part in that
16 exercise.

17 And when we say we'll look at this
18 as a subcommittee all it means that we'll have
19 a discussion about it. There's no pregone
20 conclusion that we'll actually have that
21 guidance for the committee.

22 We may not come to consensus on

1 those criteria. We just have to have a
2 discussion about that.

3 MEMBER DOERR: Thank you.

4 MEMBER CHATWIN: Any other
5 questions or comments? Mark, and then Bob and
6 then Julie.

7 DR. HOLLIDAY: Heidi, could you
8 scroll up just a little, an inch? So it says
9 recommendations, none.

10 I just want to clarify how to
11 interpret that statement. The results from
12 the priorities exercise that was conducted
13 this summer are then not to be conveyed and
14 don't represent any recommendation or
15 consensus on the part of the group.

16 That's how I'm interpreting it.
17 So I don't know if that's the intent or not
18 but it sounds like we don't - we, the fishery
19 service, would not receive any advice or
20 guidance to be used in this next cycle based
21 on the prioritization exercise if we don't
22 have an endorsement or recommendation coming

1 out of this meeting. Is that a correct
2 interpretation or no?

3 MEMBER CHATWIN: I think that is a
4 correct interpretation of how things stands
5 now.

6 We did discuss whether or not to
7 develop a recommendation based on this - on
8 the results and there wasn't - there wasn't
9 any - there didn't seem to be support for
10 making a recommendation.

11 CHAIR RIZZARDI: The one point
12 that was clear was that the budget exercise
13 led the MAFAC members who participated to
14 concur on the top three priorities in terms of
15 percentage of funding. That was crystalized
16 in our discussion.

17 What we were unable to do was
18 drill down deeper and explain why, and during
19 our discussion that's what came out was okay,
20 well, there was concurrence that protected
21 resources and data and sustainable fisheries
22 were appropriately, you know, three top

1 priorities, not necessarily in that order.

2 But what we couldn't do was drill
3 down into the explanation of why and that led
4 to the question of well, is it - is it enough
5 just to say we concur with the top three
6 funding priorities, and if it is then that can
7 certainly be the recommendation of the
8 committee. But what we were learning was that
9 we needed more.

10 DR. HOLLIDAY: For the record, I'm
11 just trying to - coming out of this meeting I
12 don't have any finding or recommendation with
13 respect to budget priorities.

14 If that is your intent to say you
15 could agree that there were three priorities
16 and they were X then you might go on record as
17 saying that.

18 But I don't feel comfortable
19 taking the raw results of that table and
20 interpreting them on your behalf in front of
21 NOAA leadership.

22 So that's the point of my question

1 is if you want us to convey anything we would
2 like you to say what it is that you'd like us
3 to say.

4 If you don't then that's the
5 implication. So I'm just - either way it
6 works for me. I just don't want to be going
7 down a path that the committee doesn't want me
8 to and I wanted to ask for clarification.

9 MEMBER CHATWIN: So, again, I
10 suggested to the subcommittee that we could
11 have a recommendation along the lines of that
12 the entire MAFAC had an opportunity to
13 participate in this exercise and the results
14 showed that independent of the funding
15 scenario the three - the top three budget
16 items identified as priority were data
17 collection, fisheries management and protected
18 resources, period.

19 That's when we had the discussion
20 that Keith described. The issue - so I put
21 that to the subcommittee and there was no -
22 you know, so I'm saying the subcommittee as a

1 whole didn't seem to embrace the idea of that
2 recommendation going forward.

3 MEMBER RHEAULT: So when I was
4 going through the tool I spent a lot of time
5 working on my comments and I was just
6 wondering whether those were considered when
7 you went through this and I have a couple
8 other points I'd like to make but -

9 MEMBER CHATWIN: Well, we
10 considered the comments of individual members.

11 We did not share those comments
12 because we didn't know if that was - we didn't
13 know how to proceed with that and I didn't
14 want to get into the business of choosing the
15 comments that we would then share or take on.

16 So the comments are still there.
17 We have them and they were - so that's the
18 answer to that question.

19 MEMBER RHEAULT: So if we're not
20 going to use the comments maybe we shouldn't
21 waste time filling them out.

22 I don't know. My second point

1 would be in terms of refining the tool I think
2 that you want to avoid the possibility of
3 somebody just saying well, I want to zero this
4 out and I'll skew the mean by doing that.

5 And it looked to me like at least
6 in one category someone had zeroed out
7 something that was just - they were obviously
8 an outlier trying to skew the mean.

9 And the other comment I wanted to
10 make is that, you know, while the top three
11 priorities obviously remained the top three I
12 did notice that no matter in the budget
13 scenario that the tool did reveal a need to
14 double the aquaculture budget and under all
15 three scenarios. So I found a little bit of
16 solace in that.

17 MEMBER BONNEY: I guess my comment
18 is on the very bottom, the last bullet, the -
19 regarding the MSA reauthorization.

20 I mean, I guess I'm trying to -
21 I'm having difficulty how that got planted
22 here because we're talking about the budget.

1 Isn't that a separate issue for MAFAC versus
2 this committee?

3 MEMBER CHATWIN: That is a
4 separate issue to the budget and I made clear
5 in my comment that I put that in there in
6 response to what Eric said.

7 I think we are the right
8 subcommittee to take that on if the MAFAC as
9 a whole tells us to do that and I wanted to
10 have a discussion about that. That's why it's
11 there.

12 MEMBER BONNEY: Yeah. I just - I
13 guess I'm - I thought we were talking about
14 money. Are we talking about policy within the
15 new reauthorization of the Magnuson?

16 MEMBER CHATWIN: So the
17 subcommittee is the Strategic Planning, Budget
18 and Program Management Subcommittee - an
19 implementation subcommittee - and we can talk
20 about budget and we can talk about policy.

21 We can talk about other things.
22 We don't have to talk about - the main topic

1 of discussion at this meeting has been the
2 budget, and then thinking of next steps for
3 the subcommittee I wanted the committee as a
4 whole to consider, given Eric's remarks today,
5 whether or not we should take that on as an
6 issue.

7 MEMBER BONNEY: I'm fine with that
8 for the - thanks for the clarification.

9 MEMBER NARDI: Just a comment on
10 the budget exercise or back to the money
11 again. For me, in completing the budget
12 exercise, I don't think in any way I looked at
13 it or probably anyone else looked at it.

14 The big three weren't going to
15 change from being the big three and I think if
16 that's what's reported it kind of loses the
17 essence of why we did the exercise.

18 I thought the exercise was to look
19 at the relative change in the individual
20 categories.

21 You know, there was no doubt in my
22 mind those big three would remain the big

1 three and I think restating that doesn't get
2 the agency anywhere.

3 I think what was important and
4 what was good about the tool is it showed the
5 relative change of the category whether it was
6 a big-dollar item or a small-dollar item.

7 So I'd hate that to be lost going
8 forward because I, frankly, think reporting
9 out that, you know, data collection is a big
10 budget item.

11 You know, no one was looking to
12 zero that out. So that's just my two cents.

13 I think what was important is the
14 relative change in all the categories and
15 drilling down there as opposed to just stating
16 what I think would be the obvious.

17 CHAIR RIZZARDI: I just wanted to
18 suggest that since we're going to have a
19 budget conference call to talk about criteria
20 that we expand the scope of that next call to
21 double back to the exercise and look through
22 all the comments and see if, based on the

1 individual comments that people filed, we can
2 simply compile the comments and then refer
3 that along to NOAA.

4 And then we could go back to this
5 point of well, the big three were identified
6 and were uniformly agreed on and here is much
7 of the commentary that was provided by the
8 members and see if we can synthesize anything
9 from the comments. I think that an
10 appropriate way to do that would be in a
11 upcoming conference call.

12 MEMBER CHATWIN: Any comments from
13 committee, subcommittee members on those
14 ideas?

15 MEMBER DOERR: Dave also had his
16 hand up as well. But I just wanted to make
17 sure you saw.

18 So the synthesizing of the
19 comments, in pulling them together I - in
20 theory I like that idea.

21 I think I made some comments as
22 well in that - doing the exercise and I think

1 it would be good for folks to be able to see
2 what everybody comments.

3 And I don't know where they're
4 coming from but I have - but I don't think
5 everybody will necessarily agree with what I
6 said.

7 So I do have some concern about
8 that and just transmitting those comments to
9 NOAA fisheries without some sort of check by
10 the rest of the committee. And so I didn't -
11 I just wanted to make sure that that was in
12 your thinking as well.

13 MEMBER WALLACE: No, I just think
14 that I agree with - I sat in on that committee
15 meeting and, you know, NOAA's focus is
16 legislative.

17 They're just following the law,
18 and when we independently then looked at their
19 budget and when we even sliced it and diced it
20 - you know, down 20, up ten - we came out with
21 the same conclusion and then to - we could
22 state the obvious.

1 You know, we agree with NOAA's
2 priorities on their budget but that seemed to
3 me to be just a wasted exercise.

4 MEMBER CHATWIN: Any more
5 comments?

6 MEMBER AMES: I'll give a parting
7 shot. I agree with George. I think it would
8 be too bad to miss the discussion stating that
9 we're really committing to those three major
10 areas.

11 But at the same time, the changes
12 are going to happen in the smaller projects -
13 programs.

14 MEMBER CHATWIN: So, you know, I'm
15 fine with us looking at the comments and
16 trying to synthesize them in a way that we
17 could - I don't think we need to attribute
18 each - the comments to individuals.

19 We could look to see where there
20 are comments that are common across
21 individuals or just summarize them by line
22 item. I'm not sure.

1 My concern is we're going to - so
2 on one hand, let's just do that and expand the
3 scope of the next call.

4 What I'm concerned about is that
5 we heard loud and clear that this is the time
6 for input into the budget process and I'm not
7 - it's not clear to me what is it we're going
8 to - we're trying to achieve by doing all this
9 deep dive now and coming up with the results
10 of the 12 members that participated because
11 there will always be the issue of well, it
12 wasn't the full subcommittee - the full
13 committee - and there's a lot of staff
14 resources that has gone into analyzing the
15 results that we had and a lot of committee
16 member time to fill it out.

17 And so I'm just trying to figure
18 out here in my mind what - what's the cost
19 effectiveness of doing that, of diving deep
20 into the comments and the recommendations and
21 coming up with potential recommendations in
22 January unless someone in NOAA could say that

1 that would still be timely to - as an input
2 into 2015 budget.

3 DR. HOLLIDAY: So the 2015 budget
4 will go forward to the department sometime in
5 April/May - to the Department of Commerce. So
6 it goes from NMFS participates in the NOAA
7 process.

8 NOAA gets its budget together and
9 submits that to the department. So in that
10 time frame between now and then the earlier
11 you get your input into the process the more
12 likely it is to be acknowledged in part of the
13 decision making process. Whether it's agreed
14 to or not is not guaranteed.

15 I had anticipated that coming out
16 of this meeting there would be some reference
17 to the exercise that you undertook for
18 prioritization.

19 In discussions with Paul Doremus
20 we had tentatively put on our leadership
21 agenda for November a discussion of the MAFAC
22 prioritization outcome to compare to the

1 prioritization exercise the NMFS leadership
2 went through to see where there were
3 similarities and differences and what the
4 perspectives were from our advisors were
5 versus what our, you know, leadership said.

6 So I don't object to, you know, I
7 think it would still be productive to have
8 input, you know, and it wouldn't be too late
9 to be of value to the '15 process. But I
10 think its greater value is the earlier in the
11 process the better. It's not too late but
12 it's certainly down the path a little bit.

13 And, again, the kind of advice
14 that you're providing is not on a specific
15 program and I don't think we're asking for the
16 different levels of detail.

17 But, you know, for protected
18 resources there was a rationale why people did
19 that and didn't do that and some of that's
20 revealed in the comments section column.

21 You know, MAFAC could provide for
22 each row, you know, some reference to what the

1 outcome was. We provided or we calculated not
2 just averages.

3 We looked at medians. We looked
4 at the range. We did quartiles to see, you
5 know, that there was this - where there was
6 dispersion and where there was concurrence in
7 order to reveal what the people who responded
8 felt about their submissions.

9 And so I think there was data
10 there to help interpret what it was. But if
11 there's not a consensus on the part of the
12 committee to send that material - in other
13 words, I don't feel that we can use that
14 information unless the committee wants us to
15 and I don't want to put my interpretation on
16 what those things mean unless the committee
17 has discussed it and agreed to it.

18 I think that's sort of the
19 procedural order that we always follow.

20 MEMBER CHATWIN: Thanks, Mark.
21 That's very helpful and, just for the record,
22 I've been torn and as chair I haven't been

1 pushing my own views of the subcommittee.

2 But I do think we should use the
3 results of this effort. I mean, but let's
4 have - Ted, you had your hand up, right, and
5 then Keith.

6 MEMBER AMES: Yeah. I only wanted
7 to point it out that I felt the way around
8 this was to say that funding for these three
9 major items have top priority and the changes
10 that would be made would come from the smaller
11 units which we didn't come to conclusion - any
12 conclusion about rather than major in-depth
13 review. But either way is fine.

14 CHAIR RIZZARDI: I think it was
15 lost on the committee that if we didn't come
16 up with some recommendation it would be as
17 though this effort didn't exist.

18 So if that's the case, then I
19 would certainly support forwarding on the
20 outcome of our effort which would accomplish
21 the goal of allowing NOAA staff to see what
22 the body came up with, see what our - that our

1 top three priorities consistently matched your
2 top three priorities and then you would have
3 all the commentary that came with it.

4 So I certainly wouldn't oppose
5 just the transferral of the information to
6 NOAA. It was the effort that we were
7 wrestling with as a subcommittee was could we,
8 in the 45 minutes we had as a subcommittee,
9 distill additional information from all that
10 data and that was what we couldn't do. But to
11 give NOAA staff the information seems to make
12 perfect sense to me.

13 MEMBER WALLACE: Yeah, I'm going
14 to change my position because I agree with
15 Keith.

16 You know, well, I guess I'll stop
17 and say I heard what Mark had to say, you
18 know, that's - and so they - so I would like
19 to put that in sort of a form of a motion for
20 the whole committee for all of MAFAC to
21 forward the information with the comments made
22 by the submitters in a - in a way that, you

1 know, no one has identified and they're
2 combined so that - so that NOAA knows and
3 understands that we were involved in this
4 process and we essentially ended up in the big
5 picture agreeing with the way they use their
6 budget and create their budget.

7 And as it went through the
8 different variations we were consistent all
9 the way through on what we thought should be -
10 how the funds, the available fund should be
11 used. So I make that move in way of a motion.

12 MEMBER CHATWIN: Do we have a
13 second?

14 MEMBER DOERR: Second.

15 MEMBER CHATWIN: Okay. Any
16 discussion on the motion? Is it appropriate
17 for me to run this? Yeah. Any discussion on
18 the motion?

19 Okay. So if - all those in favor
20 say aye.

21 (Chorus of ayes)

22 MEMBER CHATWIN: Opposed? Any

1 abstentions? So the motion carries. Well,
2 thank you. Thank you for that.

3 So the - I think the one item
4 that's left is this issue of the MSA that I
5 raised there and whether or not the
6 subcommittee wants us to start to look at that
7 - whether or not the full committee wants a
8 subcommittee to start to look at that which
9 essentially is identify areas within the act
10 that the priorities that the committee has
11 identified in the 2020 document are
12 represented and bring those to the full
13 committee for further discussion and action.

14 Any comments on that?

15 MEMBER WALLACE: I think it's a
16 good idea. I support it.

17 MEMBER CHATWIN: Anybody else?

18 MEMBER CLAMPITT: I think it's a
19 good idea and I think it's going to drive a
20 lot more people to join your committee.

21 MEMBER CHATWIN: Oh, man. My
22 agenda has been discovered. Anyway, no.

1 Okay. So I don't think there are any other
2 comments on that.

3 So we'll just - with concurrence.
4 I don't think we need a motion for that, do
5 we?

6 CHAIR RIZZARDI: I presume you'll
7 be taking that up in the January call as well.
8 Phil.

9 MEMBER DYSKOW: Thank you. I just
10 - I just had a question. What is the time
11 frame for changes, revisions to MSA?

12 Are we - is this something that
13 needs to be taken up now or are we just doing
14 this so far ahead of ourselves?

15 DR. HOLLIDAY: So there is no -
16 there is no formal reauthorization work
17 underway right now.

18 People are beginning to position
19 themselves in sort of a discovery mode of what
20 areas that they would like to see changed. So
21 some organizations outside of the government
22 have already established positions on very

1 specific elements of the act and they actually
2 dropped bills in the last session of Congress
3 to modify those specific things.

4 But there's not been a general
5 call for preparation of an administration bill
6 for reauthorization right now. But that's -
7 we are in sort of a preparatory mode for that.

8 MEMBER DYSKOW: So, Mark, are you
9 saying that this would be an appropriate time
10 to begin that discussion or should we defer it
11 until the process goes farther along?

12 DR. HOLLIDAY: I think, based on
13 Eric's comments earlier today about Managing
14 Our Nation's Fisheries 3 and one of the
15 motivations for that is to reveal areas of
16 Magnuson reauthorization that might warrant
17 attention that it's not - you know, beginning
18 to look at that on the part of MAFAC is not
19 premature.

20 I just wouldn't expect - I don't
21 want to raise expectations that a Magnuson
22 reauthorization is scheduled to take place in

1 the next session of Congress.

2 It may not. But people are in the
3 stage of preparing for that and some are more
4 advanced in that preparation than others.

5 MEMBER CHATWIN: So thank you very
6 much. On behalf of the subcommittee, thank
7 you all.

8 CHAIR RIZZARDI: All right. Thank
9 you, Tony. Thanks, members, for a healthy
10 discussion on that one.

11 We ran a little bit over time but
12 we're still ahead of schedule so because we've
13 moved a lot of stuff up. Next person who's
14 going to be joining us is Kate Naughton from
15 Communications staff and -

16 MS. NAUGHTON: Keith, I was just
17 going to stand up front.

18 CHAIR RIZZARDI: Okay.

19 MS. NAUGHTON: If you don't mind.
20 I've been sitting a lot today.

21 CHAIR RIZZARDI: So the idea of
22 this next chunk of time is for us to figure

1 out, now that we've finished Vision 2020
2 revisions, what comes next.

3 Where do we go with this document,
4 how do we market this document, how do we as
5 MAFAC members participate in the distribution
6 of the ideas that are in this document out to
7 the public and how can we maximize its
8 effectiveness.

9 And I think Tony did a good job of
10 identifying one good strategy which is helping
11 figure out how it can be integrated into
12 Magnuson reauthorization and I think there is
13 going to be more things like that that we can
14 do.

15 So, Kate, appreciate you being
16 here today.

17 MS. NAUGHTON: Thanks, Keith, and
18 everybody. I know you're - I'm between you
19 and your airplane so I'll keep it short.

20 So just want to revisit very
21 quickly three things that Keith said to kick
22 off the meeting. One - about MAFAC in general

1 and I think that's applicable to this document
2 and why it's going to be important for you
3 all.

4 One is that it's diverse. It's
5 not - you know, it's not in any one camp so it
6 gives you something that if a transition does
7 happen you've got something in your hip pocket
8 that'll work for the current administration or
9 a future administration, depending on how that
10 goes.

11 So that's one good - that's one
12 good thing to think about. Also it gives you
13 something to brief internally within NOAA and
14 then on up to DOC.

15 So, again, it's a document that's
16 going to serve you well in a number of areas.
17 It also will call on you all or it'll be
18 incumbent upon you all to be ambassadors for
19 this document.

20 So each of you in your own
21 networks will have to get out among the people
22 who you connect with or represent and really

1 make them aware of this document. So I just
2 want to - I just had a few quick slides I
3 wanted to walk through.

4 So we're going to talk about
5 communicating, communicating what you have
6 done here with Visions 2020. So standard
7 rollout procedure for us is this.

8 Obviously, you have an action,
9 which is to attract attention to this
10 document.

11 So you want to pick your timing,
12 depending on politics as well as availability,
13 and then what you want to do with it. So you
14 want to have an end product. So you have to
15 work back from that.

16 Rollout lead - that's up to you
17 all. Rollout team should be a couple of
18 people on MAFAC who are coming together and
19 coordinating how you all are rolling this out.

20 I'm assuming Patty will have a key
21 role in that since she was one of the authors.

22 Spokespeople - you are all the

1 spokespeople for this. You know, in some
2 cases some people are more expert at some
3 sections than others so that's something to
4 think about in advance.

5 Your audiences are key here and I
6 just touched on that. So you have internal
7 audiences.

8 You have external audiences. You
9 have audiences that are a higher priority than
10 others. So it's a good discussion to have -
11 who are those audiences and then how do you
12 get to them and who gets to them.

13 Key messages - you know, it's not
14 a very long document but nobody's going to
15 flip through the whole thing. You need a
16 couple of real specific messages that all of
17 you have at your fingertips. Three messages.
18 It's this, it's this and this is what it's
19 going to do.

20 Materials - the report itself and
21 probably a little one-pager or blurb on - to
22 have as a handout or put on the website, and

1 then a schedule, when all this is going to
2 happen.

3 So those are just standard
4 procedure, just logistics. And if - what we
5 usually do is rolling back from the date that
6 you pick to roll it out you do some advance
7 work.

8 So one week, two weeks, before the
9 day of that you start pushing it out
10 aggressively - phone calls, email. By then
11 you've figured out who your key audiences are
12 and you have a game plan for those.

13 It would go live on something.
14 I'm assuming the MAFAC web page but, you know,
15 it's funny. It's the independence of the
16 document here is key, I think.

17 And then we could, you know, help
18 you assist with a little bit of a social media
19 campaign to go with it.

20 So this is just an example of a
21 package and I know you guys aren't going to do
22 this but, you know, this is sort of your basic

1 package. You have your report. You have a
2 website, which is this right here, and you
3 have the one-pager and you have some social
4 media - pre-drafted social media posts. So
5 that would just be from a tactic standpoint
6 those are the things you need.

7 So here's - you know, after
8 thinking about this how do you get attention
9 to it? Who cares? That's your biggest
10 challenge on any of this stuff.

11 So my recommendation is you
12 publish it online as a final draft. You push
13 it out for comment. That gives you a foot in
14 the door. It's not a done deal.

15 You're going to people that are
16 key people and you're saying, we like your
17 input on this. I'd like a chance to brief you
18 on this and get your input, and that's it.
19 That's all you need is the foot in the door.

20 The comments, they probably won't
21 be extensive. They might be this looks great,
22 whatever. It gives you a foot in the door to

1 talk to these people.

2 And then you would adjust a cover
3 letter to say, you know, we closed the comment
4 period and this is what we heard from people
5 and we adjusted our report this way.

6 Then you have a final report. But
7 this whole draft final is key because then it
8 gives you - you could take it to the Hill, to
9 staffers, and ask for their comments.

10 You know, you just - and any other
11 key audiences - the Fishery Management
12 Councils, whoever you want to know about this
13 or whoever you want to have some standing with
14 for, you know, a briefing, this gives you the
15 foot in the door.

16 I think that was about it. Just
17 that final thing. Again, you're not
18 reinventing the wheel. Key message is likely
19 the same but it would now be informed by this
20 public review process. And that's it for me.

21 Question? Do you want me to call
22 on them or should - okay. Tony.

1 MEMBER CHATWIN: Well, thank you
2 for that. I always really like clarity and
3 that provides a lot of clarity.

4 So the one thing that I'm missing
5 here in my mind is that whole structure and
6 procedure is really effective when you know
7 what you're trying to - what's your target?
8 What are you trying to accomplish?

9 And so I keep thinking well, just
10 publishing it as a final draft is not -
11 doesn't sound like it would really be - would
12 really attract much attention. I know you
13 said -

14 MS. NAUGHTON: No, it won't.

15 MEMBER CHATWIN: Yeah, it won't,
16 and for one reason is that that report doesn't
17 change anything, right. And so I think I'm
18 all for us getting the word out and getting
19 more input and making our work more relevant.

20 But I think we need to identify
21 some targets that we're trying to provide
22 input to and then maybe have a communications

1 plan that targets - that's targeted.

2 So the action being we've
3 completed this report. I'm not sure that
4 that's enough. You know, so one thing - for
5 example, if there was a Magnuson
6 reauthorization that would be a target - that
7 we would want to say hey, you know, as you're
8 considering, folks on the Hill, look, here's
9 a suite of issues that we have raised that
10 need to be paid attention to as you
11 reauthorize Magnuson. Or some other - some
12 other action that way. And so that's - that
13 is one thing that's missing for me here.

14 The other thing about the comments
15 on just the second one, the second comment, is
16 if we solicit comments we may get some. We
17 need to know what we're going to do with those
18 comments.

19 Usually when there's a public
20 comment process, if you call it that, there's
21 somebody ready to respond to those comments
22 when they come in, and then there is a next

1 iteration where the responses are shared with
2 those who commented. Otherwise, folks don't -
3 won't know what happened to their comments.
4 So those are two things that came to mind.

5 MS. NAUGHTON: Okay. So before we
6 go further those are all key questions and I'd
7 like to just tackle those and they might
8 answer some other questions as well.

9 Your first point of, you know,
10 this isn't that exciting or this isn't really
11 going to attract attention, nothing will
12 unless you push it. This is up to you all to
13 push.

14 It has to be incumbent on you to
15 say, I understand where this fits in. This is
16 where your key messages come in. You all need
17 to decide what is your pitch on this. The
18 Magnuson connection is great.

19 That should be one of your key
20 messages. We've developed this plan to help
21 guide the next iteration of Magnuson, if
22 that's - if that's a key message.

1 You have to define for people what
2 this thing is. They're not going to read
3 through it and figure it out. You have to
4 tell them. This is your elevator speech.

5 So I would say key messages are
6 key on this and that key - they - those are
7 you marching orders. You could have anything
8 but until you tell them what it is and then
9 they can react to that.

10 The second thing is the comments.
11 This is an informal comment. You're not - you
12 know, you're not bound to get public comments
13 but you're - but you represent the public. So
14 I think it's good form to get public comments
15 and it raises the flag with people.

16 As far as what you do with them,
17 you could always attach them as an addendum to
18 the report in its final form. But that's
19 where I suggested that all you really need to
20 do is adjust the note from sort of a
21 transmittal note - a letter that's usually in
22 the front of the report that says - has your

1 key messages and then talks about how you went
2 through the comment process and we've changed
3 a few things in the report.

4 And you don't have to get into a
5 lot of detail. It's really - it's really a
6 tactic. So I would just put that out there.
7 It's more PR than anything else and that's why
8 Keith asked me to come up and talk to you all
9 about this. Patty.

10 MEMBER CATES: The one thing I see
11 missing from this is who we report to. The
12 sole job of this committee is the Secretary of
13 Commerce. Where's my pin? And, you know, six
14 years it's been a struggle for this body to
15 remember that at times.

16 But in our best of times it was
17 when we did remember that, and my advice to
18 this group is don't forget that because once
19 you do you become irrelevant.

20 You look at the mission statement
21 which MAFAC had requested to change the
22 charter and the Secretary of Commerce said no

1 and wanted it to remain the way it was and
2 that's for a reason.

3 So the Secretary of Commerce may
4 not want certain advice to go out to the
5 public. I mean, this body is to advise the
6 Secretary of Commerce and that's what we're
7 tasked to do.

8 MS. NAUGHTON: My assumption was
9 this was a external document -
10 internal/external. So -

11 MEMBER DOERR: I'd like to hear a
12 little bit more about the thinking behind
13 putting this out for public comment because I
14 do have some concerns with doing that mainly
15 from the expectation perspective.

16 We might not be required to put
17 this out for public comment nor would we be
18 required to take that public comment and use
19 it.

20 But I do think there is an
21 expectation from those out there that we will
22 do that. And so it is a long process just to

1 update this document and it's been said before
2 in the past couple of weeks that it is fought
3 over.

4 It is a long process. Every word
5 means something. And so if at the end of the
6 day we're expected to reopen this document and
7 start negotiating language again based on
8 public comment but then we don't want to do
9 that because it's too difficult, do we put a
10 target on our backs and have reputational - a
11 risk to our reputation putting this out for
12 public comment, setting up expectations that
13 we're not going to meet.

14 And I also wanted to second what
15 Randy said about we are advising the Secretary
16 of Commerce, and it might be nice to have
17 public comment on what we send along to the
18 secretary but do we really need it.

19 I mean, are we opening ourselves
20 up to just a Pandora's box and we're going to
21 be back in this situation in May where we have
22 to go through and update this again, and I

1 don't want these comments from the public to
2 go into a black hole even if we respond to
3 them and say well, that's really nice and very
4 helpful but we're not going to do anything
5 with it because we have spent the past three
6 months updating the document and very
7 carefully came to a consensus.

8 So I would just put that out there
9 and would like to hear a little bit more about
10 the thinking behind the desire to do this.

11 MS. NAUGHTON: Keith, do you want
12 to weigh in or I could talk a little bit more
13 about why I'm proposing this process.

14 CHAIR RIZZARDI: Well, I wanted to
15 weigh in by asking a question which is do we
16 have to go all the way to notice and comment.

17 Can we do notice of availability
18 in the Federal Register and that way let the
19 public know? If people send comments and we
20 choose somewhere down the line to scope them
21 and deal with them, that's fine.

22 But one of the things I'm very

1 sensitive to after the last couple of days is
2 how tortured the process has been of achieving
3 consensus and how many people, you know,
4 finesse the words, and I think Tony's point
5 and Patty's point are valid.

6 My wheels are also spinning about
7 FACA and how this affects us as a FACA body,
8 and once we start reaching out to the public
9 and bringing in that comment where does that
10 fit into the requirements of FACA and what are
11 we able to do with it.

12 But what also strikes me as fairly
13 safe is the notice of availability in the
14 Federal Register which achieves a lot of the
15 objectives that you seem to be pursuing, and
16 then maybe coupled with a push to leadership,
17 as Randy's pointing out, a push to the Hill,
18 a push to the councils and wherever else,
19 there's a good way to go here.

20 MS. NAUGHTON: I've used this
21 technique twice before, again, not with MAFAC
22 documents. I mean, that's certainly up to you

1 all. This is your call.

2 This is just my recommendation of
3 a path that is going to get you way more
4 attention than you would get with a final
5 document of it's final - there you go.

6 How are people going to react to
7 that? I think that when you say hey, we -
8 we're pretty happy with this. We put a lot of
9 work into this.

10 I'd like to tell you a little bit
11 about it and just see if we missed anything.
12 See if you have any advice for us. It's not
13 a hard sell.

14 But if you're leaving the door
15 open, leaving the door open a little for some
16 feedback, you know, it's an opportunity. So
17 but I recognize it's a little bit murky for
18 you all in your position. So -

19 MEMBER WALLACE: This document was
20 written for the Department of Commerce. This
21 is our opinion on where we think the NOAA
22 fisheries should go.

1 I'm reminded of the - every time
2 the reauthorization of the Magnuson act comes
3 up all of the professional staffers on Capitol
4 Hill just go crazy because they don't want to
5 do it because there are at least a hundred
6 thousand opinions that go from every extreme
7 to the center.

8 And so we have our own
9 disagreements among our members on what this
10 document should say and we arrive at a group
11 of compromises, and today we arrived at a
12 group of compromises where no one voted
13 against it, recognizing that there are
14 portions of it that each of us don't like.

15 And so to open us up to having
16 everybody comment on what we may - they like
17 or what they in particular don't like doesn't
18 get us really anything because we already know
19 what they don't like because we have - that's
20 been expressed by some member of this
21 committee.

22 And so, you know, we - I don't

1 have any problems taking the document and
2 going in to seeing your senator, your - and
3 your congressman in the next Congress and say,
4 you know, this is what we think that NOAA
5 should be doing in fisheries.

6 And especially if we can then take
7 our budget process which we have started and
8 overlay that which then becomes these are the
9 priorities that we think and this is where we
10 think - how we think the money should be spent
11 and oh, by the way, it actually - the money is
12 sort of the way NOAA spends it because our
13 priorities and their priorities are
14 essentially the same.

15 So I think that sending this to
16 Commerce and saying, here's our report and
17 we'll be happy to talk to you about it and
18 defend it, if you have any questions, is
19 really what we should do.

20 CHAIR RIZZARDI: Let's see if we
21 can wind this discussion down. Last two, Bob
22 and Columbus.

1 MEMBER RHEAULT: So, you know,
2 yes, we're supposed to report to the Secretary
3 of Commerce but he's sort of constrained - she
4 is constrained by the amount of dollars that
5 they have to work with.

6 And if we want to really move the
7 ball forward I think we have got to have a
8 target of the Commerce Subcommittee and talk
9 about changing the amount of dollars that they
10 have to work with.

11 So I think that the audience goes
12 well beyond just the secretary, in my mind.

13 MEMBER BROWN: I feel somewhat
14 ambivalent but let me say this. These
15 meetings are all open to the public for the
16 public to comment. But the public's not here.

17 And giving them that opportunity
18 in a cheaper and a more reasonable way is not
19 a bad idea.

20 And I think if our skin is so thin
21 that we can't accept honesty back from the
22 public then I think that we're just sort of

1 mired in our own selves.

2 So I don't have a big problem with
3 sending it out and opening up to some
4 additional feedback that we're obviously not
5 getting, as evidenced by the lack of people
6 here today.

7 DR. HOLLIDAY: So I'd just offer a
8 technical clarification about a FACA document.

9 I think it's unlike any other
10 document that's produced by the agency whether
11 it's a draft policy or a rule making or
12 anything else that benefits from a larger
13 public role than determining its content.

14 This body was selected by the
15 secretary. You know, you've each been
16 appointed as one of 21 members to present the
17 perspective of this collective group and how
18 we dealt with 2020 Version One was it was
19 delivered to the secretary and the NOAA
20 administrator as a FACA-approved - a FACA
21 group's document.

22 If the secretary and NOAA want to

1 then vet that in front of the public and get
2 broader comment on it they're free to do so
3 and they can get other people's opinions about
4 what the selected appointed advisors were
5 providing as their advice.

6 The flip side or the - you know, I
7 mean, there's pros and cons to doing it but I
8 like the notion that what worked well I guess
9 last time was we were able to brief the NOAA
10 administrator, the incoming transition team
11 leaders that were appointed by the Obama
12 administration, with the product of this group
13 that is specifically appointed to give this
14 cross section of perspectives and viewpoints
15 on these policy issues that were going to go
16 ahead.

17 I think you might - it might be
18 better served to do something in sequence is
19 that if there's a product then - I mean, what
20 if they don't - what if the secretary doesn't
21 endorse it?

22 Maybe they don't want to circulate

1 this because of the particular findings.
2 That's an option that they may want to
3 consider.

4 So we talked on the first day
5 about ceding authority, you know, of the
6 agency to somebody else to make the decisions
7 or to make the opinions.

8 I think the voice that you have in
9 2020 should be your voice, and if you want to
10 then broadcast that voice and the
11 administration wants to broadcast that voice
12 and you set up the briefings with Hill staff
13 and others, I think that's sort of the second
14 phase of the rollout.

15 But the original advice ought to
16 be the thought and contributions that you've
17 worked hard to iron out and not necessarily
18 have to be responsive to anybody else's
19 opinions because they weren't appointed to
20 MAFAC.

21 Columbus' point about public
22 participation it's not that this is a - like

1 a regional council or it's not like a
2 commission where there's a sunshine - we're
3 here because there's a sunshine law.

4 We can't do our deliberations in
5 private. But the purpose of a FACA committee
6 is not to be a public input group. It's to be
7 the representative views and collective wisdom
8 of the people who were appointed by the
9 secretary.

10 If they wanted a thousand people's
11 opinions they'd appoint a thousand people.
12 They appointed the 21 of you to do this.

13 So it's not that it's a bad thing
14 to do. I think there's a sequence though and
15 I think there's also some mechanical things
16 that Patty and others have talked about in
17 terms of getting traction on the document
18 being completed.

19 CHAIR RIZZARDI: Okay. So I've
20 been sitting here typing out some notes to
21 myself on communications audiences and it's
22 dawning on me that what we're doing is we're

1 talking about one piece of the whole
2 communications puzzle and I think we're
3 spending too much time on this one piece.

4 And I'm hearing that maybe we
5 still have to work out within NOAA to what
6 degree do we take this document out to the
7 public.

8 And I'm open to kicking that can
9 down the road a little bit and if it's going
10 to be public comment that's fine and if that's
11 what NOAA wants and if it's going to be notice
12 of availability that's fine.

13 But I'm also worried about the
14 other piece of this puzzle which is okay,
15 Patty and I are going to work on executive
16 summary and getting that done.

17 That needs to get turned into
18 transition team documents so that we can brief
19 future transition teams.

20 We need to brief the Commerce/NOAA
21 leadership. We need to brief the regional
22 fishery management councils and potentially we

1 need to brief the Hill, and we've talked a lot
2 about, understandably, Kate, given your
3 expertise, the public outreach piece of this.

4 I'm also worried about the
5 internal communication component of this as
6 well and I don't think we've spent enough time
7 on that. I'm kind of thinking we're just
8 going to have to punt on the public piece.

9 MS. NAUGHTON: That's all up to
10 you. I'm just here to give you some advice.
11 I think in my remarks I did note that internal
12 briefings of this were key and so I recognize
13 that.

14 So when I'm talking about rollout
15 it's not - it's internal as well as external.

16 So but, again, I'm happy to
17 provide advice as you all move forward and
18 make some decisions on who your audience is,
19 you know, and who the big audience is that you
20 want to get to. It sounds like you have a
21 couple.

22 CHAIR RIZZARDI: So let's talk

1 about the internal audiences. What does that
2 rollout look like? How do the MAFAC members
3 here at the table participate?

4 You know, let's get from here to
5 January and maybe the public piece of this
6 happens after January and maybe we're having
7 another telephone - maybe that's part of our
8 telephone conference call down the road.

9 But between now and January,
10 ideally, we will have had an opportunity to
11 brief incoming NOAA leadership, incoming
12 Commerce leadership, reach out to key leaders
13 on the Hill if that's appropriate and if NOAA
14 says that's appropriate reach out to the
15 Fishery Management Councils.

16 How do we get from where we are
17 right now to that point?

18 MS. NAUGHTON: Well, usually I
19 think about these things a little bit so I
20 don't really want to answer you off the top of
21 my head.

22 I think that there are specific

1 steps we use all the time, you know.

2 Basically, you have your end point where you
3 want to be and you work back from that.

4 So it just - it sort of depends
5 who's more key than other people, their
6 schedules, who goes to see them. I mean, it's
7 - you know, we got to sit down and strategize
8 all of that.

9 CHAIR RIZZARDI: Randy, Tony.

10 MEMBER CATES: We had this similar
11 discussion at the end of Vision 2020 and there
12 was a lot of discussion on what to do with it,
13 and the discussion led to the subject that I
14 brought up and I want to say what Mark said is
15 spot on, in my opinion. You should use this
16 as an opportunity.

17 In my opinion, you should send -
18 you should ask the body here for permission,
19 consensus or whatever you want to call it,
20 send a letter directly to the Secretary of
21 Commerce. We finished this product. This is
22 our job as you mandated us to do.

1 We would like to brief you or
2 appoint someone else. If he or she wants to
3 turn you down you've done your job. But use
4 it as an opportunity.

5 CHAIR RIZZARDI: Is that a motion?

6 MEMBER CATES: Sure.

7 MEMBER CHATWIN: For the purposes
8 of discussion, I'll second it.

9 CHAIR RIZZARDI: Motion moved and
10 seconded. But the first step is a letter to
11 the Secretary of Commerce and request a
12 briefing with the Secretary of Commerce.

13 MEMBER CHATWIN: And that we would
14 not be entertaining public circulation of this
15 document until that has happened.

16 CHAIR RIZZARDI: Or request it.

17 MEMBER CHATWIN: Right. And I
18 think that when - in communication with the
19 secretary you might ask - I don't know exactly
20 how it works but you might ask for permission
21 to circulate this more broadly, et cetera.
22 But and I have a clarification.

1 Just when you were describing all
2 the potential communication venues you talked
3 about drafting an executive summary and that
4 that would then be, I understood, that's the
5 thing that would be given to presidential
6 transition teams, what not. Is it the
7 executive summary or is it the document as a
8 whole?

9 CHAIR RIZZARDI: My understanding,
10 Kate, was if we gave you guys the document
11 you're doing briefing packages for transition
12 teams anyway and then staff would be using it
13 how you guys saw appropriate because I didn't
14 think that we were directly part of that
15 transition team process.

16 MS. NAUGHTON: I can't answer that
17 question. I don't know how that works.

18 DR. HOLLIDAY: I can tell you how
19 it worked for 2020 in the first version is
20 that we had the document that was prepared by
21 MAFAC and approved and vetted.

22 From that, we did a number of the

1 tools that Kate's described and tried to use
2 them effectively.

3 So the one-pagers, the other
4 materials that contained shorthand versions of
5 the three messages or the principles involved,
6 and we use them in various venues to brief
7 people, recognizing they wouldn't read the
8 entire document.

9 So I think you - part of the
10 communications package is having the
11 appropriate tools to support the goal and the
12 outcome for the briefing or the information
13 sharing that you're going for.

14 We had a sort of a sequence of
15 people that we talked to from, you know,
16 internally and briefing it to the fisheries
17 assistant administrator, briefing it to the
18 current and the caretaker government of NOAA -
19 you know, the nonpolitical people who were
20 left in charge after Lautenbacher left.

21 We briefed members of the Obama
22 transition team who were appointed to help

1 organize the new NOAA and the new Department
2 of Commerce politicals and then we proceeded
3 when the new Congress was in place to brief
4 the new committee chair - staff and very few
5 members but mostly staff with the document and
6 with the handout and the other - you know, the
7 shorter versions of that material.

8 So I think there's plenty of
9 opportunity to develop, you know, sort of a
10 allied products that help tell the content of
11 the story and we now have a lot more different
12 - and different tools, more effective tools
13 that - you know, we're lucky to have the
14 Communications office, you know, who are adept
15 at that, the social media, people who can
16 write, people who can, you know, develop the
17 graphics and the, you know, to get the
18 attention that's necessary and have the know-
19 how of how to do that.

20 But it's sort of in the sequence
21 of events of, you know, knowing the audience
22 that you're trying to market this to and what

1 the tool that's most appropriate for it to
2 take.

3 CHAIR RIZZARDI: Dave, Randy.

4 MEMBER WALLACE: Yes. Well, I was
5 - Randy and I and a number of us were here
6 back when the administration changed and we
7 had finished the new document and we then
8 turned it over to - from MAFAC to Commerce.

9 Then Commerce decided what they
10 were going to do with it and they decided to
11 make it public, and so if there were any
12 comments they went to Commerce, not to us, and
13 because if we send it out for public comment
14 then we get it back and then what do we do
15 with all of those comments.

16 When we send a document to the -
17 to the secretary if they don't like our
18 conclusions or our recommendations they can
19 choose to do nothing with the document, and
20 even though everybody's trying to work on
21 transparency if there's - and I don't think
22 that this is the case - if there is something

1 that flies in the face of the policy of the
2 administration they may say we don't want to
3 open this Pandora's box, as Patty said.

4 So I think that we're well advised
5 to do it exactly that same way we did it four
6 years ago and I think you were going to say
7 the same thing. Thank you.

8 MEMBER CATES: You're right. Two
9 points to that. We did give it to the
10 Secretary of Commerce prior to doing anything
11 with it and then we were told we could discuss
12 it with the public.

13 Now, one of the things that was
14 asked of me was to go to our West Pac Council
15 and we did so. But we did that only after we
16 were given it.

17 The second point is we had
18 discussed internally and were prepared to be
19 part of the transition.

20 We weren't sure whether the
21 transition team would meet with the head of
22 MAFAC. So we had discussions on who our

1 chairperson - the chair at the time with Tom
2 what were the hot topics that should be
3 discussed if in fact they come to the
4 chairperson during a transition. And we
5 weren't sure. If my memory serves me right,
6 it didn't come to Tom.

7 But we were prepared for that and
8 we gave advice to our chairman, it should be
9 short, sweet, not picking out any individual,
10 showing favoritism to any secretary and that
11 kind of discussion. But we were prepared for
12 it at the time.

13 DR. HOLLIDAY: Just a historical
14 artifact. So it was both Tony Dilernia and
15 Tom Billy who were personally briefing people
16 downtown. So I accompanied them on some of
17 those trips.

18 But it wasn't just preparing a
19 document. It was actually scheduling meetings
20 and face to face briefings of MAFAC leadership
21 to these different entities.

22 MEMBER WALLACE: That's after the

1 Secretary of Commerce accepted him.

2 DR. HOLLIDAY: They were - well,
3 it was the presentation to that leadership in
4 order to get to the next stage.

5 CHAIR RIZZARDI: Ken.

6 MEMBER FRANKE: Based on what I'm
7 hearing, it sounds like our role is to
8 generate the report, submit it to the
9 Secretary of Commerce and then it would seem
10 that the executive leadership and NOAA are the
11 decision makers on how that gets rolled out to
12 the public, in which case her department gets
13 engaged.

14 I agree with Dave's comments that
15 it sounds like the path it went on the
16 previous mission with Vision 2020 is probably
17 the appropriate one to do.

18 CHAIR RIZZARDI: Okay. So the
19 motion that's on - before us is to transmit
20 this document to the Secretary of Commerce.
21 I don't see any further discussion on that one
22 so can we take a vote on that? All in favor?

1 (Chorus of ayes)

2 CHAIR RIZZARDI: Any opposition?

3 Okay. So then the next point that I'm hearing
4 from all this is as - go ahead, Ken.

5 MEMBER FRANKE: I had one question
6 of Kate. When we go down this path now would
7 it be appropriate then for you to be meeting
8 with the executive leadership to come up with
9 a strategy on how and when to roll out the
10 document and if you want to seek public input?
11 Would that be, from your perspective, another
12 alternate route?

13 MS. NAUGHTON: I'm not sure what
14 the right answer is, Ken. I don't think so is
15 my gut. I can advise on how this would go and
16 it's really you all that need to do the
17 rolling out.

18 I'm just - what I walked through
19 there were some sort of standard tactics. So
20 this is where it gets gray. You know, whose
21 document is it. Who's the ultimate audience
22 for this thing.

1 You know, all that's sort of
2 driving this. I wasn't around for the first
3 Vision 2020 so I don't know where that rollout
4 ended and the impact it has. It sounds like
5 it was very valuable in terms of timing and
6 for internal transition.

7 So I don't know where my role
8 would pick up or where fisheries
9 Communications would pick up once you got some
10 signal from the DOC.

11 CHAIR RIZZARDI: Dave.

12 MEMBER WALLACE: Well, I'll put it
13 in a motion. I move that we prepare - we send
14 the - we're already going to send the document
15 off and then we be prepared to have people
16 from MAFAC make presentations after the first
17 of the year to a transition team and to
18 congressional staffers after we know who the
19 new Congress is and its configuration,
20 predicated on advice and guidance from the
21 Department of Commerce, which is essentially
22 how we did it the last time.

1 CHAIR RIZZARDI: I'd ask you to
2 add the councils and take away the first of
3 the year. Transition teams are now.

4 MEMBER WALLACE: Well, the
5 transition teams but Congress not until the
6 2nd when everybody gets sworn in - all the new
7 people in Congress get sworn in.

8 And so it's almost impossible to
9 get hold of them because they're still out in
10 their districts until just before the new
11 Congress is sworn in on the second day of
12 January.

13 But, I will change it to the
14 appropriate time. You know, because if we're
15 going to worry about the reauthorization of
16 the Magnuson Act in preparation for Managing
17 Fisheries 3, as Eric pointed out, then we need
18 to start laying the groundwork for all of this
19 because it is a very long drawn-out process.

20 MEMBER CHATWIN: So, you know, the
21 -

22 MEMBER WALLACE: Do we have a

1 second?

2 MEMBER CHATWIN: Yes.

3 MEMBER WALLACE: Oh, okay.

4 MEMBER CHATWIN: So this is
5 discussion on the motion. So I favor the
6 motion. However, there is a step that hasn't
7 been addressed, which is an important one.

8 We talked about the importance of
9 the key messages and distilling those from the
10 document, and I think that we need to clarify
11 how those key messages are going to be
12 developed.

13 And so I would suggest that that
14 is a role for the Executive Committee and
15 maybe a conference call to hone those messages
16 from the document.

17 CHAIR RIZZARDI: Okay. So what
18 I've got sort of is a - maybe this is a
19 friendly amendment to your motion is that the
20 Executive Committee complete the executive
21 summary and the key points and then after a
22 briefing the secretary brief as appropriate

1 the councils, the Hill and NOAA staff and
2 transition team, with the approval of the
3 Secretary.

4 MEMBER WALLACE: So I just had a
5 question. Does staff have the capability to
6 produce the glitzy documents like we saw Kate
7 flash up on the screen or are we bringing Kate
8 on board to help us develop that or how does
9 that work?

10 DR. HOLLIDAY: Yes, I'm not - I
11 don't speak for Kate but I think that was one
12 of the purposes why we invited her to come
13 today to help gain her to enlist the
14 professional services of - we didn't have a
15 Communications office in 2007 that did this
16 function so we did the best we could.

17 Now we do have a professional
18 organized service. We should take every
19 advantage of them to help us derive those
20 three messages from the document to help us,
21 you know, create the appropriate messaging and
22 the tools to do that.

1 MS. NAUGHTON: We're happy to
2 help.

3 CHAIR RIZZARDI: Okay. So the
4 motion is for the Executive Committee, after
5 obtaining the guidance of the Secretary - let
6 me start from the beginning.

7 The Executive Committee to
8 complete the executive summary and the key
9 points, and after obtaining further guidance
10 from the Secretary to be prepared to brief the
11 councils, other NOAA staff, transition team
12 members and the Hill.

13 MEMBER RHEAULT: So just another
14 question. I assume we get a conference call
15 in there to approve what the Executive
16 Committee has synthesized or are we just going
17 to trust you?

18 CHAIR RIZZARDI: We're developing
19 an executive summary that's based precisely on
20 what you have now approved as the consensus
21 document and if we're going to be nimble
22 enough to be able to be responsive here I'm

1 not going to be able to do conference calls
2 with 15-day notices in the Federal Register.

3 All right. Seeing no further
4 discussion, all in favor?

5 (Chorus of ayes)

6 CHAIR RIZZARDI: Anybody opposed?
7 Okay. The Executive Committee's got its work
8 cut out for it. Kate, anything to add?

9 MS. NAUGHTON: So next time you
10 all invite me - no.

11 (Laughter.)

12 Hey, we're happy to help and
13 consult on the - on the messaging and this -
14 sort of the positioning of this and that's
15 where our forte is. So thank you.

16 CHAIR RIZZARDI: Okay. Thank you.
17 Okay. So George, you are the only
18 subcommittee report left.

19 So we get to do the Commerce
20 discussion and then we'll have discussion with
21 Mark and talk about some next steps and dates
22 ahead and walk through one more time our work

1 plan. Thanks, George.

2 MEMBER NARDI: Okay. Heidi has on
3 the board here our report but I would like to
4 begin and actually ask Mark a little procedure
5 question.

6 Between the time this was written
7 and now I've had a couple of emails from NOAA
8 that I think Mark's also gotten from Linda
9 Chavez and Tim Hansen, and it might impact
10 what's written there and I'm going to suggest
11 maybe some changes or deletions.

12 So I'll go through that and then
13 if it's okay with the committee, suggest
14 modification to what's written. To start off
15 with the subcommittee, the Commerce
16 Subcommittee had taken up the challenge.

17 We spent most of the - a lot of
18 the first day, some of the second day and some
19 of the third day discussing back and forth
20 seafood certification grounded in the terms of
21 reference that the key objective has stated
22 here - identify U.S. seafood certification

1 framework including program costs and options
2 and recommendations for how to pay for it, for
3 example, fee for service government funded and
4 identify certification criteria and standards.

5 Specifically, the Commerce
6 Subcommittee recommends - and this is where
7 I'm suggesting a change.

8 I'll read what's there now - that
9 MAFAC, working through the Seafood
10 Certification Working Group, confirms
11 certification mechanism either first or third
12 party following the seafood inspection model,
13 i.e., verification inspection audits after
14 getting feedback from the interviews with
15 buyers and including sellers and a little
16 broader network than just what's stated.

17 I've received back - staff's very
18 efficient, Mark, but Tim Hansen, I guess, got
19 together with Steve Wilson and they've
20 confirmed that NOAA has the capability or in-
21 house, their certification would be considered
22 third party.

1 And I would, you know, ask you to
2 - that's how I interpreted what was - what was
3 given to me.

4 And with that I would essentially
5 strike then the first point here as the first
6 point was to find out if first or third party
7 certification which one would be acceptable,
8 third party, of course, being the higher
9 standard or the gold standard, and if that's
10 acceptable I don't think we have to ask for
11 this information.

12 So first of all, Mark, I just
13 would like to ask you if that's how you
14 interpreted the email from Tim, and secondly,
15 I'd ask that we make that modification.

16 DR. HOLLIDAY: I'm not sure how to
17 interpret the information in that email sent
18 from his iPhone and its authoritative
19 conclusion. But I don't see any harm in
20 having that confirmed as part of the
21 recommendation from leaving it in there.

22 I think it's - if it's true it's

1 good news but I don't know the basis and I
2 don't - have not looked at the documents that
3 he's referencing to say that that's the
4 agency's policy on it.

5 So but if it's - if it is - if it
6 is accurate then that's an unnecessary step.
7 But I don't see any harm in leaving that in
8 there to confirm that initial finding.

9 MEMBER NARDI: Okay. I've got no
10 problem with that. I just want to bring that
11 to the attention of the committee that it does
12 look like, hopefully, that third party
13 verification will be available.

14 The second point is that the
15 Seafood Certification Work Group developed the
16 verbiage for a certification letter for both
17 capture fisheries and aquaculture operations,
18 and if you could scroll down, Heidi.

19 The certification letter could
20 possibly state that fishery is - that fishery
21 is sustainably managed, legal, under Magnuson-
22 Stevens similar to what is available now and

1 I also received since a - and I'd suggest some
2 verbiage here - Linda suggested - Linda
3 Chavez, from her shop I guess, suggested we
4 direct NOAA to review the General Council-
5 approved language used for meeting the EU
6 requirements which mentions Magnuson and
7 sustainability as a starting point.

8 So I guess that could also be
9 included in this investigation, looking at a
10 starting point for a certification letter.

11 So I would suggest maybe after
12 that comma what is available now comma such as
13 the General Council-approved language used for
14 meeting the EU requirements.

15 Well, this would be for their -
16 for the export of product. I would - I think
17 I would ask for a little help in making the
18 language there from the staff but I think you
19 know what I mean.

20 So all I was trying to get at is
21 we don't want to reinvent the wheel. If
22 there's something out there that's been

1 approved already by General Council that could
2 help us get started with the starting point
3 that Linda and Laurel and the rest of the
4 Working Group can work on it would be a help.

5 We are suggesting that the
6 certification letter add a registration
7 number, add a comment that the fishery is
8 sustainably managed per FAO guidelines or
9 other things such as best management practices
10 for aquaculture, as an example.

11 We would need to develop language
12 for a similar letter comparable to capture
13 fishery letter that an aquaculture farm is
14 sustainable, legal, has all the required
15 federal, state, local permits, evaluate the
16 inclusion of a statement that fishers,
17 farmers, processors, retailers could use this
18 certification in their marketing documents or
19 point of sale locations, evaluate the
20 development of a mark or label that could be
21 applied to a product and its legal and
22 international status, can it be trademarked

1 and applied internationally, add a
2 traceability capability that would include
3 periodic audits.

4 Any comment on that?

5 MEMBER CHATWIN: So just a
6 clarification, MAFAC - are you asking MAFAC to
7 approve this request of NOAA>

8 MEMBER NARDI: This is that we
9 work on a certification letter, a draft.

10 MEMBER CHATWIN: But who?

11 MEMBER NARDI: The Seafood
12 Certification Work Group.

13 MEMBER CHATWIN: So MAFAC work on
14 that then? Which includes the members of the
15 Working Group?

16 MEMBER NARDI: Yes. The next is
17 to recommend the FishWatch program be
18 maintained, expanded as part of the seafood
19 certification process.

20 For example, posting information
21 on a certification process, how NOAA defines
22 sustainable as it may apply to the fisheries

1 or aquaculture operations.

2 The FishWatch program is an
3 effective tool for communicating with buyers,
4 consumers, and the general public about
5 sustainable fisheries management in the U.S.
6 Consider listing fisheries and farms that have
7 been certified. Any discussion or comment on
8 that?

9 MEMBER CHATWIN: Again, just
10 clarification - this is a recommendation to
11 NOAA to maintain and expand the FishWatch
12 Group?

13 MEMBER NARDI: Correct.

14 MEMBER CHATWIN: Okay. And I am
15 supportive. I'm just having a little
16 difficulty knowing when we are recommending
17 something to NOAA and when we're just saying
18 to MAFAC this is what the Working Group is
19 going to work on because there - it seems like
20 they're both there.

21 MEMBER NARDI: They are.

22 MEMBER CHATWIN: And so we just

1 need to be clear.

2 CHAIR RIZZARDI: Do you feel that
3 we're ready to make those recommendations
4 directly to NOAA now or was the intent that
5 this was where the Working Group was going
6 with the next meeting?

7 MEMBER NARDI: It's the latter.

8 CHAIR RIZZARDI: Okay.

9 MEMBER NARDI: But this is what
10 the intention - I think all recommendations
11 are intentions but we are recommending.

12 CHAIR RIZZARDI: That was the
13 point that Tony's getting at. It sounded like
14 we were making recommendations now and I
15 didn't think we were ready to do that.

16 I thought we were planning on
17 having the Working Group get together, get
18 some more flesh on the bones, have it written
19 up a little bit better, having had the
20 opportunity to educate ourselves on what these
21 letters really look like, what we can do, what
22 we can't do and then we'd get to the point of

1 making a more formal written recommendation to
2 NOAA. So I'm still on point?

3 MEMBER NARDI: Correct. No,
4 you're on point.

5 CHAIR RIZZARDI: Okay.

6 MEMBER CHATWIN: So maybe just to
7 clarify, it would be to develop the
8 recommendation, right?

9 If it's - if it's MAFAC approving
10 this as a - like a scope of work for the
11 Working Group then it'd be to develop the
12 recommendation that - to NOAA that -

13 MEMBER NARDI: Thank you for the -

14 MEMBER CHATWIN: Good
15 clarification.

16 MEMBER NARDI: - find, Tony. Any
17 other -

18 MEMBER CHATWIN: Alan?

19 MR. RISENHOOVER: Thank you. And
20 it seems to me a lot of this may be kind of
21 sequential too, that the Working Group needs
22 to do some more work to have NOAA do some

1 analysis so the Working Group can continue
2 instead of having these kind of all come at
3 us.

4 So, for example, some of your
5 first parts I have some questions about what
6 you mean about traceability, and the agency
7 can't answer some of these subsequent answers
8 without the Working Group answering that basic
9 transferability or traceability question of
10 are you talking about are there traceability
11 requirements in the fishery or are we talking
12 about each individual that gets the letter has
13 to meet those under an audited format.

14 There's a whole series of things
15 that need to be looked at that before we could
16 come back and even start thinking about
17 answering some of these other questions let
18 alone that ultimate one on cost that you're
19 getting to.

20 MEMBER NARDI: I agree, Alan, and
21 I think we as the Working Group also have to
22 be educated on what is the extent and breadth

1 of those options.

2 So it's a work in progress but I
3 think the fact - you know, some form of
4 traceability is being requested to be part of
5 it and this is something the Working Group can
6 work on and you can help us determine which is
7 going to be the best fit.

8 MR. RISENHOOVER: Yes. I just
9 don't want to be asked about traceability now
10 until I know what you mean because then we're
11 crossing each other on an answer.

12 MS. BRYANT: So I don't have to
13 yell. So I just wanted to clarify too,
14 George, that in that top part, you know,
15 looking at one, looking at three, looking at
16 what we can do now, which we were already
17 considering letters, and then having MAFAC -
18 I know I'm supposed to advise you giving a
19 list of perhaps various retail suppliers that
20 then you'll reach out to and say, you know,
21 what does satisfy - what do you need before
22 you launch into, you know, the high level

1 versus the low.

2 I just wanted to make certain I
3 understood that. Okay. Thanks.

4 MEMBER NARDI: Bob.

5 MEMBER RHEAULT: Yes, and I just
6 think that, you know, we stated this that we
7 really don't want to proceed if we don't get
8 a positive reaction from the buyers.

9 There is a sequence of steps here.
10 But this is a futile exercise if it's not
11 going to be accepted.

12 So that's really the first step
13 before we get into defining the traceability
14 and the cost and all these other things. But
15 so there is a sequence we need to proceed.

16 MEMBER NARDI: Right, and keeping
17 in mind the spirit, this is our committee
18 reports so I'm sharing the breadth of what we
19 talked about, not just the sequence and what
20 we'll figure out later. Randy.

21 MEMBER CATES: I understand the
22 desire to get feedback from the buyers. But

1 I'd like to just put on the table that, you
2 know, the original request came from the
3 fisheries for this.

4 And so if the buyers come back and
5 say this is not going to work I wouldn't just
6 put that as it's not needed because the
7 constituents are asking for this to be able to
8 put out as an alternative.

9 And maybe their buyers don't need
10 it right now but when their buyers get serious
11 pressure from the future, getting some
12 certification that they - the fishery would
13 like to have this as an alternative to go,
14 here, this is what we have.

15 MEMBER NARDI: Okay. Moving down,
16 so on that topic in terms of interviewing the
17 audience, which would be a subset of buyers,
18 sellers and others as determined by the
19 Working Group, the Working Group with NOAA
20 would design a process to conduct the
21 interviews including drafting a sample letter
22 as described above.

1 The Working Group, NOAA, and MAFAC
2 develop a questionnaire and list of people to
3 be interviewed. So that's, again, the action
4 to take. Any comment?

5 Okay. Moving down, MAFAC asked
6 NOAA to provide cost estimates for various
7 certification scenarios based on a fee for
8 service program similar to the seafood
9 inspection program, adding comment that
10 fishery is sustainable, adding comment.
11 Adding a comment that the fishery is
12 sustainable under FAO guidelines, would this
13 require a third party certification.

14 If so would buyers accept
15 certification or audit from another NOAA
16 branch division.

17 I think this is a little redundant
18 about what we talked about above. Adding a
19 registration number and the bookkeeping this
20 would require, developing and defending a mark
21 or a label, adding the traceability component.

22 So I think what's being asked here

1 is that we would evaluate - these additional
2 points might incur additional costs and
3 effort.

4 So just trying to get a breakdown
5 of those costs. MAFAC wants to know how NOAA
6 can and will back its certification. What was
7 done with the EU and others, could the same be
8 done for sustainable certification.

9 What other things could NOAA do to
10 get the word out - for example, in-person
11 visits with buyers, EU representatives, et
12 cetera, additions to the FishWatch website,
13 something like we were just talking about with
14 Kate.

15 So that's the Commerce
16 Subcommittee's report as it pertains to the
17 Seafood Certification Work Group.

18 In discussing with Keith and Bob
19 before we got back from lunch, the Commerce
20 Subcommittee would also recommend to MAFAC
21 that MAFAC request NOAA to include aquaculture
22 in the Managing Fisheries 3 meeting.

1 So that's a recommendation that we
2 are proposing and would like to put before the
3 committee.

4 MEMBER CHATWIN: So my comments
5 are going to be not to this last one but,
6 first of all, thank you for sharing the
7 breadth of your discussion.

8 To me, I find that very helpful in
9 not being part of the subcommittee and getting
10 all the detail.

11 I think it's an observation - I
12 think what you have here is the makings of a
13 work plan for your subcommittee. The only
14 thing missing is the sequencing and I would
15 just recommend that you or the Commerce
16 Subcommittee take a stab at sequencing with
17 your meeting schedules and next MAFAC meeting
18 what is it that you need to accomplished
19 between now and then and what - of all these
20 issues.

21 I think it may be helpful, like a
22 work plan for the Working Group.

1 I, as a MAFAC member, would feel
2 really comfortable if we had that work plan.
3 Given that I'm not going to participate fully
4 in it to know what you guys are up to and what
5 the sequence is I think that would be pretty
6 good. Thank you.

7 DR. HOLLIDAY: Thanks, Tony. I
8 think the intent all along is that we - the
9 staff want to try to provide the support to
10 help George and the rest of the Work Group to
11 organize these thoughts and the scoping of
12 this into a more formalized work plan as a
13 product of this meeting.

14 MEMBER NARDI: Any other comments
15 on the certification part of the report?
16 Julie.

17 MEMBER BONNEY: I'm just
18 wondering, based on what Mark just said and
19 basically developing the work plan and
20 figuring out how to start from A and get to Z,
21 what's the time line and process?

22 I mean, it seems the first thing

1 would be the survey and the audience, those
2 buyers and sellers.

3 So is that something that the
4 subcommittee and NOAA works on or how does
5 that - how do you functionally start to move
6 things forward, I guess?

7 DR. HOLLIDAY: I think all of the
8 steps are going to be reliant on the Work
9 Group to meet outside of MAFAC over the coming
10 weeks and months to answer and organize these
11 questions.

12 So I would - my approach would be
13 to recommend that we convene a series of
14 conference calls to begin to align these
15 different pieces together into the work plan.

16 It's not something that I can do
17 unilaterally. It's something that has to be
18 done in concert with George and the rest of
19 the MAFAC members and the NMFS members.

20 We just want to provide the
21 support and the ability to coalesce all those
22 ideas into the kind of product that would make

1 Tony comfortable because that's my primary
2 role in life.

3 (Laughter.)

4 And I feel that way about all of
5 you.

6 MEMBER NARDI: I'm sure. But I do
7 think, Julie, there was a time horizon put on
8 the terms of reference of about six months,
9 just to put it in perspective.

10 MEMBER BONNEY: So when you say
11 six months it has to be everything on this
12 tasking list?

13 MEMBER NARDI: Yes. Okay. I
14 guess I'd like to then move to the last point
15 there and ask if there's discussion, comment.
16 Tony.

17 MEMBER CHATWIN: So I'm looking at
18 the session themes and focus topics and I
19 don't see aquaculture listed and it's not
20 clear where aquaculture should fit.

21 So but I am supportive of the
22 statement, okay. So I'm just asking whether

1 or not aquaculture - this is very broad
2 topics.

3 Has aquaculture been considered as
4 part of Managing Our Nation's Fisheries 3?

5 MR. RISENHOOVER: We discussed it
6 but not including it as a specific topic or
7 session.

8 MEMBER CHATWIN: And if I could
9 follow up, is there a topic or session where
10 it would be best suited?

11 MR. RISENHOOVER: Probably the
12 fishing community's sustainability theme, the
13 third one.

14 MS. BRYANT: Community protection,
15 jobs emphasis and domestic seafood quality
16 assurances. I think that was the topic under
17 which it had been discussed initially.

18 MEMBER NARDI: Tony, did you have
19 another comment? Okay. Any other comment?

20 MEMBER CATES: I guess I would ask
21 the question of why. Why is it not being
22 included?

1 MR. RISENHOOVER: We've had a
2 number of conversations on what we can, should
3 or will include and that one didn't rise to
4 some of the priorities looking at some of the
5 legislative things we're seeing, some of the
6 issues the constituents are raising.

7 CHAIR RIZZARDI: I think - I'm
8 going to jump in here. I think what you're
9 hearing is the constituency of MAFAC saying
10 that they'd like aquaculture to be on Managing
11 Fisheries 3 and I think we are now talking
12 about taking it upon ourselves to help that
13 happen.

14 I had a sidebar with Eric where I
15 said, you know, I know we're interested in
16 aquaculture. I know we're interested in
17 recreational fisheries.

18 MAFAC people are willing to be
19 leaders in discussions for Managing Fisheries
20 3. So presuming it's okay with you we will -
21 we would like to have a telephone conference
22 call, help plan some potential topics and then

1 if we have to bring that back to you and have
2 it get vetted through the CCC process to be
3 affirmatively placed on the Managing Fisheries
4 3 agenda we will work as a body on helping
5 that happen.

6 MR. RISENHOOVER: And I'm not
7 going to argue whether you should make the
8 recommendation or not. That's not my place.
9 It's once I get the recommendation we'll look
10 at it.

11 MEMBER DYSKOW: Keith, to grease
12 that project perhaps we could put it in the
13 form of a motion and vote on it here.

14 CHAIR RIZZARDI: Sounds great.

15 MEMBER DYSKOW: I would so move
16 that we add the - that we add aquaculture to
17 the Fisheries 3 agenda for the May meeting.

18 MEMBER NARDI: Bob seconded it.
19 Any further conversation? Randy.

20 MEMBER CATES: I'd just like to
21 add in support of that, when I think of
22 managing the nation's fisheries as a big

1 picture or even a small picture, clearly,
2 aquaculture has a major role in that whether
3 it's stock enhancement, if you look at Alaska
4 and the hatcheries they got up there, or grow
5 out for food production it plays a major,
6 major role and to leave it out is - I think
7 NOAA's missing a big point and a big
8 opportunity.

9 MEMBER NARDI: So that's all the
10 Commerce Subcommittee has for you. Oh. Need
11 to call a question. All in favor?

12 (Chorus of ayes)

13 MEMBER NARDI: Against? Sounds
14 good.

15 CHAIR RIZZARDI: Okay. Motion
16 passed and, George, thanks for the report. So
17 as I understand it, under the terms of
18 reference the Working Group will be proceeding
19 and all the various topics that you just
20 reported out will be included in the scope of
21 what will eventually become the work plan and
22 the report of that Working Group.

1 All right. So I've been taking
2 some notes to try to figure out what's next
3 and where we're heading as a body.

4 Obviously, the next few weeks the
5 Executive Committee will be busy with - Patty
6 and I will be working on the executive summary
7 of Vision 2020. We'll transmit it to the
8 Secretary of Commerce. We'll request a
9 meeting.

10 We'll look for some further
11 direction, and then assuming we get the
12 direction to do so we'll be available to
13 provide briefings to you, the transition
14 teams, Capitol Hill, NOAA leadership, regional
15 fishery management councils.

16 We're going to look for additional
17 guidance also on public notice and comment
18 regarding Vision 2020 from the NOAA
19 leadership.

20 We didn't take that on. What I've
21 also heard over the last couple days is now
22 we've got some conference calls that we need

1 to be scheduling.

2 Strategic Planning would be
3 talking about criteria for a new budget
4 exercise. Recreational Fish would be talking
5 about a white paper on regional rec fishery
6 hot topics. Commerce will now be talking
7 about aquaculture as a component of Managing
8 Fisheries 3.

9 We'll also need some separate
10 conference calls for our Working Groups on ESA
11 jeopardy implementation and on certification.
12 So that's a pretty busy spring.

13 And then that gets us to, well,
14 when's our next meeting going to be, and Mark
15 and I have been talking about trying to make
16 our next meeting coincide with Managing
17 Fisheries 3 so that the MAFAC membership would
18 be able to attend the Managing Fisheries 4
19 program.

20 Managing Fisheries is Wednesday
21 and Thursday, May 9th and 10th - Tuesday, May
22 8th, through Thursday? Ends at 1:00 o'clock

1 on Thursday.

2 So one idea would be for the ESA
3 Working Group, so that it didn't have to
4 consume time at the MAFAC meeting, to start
5 the day before the Managing Fisheries program.

6 And then the MAFAC meeting could
7 be held for that afternoon when Managing
8 Fisheries breaks and the next day. So that
9 would put us on the 7th through 12th? 7th
10 through 11th? 7th through 10th, right? Okay.
11 Phil.

12 MEMBER DYSKOW: Sorry to keep
13 coming up with comments but I'd like to
14 suggest that we may want to consider a hybrid
15 solution where we first have a teleconference
16 to get out the litany of smaller issues and
17 get them out of the way so when we arrive in
18 Washington in May we have a much tighter list
19 that we can get through in a timely fashion
20 because we're putting a MAFAC meeting on top
21 of the Fisheries 3 meeting on top of some
22 other very important Washington, Hill-based

1 projects that a lot of us are involved in or
2 some of us are involved in.

3 So a one-day meeting in May that
4 would follow a lengthy teleconference may make
5 more sense for some people. Certainly would
6 for me.

7 CHAIR RIZZARDI: I think we're
8 talking about a day and a half. So instead of
9 a three-day MAFAC meeting we're talking about
10 the second half of the day that the Fisheries
11 3 finishes and then the next day. So it would
12 be reduced to a day and a half meeting.

13 My vision is indeed that those
14 telephone conferences during the spring would
15 knock out many of the issues and we would keep
16 the Working Group on ESA issues separate. So
17 I think we're on the same page on that.

18 As far as potential topics for
19 those subjects, I've also got MAFAC finding a
20 voice and role in Managing Fisheries 3 on both
21 aquaculture and recreational fisheries and
22 we'll need to continue a dialogue with NOAA

1 leadership on that.

2 The Certification Working Group
3 would obviously be one of the topics for the
4 next meeting and I'd like everybody to be
5 thinking about topics for that next meeting.

6 Mark, do you have specific things
7 on that next meeting? I know you've got the
8 boxes and the checklists up on the screen
9 there.

10 DR. HOLLIDAY: So we had conducted
11 a Doodle poll to look at - and that's what's
12 up on the board there - what the time and
13 places would be for the 2013 meeting so we
14 could try to save those dates.

15 I think that if we take it
16 sequentially we wanted to confirm whether or
17 not it was the preference of the committee to
18 be coincidentally at the Managing Our Nation's
19 Fisheries 3 conference in May and then
20 determine what our fall meeting would be,
21 which would be located presumably outside the
22 Washington area, consistent with one meeting

1 in D.C. and one meeting in the field in any
2 given year.

3 So how did you - I just want to
4 make sure I'm answering the question you
5 wanted me to address. Confirmation of
6 Managing Our Nation's Fisheries 3 first and
7 then the fall meeting and -

8 CHAIR RIZZARDI: Yes. So we're
9 okay with - so Managing Fisheries 3 would be
10 first meeting next year. That's - Patty?

11 MEMBER DOERR: Not to throw a
12 wrench into all of your planning but I don't
13 see the Friday, May 10th, up there as an
14 option.

15 So, personally, it works for me
16 but I don't know sort of if it still works for
17 everybody else in terms of whether or not we
18 can do a meeting on that Friday.

19 DR. HOLLIDAY: Right. So
20 originally we were looking at the day before
21 the meeting, that - the 6th, as the MAFAC day.
22 That's why I don't think we included Friday.

1 But at the time we weren't
2 thinking ahead that the Managing Our Nation's
3 Fisheries 3 is only a half day on Thursday and
4 so that kind of opened up - opened up another
5 alternative that we hadn't originally
6 considered when Heidi sent out the Doodle poll
7 or whoever sent out the Doodle poll.

8 I think the - I mean, we can go
9 back and put the tenth day in - the day of the
10 10th there to confirm, particularly since
11 we've lost a number of members at this meeting
12 and six people weren't here.

13 But conceptually is the idea of
14 meeting, notwithstanding Phil's comments and
15 others about the length of the meeting and the
16 hassle of doing so, but to try to meet
17 coincidentally there or we have these other
18 dates that we polled.

19 So if we can get your sentiment on
20 that and we can confirm who would - who
21 precisely wouldn't be available for a Thursday
22 afternoon, Friday MAFAC meeting.

1 Alan pointed out that the CCC is
2 also going to be meeting. The Council
3 Coordination Committee meeting is split.
4 They're going to start on Monday and they're
5 going to pick up on Friday - Thursday
6 afternoon and Friday as well.

7 So there's a lot of activity going
8 on in addition to these other important Hill
9 meetings Phil mentioned.

10 MEMBER WALLACE: Yes. I
11 personally like the idea of having it that
12 week and if we can get a day and a half for
13 one extra night then that's well worth it.

14 Then that makes it a much more
15 efficient, from a NOAA financial point of
16 view, than doing it any other way.

17 And so I'm in favor of that and,
18 you know, most of us can - that far ahead can
19 play with our schedules so we can make
20 ourselves available.

21 MEMBER CHATWIN: I just want to
22 say that I also support the idea of having it

1 concurrent or adjacent to the Fisheries
2 conference.

3 CHAIR RIZZARDI: Anybody feel
4 strongly the other way? Okay. So let's try
5 about the fall. What can we - what are we
6 going to do about fall meeting, Mark?

7 DR. HOLLIDAY: So there were two
8 dates that didn't - that had the fewest
9 conflicts were starting on October 22nd, which
10 is a Tuesday.

11 This would be for the traditional
12 three-day meeting - Tuesday, Wednesday,
13 Thursday, travel on Monday and Friday.

14 So there were three people who
15 couldn't make that meeting and the second
16 least or the least offensive was Tuesday
17 beginning on November 5th, 6th and 7th where
18 two members who were polled indicated they
19 couldn't make it.

20 So there's no date that there
21 wasn't a conflict at all of the 14 different
22 choices that were out there. Those are both

1 in the next fiscal year.

2 That could be an advantage because
3 the May meeting will be an expensive one and
4 we're meeting - we've saved quite a bit of
5 money and I thank you for being willing to
6 come to D.C. for this meeting.

7 This fiscal year we've saved quite
8 a bit of money and that was intentional to try
9 not just to be prudent with money but to put
10 that money towards the May meeting where we'll
11 have, you know, additional days of per diem
12 and conference registration \$250 per person to
13 pay, et cetera.

14 So that'll be a costly meeting in
15 May. So of those two dates I don't know.

16 The first October meeting Larry
17 Simpson, Henry Sesevasera and Randy, I think
18 both the commissions have conflicts with their
19 meetings then. You're shaking your head.

20 MS. LOVETT: Yes. I'm not sure
21 what their conflicts were exactly because
22 these dates avoided. But they had some

1 conflict. They avoided the meetings of the
2 commission and councils.

3 DR. HOLLIDAY: So I stand
4 corrected. It's not - it's not the commission
5 meeting but they had some other personal
6 conflict that they put down there.

7 And then the other - the two other
8 members for the November date were Michelle
9 and Henry had come - had stated conflicts.

10 So in terms of the least
11 conflicted meetings those are the two dates in
12 the fall for a meeting.

13 CHAIR RIZZARDI: Any other
14 commentary on the meeting dates?

15 MEMBER CHATWIN: Yes. I can't
16 remember what I answered for Tuesday the 5th.
17 We have a board meeting the week of the 12th
18 always and the week before the board meeting.

19 DR. HOLLIDAY: You said yes.

20 MEMBER CHATWIN: I said yes? 22nd
21 is great for me and the 5th I'd probably have
22 to change that to a no.

1 Sorry, so I apologize for that.

2 But I'm not going to be around for the 5th.

3 MEMBER WALLACE: We'll miss you.

4 MEMBER CHATWIN: I think that
5 might help make the decision.

6 CHAIR RIZZARDI: So, Mark, on the
7 first day when we had Dr. Lubchenco here one
8 of the things that got omitted was the
9 executive director report which includes our
10 table of work plan and status of items.

11 Was there anything on there that
12 you wanted to make sure got hit upon or should
13 we just put that one off?

14 DR. HOLLIDAY: Keith, I think we
15 did a pretty good job tracking it. Again,
16 what we're talking about is the action table
17 that's posted on the members only side of the
18 website where for each meeting we list the
19 action items and then we have comments about
20 who it was assigned to, the status, and if
21 it's complete or incomplete.

22 So for the - for the May meeting

1 output - outcomes we've described them all.
2 I think we're in good shape with respect to
3 the items that we were requested to do in
4 terms of sending letters and conveying the
5 motions and the recommendations to GAO, to the
6 Secretary, to NOAA. And so I think we're -
7 we're not behind on anything.

8 The one - the one that was listed
9 as incomplete was related to the Governing
10 Coordinating Committee of the National Ocean
11 Policy Committee to convey comments that we
12 had previously made on the NOP - the National
13 Ocean Policy - to them.

14 It seemed at the time that it was
15 overtaken by events because the - there was
16 another iteration of the actual implementation
17 plan.

18 So sending the prior comments was,
19 in my view, overtaken by events and I've
20 talked to Micah, who's a member of the GCC and
21 also a member of MAFAC, to try to schedule a
22 time at a next GCC meeting where he could

1 broach the idea of greater collaboration
2 between the GCC and MAFAC on these issues that
3 cross over both of them.

4 So more a prospective linkage to
5 the GCC rather than transmitting comments from
6 18 months ago on draft strategies that have
7 now already been published and implemented.
8 So that's an outstanding activity yet to be
9 completed.

10 CHAIR RIZZARDI: I just happened
11 to see an email pop up, just to let you know
12 how timely some of the stuff we're working on
13 is.

14 E&E reported today 500 chefs and
15 restaurant owners urge traceability standards
16 came out. So I think that was one of many
17 successful topics that we've talked about at
18 this meeting.

19 We had a very productive series of
20 conversations. So is there any other business
21 for our meeting?

22 In the past what's happened on

1 that is you usually had to assess locations
2 and figure out ideal dates to optimize costs.

3 Do you still need that
4 flexibility? Because we can just tell people
5 right now we're talking a year out.

6 Mark both of those dates as
7 placeholders and then within a couple of weeks
8 you tell us which one it is.

9 DR. HOLLIDAY: So I'm hearing why
10 don't we do this as a second stage, just those
11 two dates, and confirm that we're going to
12 lock in one of those through a secondary
13 Doodle poll and any additional information on
14 - that we would garner on preference
15 financially we would incorporate into that.

16 So if that's okay we'll follow up
17 with a refined Doodle poll. Ted, I don't
18 think we have your feedback in this poll but
19 we'll make sure we get it in the next one. We
20 do have Columbus' view so we'll make sure we
21 try to get everybody's updated schedules and
22 we'll lock in those dates.

1 But we're good for May as far as
2 we can tell and we'll pick one of these two
3 dates and we'll get the Doodle poll out to
4 help confirm that.

5 CHAIR RIZZARDI: Dave?

6 MEMBER WALLACE: Not to belabor
7 the fact do you have any idea where we would
8 go next fall?

9 CHAIR RIZZARDI: Tuesday the 5th
10 it is.

11 MEMBER WALLACE: Washington, D.C.
12 it is.

13 DR. HOLLIDAY: I mean, with the
14 new rules on travel and being - you know, the
15 perceptions about government travel are not
16 going to go away.

17 So I think we just need to be
18 mindful of not going to Las Vegas. You know,
19 there are places where I would suggest we not
20 try to go but I think, you know, San Diego is
21 certainly a legitimate venue because we have
22 facilities in La Jolla and we have MAFAC

1 members there.

2 So East Coast, I mean, we had - we
3 had planned for this meeting to be in the
4 Northeast. Unfortunately, it didn't pan out
5 that way. But I don't have any recommendation
6 to you at this point.

7 We would like to try to find a
8 place that has either a government facility -
9 meeting facility space - so we don't have to
10 deal with hotels.

11 I mean, we saved I think something
12 on the order of \$6,000 just on audio/visual
13 support because we brought all of our own
14 equipment into this room and didn't have to
15 rent anything from a hotel. It's really
16 unconscionable what they charge. It's like an
17 airline.

18 You pay lots of fees to do things
19 in hotels. And so if we can find a federal
20 facility that gives us the room for free or
21 low cost and bring our own materials we can
22 save considerably over a hotel conference or

1 a ballroom.

2 CHAIR RIZZARDI: Dave.

3 MEMBER WALLACE: And I would just
4 like to thank you, Mark, for the PA system
5 because it - you know, when we get a whole
6 room full of people and somebody way in the
7 back has a really soft voice it becomes really
8 difficult to hear what's going on.

9 And so, you know, I appreciate
10 that and it made a big difference as far as
11 I'm concerned.

12 CHAIR RIZZARDI: Following up on
13 that, before we close out I just want to say
14 I think the whole process of setting up this
15 meeting was one of the smoothest I've been a
16 part of.

17 So Mark and Heidi and Josh at the
18 staff level, thank you so much for the extra
19 efforts. Stuff got posted early on the
20 website. The speakers were excellent and on
21 point.

22 People were confirmed early. You

1 know, we had our topics in order. It was a
2 really smooth process and I really appreciate
3 the level of staff support we had.

4 DR. HOLLIDAY: Well, thanks,
5 Keith. We had a lot of help. Laurel
6 certainly was instrumental in helping get the
7 panels together.

8 Jim McCallum on my staff was also
9 essential in organizing things. So it's a
10 team effort and I appreciate the
11 acknowledgment on behalf of the NOAA folks.

12 CHAIR RIZZARDI: Do we have a
13 motion to adjourn?

14 MEMBER WALLACE: So noted.

15 MEMBER DOERR: Second it.

16 CHAIR RIZZARDI: Any opposition?
17 Safe travels, everybody. Thanks, everyone.

18 (Whereupon, the above-entitled
19 meeting adjourned at 3:53 p.m.)
20
21
22

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This is to certify that the foregoing transcript

In the matter of: Marine Fisheries Advisory Committee

Before: DOC/NOAA

Date: 10-25-12

Place: Silver Spring, MD

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