

TRANSCRIPT OF PROCEEDINGS

IN THE MATTER OF:)
)
MARINE FISHERIES ADVISORY)
COMMITTEE MEETING)

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Date: October 15, 2015

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UNITED STATES DEPARTMENT OF COMMERCE
NATIONAL OCEANIC AND ATMOSPHERIC ADMINISTRATION

IN THE MATTER OF:)
)
MARINE FISHERIES ADVISORY)
COMMITTEE MEETING)

Elm I and II Meeting Room
Sheraton Silver Spring Hotel
8777 Georgia Avenue
Silver Spring, Maryland

Thursday,
October 15, 2015

The parties met, pursuant to the notice, at
9:00 a.m.

PARTICIPANTS:

MAFAC MEMBERS:

- MR. KEITH RIZZARDI, Chairman
- MS. JULIE MORRIS, Vice Chair
- MR. EDWARD P. AMES
- MS. TERRI LEI BEIDEMAN
- MS. JULIE BONNEY
- MR. DICK M. BRAME
- MS. HEATHER BRANDON
- MR. COLUMBUS H. BROWN, SR.
- MR. PAUL CLAMPITT
- MR. PHILLIP DYSKOW
- MR. KEN FRANKE
- MS. LIZ HAMILTON
- MS. MICAH MCCARTY
- MR. MIKE OKONIEWSKI
- MR. ROBERT RHEAULT
- MR. VA'AMUA HENRY SESEPASARA
- MR. PETER SHELLEY

PARTICIPANTS: (Cont'd)

EX OFFICIO MEMBERS TO MAFAC

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MR. DAVID DONALDSON
MR. RANDY FISHER
MS. EILEEN SOBECK

NOAA STAFF & CONTRACTORS:

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MS. LISA COLBURN
MR. PAUL DOREMUS
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DR. NICOLA GARBER
MR. ROGER GRIFFIS
MR. CLIFFORD HUTT
MS. HEIDI LOVETT
MS. SABRINA LOWELL
MS. JENNIFER LUKENS
DR. RICHARD MERRICK
MS. PAT MONTANIO
MS. WENDY MORRISON
MR. SAM RAUCH
MR. MICHAEL RUBINO
MS. DONNA WIETING

OTHER PARTICIPANTS:

MS. PAT CAMPFIELD
MR. RICHARD B. ROBINS

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P R O C E E D I N G S

(9:03 a.m.)

1
2
3 CHAIRMAN RIZZARDI: Good morning. Welcome
4 back. Thanks for all the hard work yesterday and
5 subcommittee deliberations. I'm excited to start my
6 last day.

7 I'm sad about it too, but I am actually
8 quite optimistic that we're going to get a lot of work
9 done fairly quickly. I'm anticipating that we're
10 going to have some discussion on resilience, but also
11 that we may be moving the committee discussions up to
12 this morning. We have a briefing after that with
13 Laurel Bryant and Rebecca Ferro on NOAA communications
14 and outreach, and we may be moving to close out,
15 hopefully by lunchtime. That's sort of my goal for
16 the day.

17 So we'll see if we're on path. I talked to
18 some of the subcommittee chairs and I understand that
19 we're in pretty good shape, and the first report out
20 is from Terri. Our first item today is the MAFAC
21 Brainstorming and Coastal Resilience, so what we've
22 got is a series of recommendations from the
23 subcommittee, and then the opportunity for some open
24 discussion on expansion of these ideas as the
25 Committee sees fit. Terri.

1 MS. BEIDEMAN: Okay. So the committee, ad
2 hoc committee, met yesterday to discuss what is the
3 very broad, in our view, idea of trying to do coastal
4 resilience and how do we fit in to that, and to try to
5 come up with some manageable ideas that we could get
6 started that could help. So one of the items that we
7 have been given for materials was the draft Habitat
8 Enterprise Strategic Plan.

9 And so the first project for the actual ad
10 hoc group -- and by the way, anyone who would like to
11 be a member of that let me know and I'll put your name
12 on the list, even if you couldn't attend yesterday --
13 was to review that and provide some specific
14 suggestions on priorities. And I don't know, did we
15 find out any comment deadline on that?

16 MS. LUKENS: Currently the comment period
17 ends on October 27th. So that's a very short time
18 frame. They're willing to extend it a little bit more
19 if MAFAC feels that they can be able to do that. But
20 that's --

21 MS. BEIDEMAN: Oh, okay. All right. So,
22 okay. So we'll see what we can do without the swap
23 days. Maybe we can plan a conference call and have
24 some conversation. I don't think we'll be able to
25 bring it back, necessarily to the full group, but

1 maybe the ad hoc could put something together to
2 circulate and see.

3 MS. LUKENS: They're willing to extend it to
4 November.

5 MS. BEIDEMAN: Okay. Oh, that gives us a
6 little more space.

7 CHAIRMAN RIZZARDI: So, Terri, historically
8 the way we've handled that is, you know, members can
9 have informal conversations and sort of work up an
10 underlined strike-through draft of a document, but
11 then there is a noticed conference call that functions
12 as a MAFAC meeting.

13 MS. BEIDEMAN: Okay.

14 CHAIRMAN RIZZARDI: So then you could have
15 the meeting and the members on the call would be able
16 to approve the comments that they recommended.

17 MS. BEIDEMAN: Okay. So be on the lookout
18 in your e-mail for this information to come through.

19 MS. LUKENS: And one point of information,
20 that notice has to be at least two weeks in the
21 Federal Register before a conference call can be
22 accepted.

23 MS. LOVETT: Right. Exactly. A notice has
24 to be published two weeks in advance. So if this is
25 -- it would be good to present this date right now.

1 CHAIRMAN RIZZARDI: Let's let them --

2 MS. LOVETT: If you all can find the time
3 and date you think is best, and make a decision now on
4 when that might be, that would be, that would move it
5 all forward.

6 CHAIRMAN RIZZARDI: So November 10 is a
7 Tuesday, November 9 is a Monday.

8 MS. BEIDEMAN: Okay.

9 CHAIRMAN RIZZARDI: November 9 is Monday.

10 MS. BEIDEMAN: Oh, you have to have it two
11 weeks ahead of that for notice, right?

12 MS. LOVETT: So essentially, I need three
13 weeks to -- I have to get it drafted, approved, and it
14 has to be submitted and it takes a few days before it
15 actually gets published. So a three week window is
16 best to make that happen.

17 MS. BEIDEMAN: So let me pose it a different
18 way. What's the last day that we have to get this
19 done?

20 CHAIRMAN RIZZARDI: November 10 is the last
21 day for comments. It's a Tuesday.

22 MS. BEIDEMAN: Right. No, but the last day
23 that she needs for all the notice and whatever work
24 she needs to do.

25 CHAIRMAN RIZZARDI: But then it's got to go

1 in on Monday?

2 MS. LUKENS: It has to go in next Monday,
3 probably.

4 CHAIRMAN RIZZARDI: Oh, it probably has to
5 go in on Monday the 19th.

6 MS. BEIDEMAN: Okay.

7 CHAIRMAN RIZZARDI: So it's like working
8 backwards.

9 MS. BEIDEMAN: So November --

10 CHAIRMAN RIZZARDI: In order to have the
11 meeting for --

12 MS. LOVETT: That's very doable. That's
13 fine. Monday or Tuesday would work.

14 MS. BEIDEMAN: Okay.

15 MS. LOVETT: So start a notice to get
16 signatures and start the process.

17 MS. BEIDEMAN: Okay.

18 CHAIRMAN RIZZARDI: So, Terri, just trying
19 to be helpful, can we agree on a date as a committee?

20 MS. BEIDEMAN: Okay.

21 MS. LUKENS: It's got to be November 6th
22 or --

23 CHAIRMAN RIZZARDI: Sixth is a Friday, ninth
24 is a Monday.

25 MS. LOVETT: November the 9th. It's got to

1 be one of those two days.

2 CHAIRMAN RIZZARDI: For you.

3 MS. LOVETT: No, no, just for three weeks.

4 CHAIRMAN RIZZARDI: Yeah.

5 MS. LOVETT: If we're talking about three
6 weeks.

7 CHAIRMAN RIZZARDI: Right. I agree.

8 MS. LUKENS: Yeah.

9 CHAIRMAN RIZZARDI: I think you're talking
10 the 6th, the 9th, or the 10th.

11 MS. BEIDEMAN: Okay. And that would give
12 time to review it. So how about if we give more time
13 and how does the 6th work? People have reviewed it.
14 It shouldn't necessarily take a lot of time to go
15 through. Does the 6th work? What's a good time for
16 everybody? I know we're --

17 MS. LOVETT: So the afternoon, no later than
18 2:00. I don't know with the time change, when that's
19 happening and how that affects John. But he's right
20 now six hours behind us. So he'll be five hours
21 behind us. So just -- and you, what time is good for
22 you? You're seven hours behind?

23 MR. CORBIN: Seven.

24 MS. LOVETT: You're seven now and with the
25 time change we'll have you six hours behind, or stay

1 seven?

2 MR. CORBIN: It was six.

3 MS. LOVETT: It was --

4 MR. CORBIN: It will be six.

5 MS. LOVETT: It will be six. So 3:00 is a
6 good time, anyway.

7 MS. BEIDEMAN: Okay.

8 MS. LOVETT: To accommodate time zones.

9 MS. BEIDEMAN: How does that work for
10 everyone who would like to participate? So,
11 November --

12 CHAIRMAN RIZZARDI: Bob says no.

13 MS. BEIDEMAN: Who?

14 MR. RHEAULT: The 9th would work.

15 CHAIRMAN RIZZARDI: Bob likes the 9th, he
16 doesn't like the 6th.

17 MR. RHEAULT: I can't.

18 MS. BEIDEMAN: Okay.

19 MR. RHEAULT: That afternoon is tough for
20 me.

21 MS. BEIDEMAN: The comment period is due --
22 closes the next day, so we would have to get
23 everything done. There would be no --

24 CHAIRMAN RIZZARDI: Well, in order for that
25 conference call to be effective we're really going to

1 have to have draft language for the Committee to look
2 at by then anyway.

3 MS. BEIDEMAN: Sure.

4 CHAIRMAN RIZZARDI: You're talking about
5 having the members get together, send some e-mails
6 back and forth, have a work -- a marked up version of
7 the document that reflects people's individual
8 thoughts, and then you would have it be ratified by
9 MAFAC so that he could submit it to the Habitat
10 Office.

11 MS. BEIDEMAN: Okay. So all of that work
12 has to get done before the 6th, at 3:00.

13 CHAIRMAN RIZZARDI: Bob is asking for Monday
14 the 9th.

15 MS. BEIDEMAN: You want the 9th? How does
16 that work for everyone else? Is the 9th acceptable?

17 CHAIRMAN RIZZARDI: And given that one of
18 the tasks is squarely on Bob's shoulders for down the
19 road, it's probably good to have him. Four works?

20 MR. RHEAULT: I could do 4:00 on Monday.

21 MS. BEIDEMAN: Four?

22 MS. BONNEY: I can make the 9th work.

23 MS. BEIDEMAN: On the 9th. Four o'clock?
24 How does that work? Okay.

25 MS. LUKENS: And we can have somebody from

1 our habitat office who worked on the strategic plan
2 available on the call in case there's questions or
3 anything like that if you'd like to have one there.

4 MS. BEIDEMAN: Okay. That would be helpful.

5 MS. LOVETT: I'm sorry. We're meeting
6 November 9 at --

7 MS. BEIDEMAN: 4:00 p.m.

8 CHAIRMAN RIZZARDI: Eastern.

9 MS. LOVETT: Okay.

10 MS. BEIDEMAN: Eastern. Regular time, I
11 think, by then.

12 MR. RHEAULT: Can you notice that for an
13 hour and a half?

14 MS. LOVETT: Yes.

15 MS. BEIDEMAN: Standard time.

16 CHAIRMAN RIZZARDI: Four o'clock on the 9th
17 of November.

18 MS. BEIDEMAN: Okay. So that's for the ad
19 hoc working group.

20 CHAIRMAN RIZZARDI: For the Habitat
21 Enterprise Strategic Plan.

22 MS. BEIDEMAN: In addition we tried to come
23 up with some ideas that we could present to some of
24 our task force, utilizing their experience and
25 expertise, and trying to fill in and answer some of

1 the questions that have been requested of us to look
2 at. So we discussed some things that we could do with
3 the aquaculture task force and we relied a lot on Bob
4 to try to help frame what sorts of things we could do.

5 And so we came up with that section, which
6 would basically discuss, you know, what sort of role
7 aquaculture -- how can aquaculture increase the
8 resilience of stocks at ecosystems or communities to
9 climate change, building on the conclusions of the
10 managing our nation's fisheries, three and other
11 literature and MAFAC documents.

12 And we asked them to try to identify
13 specific fisheries or ecosystems, communities, that
14 are highly vulnerable, but where aquaculture could
15 produce significant, rapid, and beneficial effects
16 given the risk of ocean acidification, temperature
17 changes, or sea level. You all can read so I won't
18 summarize.

19 Please identify specific examples. For
20 example, stock enhancement, coastal reproduction, et
21 cetera, including international examples if available,
22 recognizing many countries are ahead of us on
23 aquaculture, and that we might learn from them on
24 that. So that was a project that Bob felt that the
25 task force could handle in the time frame which would

1 be before our next meeting. That's in the spring. So
2 this would be charged to them. Julie?

3 MS. MORRIS: Well, so it seems like we heard
4 a presentation on Tuesday about a system for figuring
5 out which fisheries and communities were highly
6 vulnerable. And this seems like we're asking the
7 aquaculture task force to do that work. It seems like
8 they shouldn't be charged with -- I mean, they
9 shouldn't be charged with figuring out which
10 ecosystems and fishing communities are highly
11 vulnerable.

12 So it seems like there's like a sequencing
13 problem here. It seems like they can generate ideas
14 about where aquaculture could help mitigate that
15 vulnerability but they shouldn't be charged with
16 figuring out which is vulnerable. And this seems to
17 say, am I misunderstanding it, that they will
18 determine what's vulnerable?

19 MS. LUKENS: I think we didn't have a lot of
20 time to wordsmith this yesterday but I think really
21 the focus and what is really -- to work on where --
22 what those tools are or resources that aquaculture
23 could bring to making a community more resilient.

24 And I think if there's anything that's
25 obvious in terms of a community that's highly

1 vulnerable, and pointing that out, I think was the
2 reason that the vulnerability language was in there.
3 I think you're right, we were not asking them to
4 identify the vulnerability. The vulnerable
5 communities are really where aquaculture would, you
6 know, help with resilience.

7 MS. MORRIS: So it's a more generalized task
8 than it appears in this language?

9 CHAIRMAN RIZZARDI: It's the "but" clause.

10 MS. MORRIS: Yeah.

11 CHAIRMAN RIZZARDI: That's to the "but"
12 clause. It's the work of the Committee and what
13 precedes the "but" is what's intended to be
14 information that's already available. So it's a
15 wordsmithing issue.

16 MS. MORRIS: So it might be --

17 CHAIRMAN RIZZARDI: We know that there is
18 already this list of highly vulnerable stocks and
19 highly vulnerable communities, and we have that
20 information. So the idea was for them to use the data
21 that they have in front of them and say, okay, now how
22 could aquaculture help for the places that are colored
23 red?

24 MS. BEIDEMAN: Perhaps we could say that,
25 you know, using the specific fisheries, ecosystems, or

1 communities that have been identified as highly
2 vulnerable, where could aquaculture produce
3 significant -- so just the word smithing.

4 CHAIRMAN RIZZARDI: I think Bob has a
5 proposal.

6 MS. BEIDEMAN: Yes, I'm sorry.

7 MR. RHEULT: That's okay. Just a couple
8 quick things. One is, this is really not a job for
9 the aquaculture task force to decide because the Task
10 Force is almost exclusively fin fish experts who were
11 assembled to comment on the Gulf Rule, where as a lot
12 of this is talking about habitat restoration,
13 potential culture of algae, potential culture of
14 oysters through their habitat value and shoreline
15 protection.

16 These are things that the Task Force is not
17 well situated to address. But we've got expertise on
18 the MAFAC and Pam and John and myself, to help
19 identify potential actions from around the world that
20 might be adopted to mitigate some of the risks. And
21 rather than identify specific communities at risk I
22 think we can talk more broadly and more generally
23 about some of the changes that are anticipated and how
24 some aquaculture activities might mitigate some of the
25 anticipated impacts, rather than talking about a

1 specific community at risk; be more general, more
2 broad brush going on international examples.

3 So it's not really an Aquaculture Task Force
4 job, but it's a MAFAC aquaculture expertise focus.
5 So.

6 MS. LUKENS: So does that speak to the
7 nature of maybe the resilience ad hoc group that we
8 had yesterday being able to reach out perhaps to some
9 members of the task force if needed for information or
10 input if you find that, but it really would be MAFAC
11 members instead of just specific task force?

12 MR. RHEAULT: Yeah. I don't think we're
13 ever really constrained from reaching out to others
14 with more expertise, you know. But, yeah.

15 CHAIRMAN RIZZARDI: So we're going to change
16 that from a project for the aquaculture task force to
17 a project for the ad hoc working group.

18 MS. MORRIS: I'm sorry. What's the
19 aquaculture ad hoc working group?

20 CHAIRMAN RIZZARDI: Not an aquaculture.
21 It's --

22 MS. LUKENS: It would be resilience.

23 CHAIRMAN RIZZARDI: The resilience. Be an
24 ad hoc working group --

25 MS. MORRIS: Thank you.

1 MS. LUKENS: They met yesterday.

2 CHAIRMAN RIZZARDI: -- on resilience that
3 met yesterday.

4 MS. MORRIS: Thank you.

5 MS. LUKENS: We have a lot of groups.

6 MS. LOVETT: I was going to add text, and as
7 that background look at the key environmental effects
8 that Lisa Colburn spoke about. Is that -- which you
9 started to talk about. Is that still of interest to
10 add or not?

11 CHAIRMAN RIZZARDI: Yeah, I'd like to
12 suggest, maybe, that where it says, "Please identify,"
13 just strike please identify through the R.

14 MS. LUKENS: I'm sorry. I didn't hear you.

15 CHAIRMAN RIZZARDI: Please identify a number
16 of specific fisheries, ecosystems, or communities that
17 are. Strike that phrase, please. Higher.

18 MS. LUKENS: Higher. Okay.

19 CHAIRMAN RIZZARDI: Up higher. Right below
20 the hyperlink.

21 MS. LUKENS: Oh.

22 CHAIRMAN RIZZARDI: Right below the
23 hyperlink.

24 MS. LUKENS: Got it.

25 CHAIRMAN RIZZARDI: There you go.

1 MS. LUKENS: I'm sorry.

2 CHAIRMAN RIZZARDI: Please identify, at R.
3 Delete all that, replace it with, "And using data -- "
4 or, "using information." Right. And then strike,
5 "But work and aquaculture," "Community vulnerability,"
6 comma.

7 Delete some of the words so it says, "Where
8 could aquaculture produce." "Where could
9 aquaculture." Julie, does that resolve your concerns?

10 MS. MORRIS: Yes, thank you.

11 MS. BEIDEMAN: Does anyone else have any
12 issues with that particular charge?

13 (No response.)

14 MS. BEIDEMAN: Okay. So moving down to the
15 project that we discussed to try to ask the Task Force
16 Climate Marine Resources --

17 MR. RHEAULT: Can you speak up a little,
18 Terri?

19 MS. BEIDEMAN: Oh, I'm sorry. I'm usually
20 quite loud.

21 (Laughter.)

22 MS. BEIDEMAN: Nobody ever asks me to speak
23 up louder. The project that we discussed for the
24 climate, and we spent some time trying to hone this
25 down because there was an awfully lot of things that

1 we could request. And we kept coming back to data
2 gaps and the need for trying to see what we can do
3 about projecting, what will happen, and how that could
4 help our coastal communities and resilience in general
5 by being able to have a little more forecast.

6 So this is the charge that we came up for
7 it. I guess the sentence first is just the sentence
8 that says a fact. And then we -- stock abundance,
9 fishery distribution, aquatic ecosystems, and fishery
10 communities will be affected by the changing climate.

11 And then we asked if they could please offer
12 recommendations to fill gaps in the existing
13 scientific and economic data, and to expedite the
14 analysis of data. Potentially I guess we were asking
15 if we could find better ways. We weren't asking them
16 to expedite it, but better ways to expedite the data
17 analysis.

18 So, and to forecast changes over time to
19 empower not only fishing communities, managers, and
20 councils to make rapid decisions and adapt to the
21 changing climate. And if they could identify
22 examples, including international examples.

23 So to find out where we need the information
24 I would get it to managers and fishery communities,
25 fishermen, councils, quickly so that decisions could

1 be made as things change. So, discussion? Concerns?

2 MS. LUKENS: Did you -- I wanted to add, I
3 think that we hoped -- there was one new suggestion
4 yesterday that she had that got us into this language
5 about looking at positive ways or models of things
6 that provide for that flexibility or that rapid
7 expedition of the analysis of data to get into
8 management, looking at positive examples, recognizing
9 that maybe you can't change the whole fishery
10 management council process, but highlight places where
11 there are flexibilities and workings in play to make
12 that available to everybody.

13 MS. BEIDEMAN: Julie.

14 MS. MORRIS: Building on what Jennifer is
15 saying, it seems like the Climate and Marine Research
16 Task Force was really structured to comment on the
17 climate sign strategy. Is that right?

18 MS. LUKENS: That's part of it, but there is
19 another -- Heidi do you want to talk about, I mean,
20 what --

21 MS. MORRIS: Are they also have a good skill
22 set for this whole management and flexible management
23 and nimble management part of the task? They do?

24 MS. LOVETT: It's a pretty diverse group of
25 people and they had three tasks ahead of them. And

1 the third one they hadn't even embarked on, and it did
2 deal with identifying and looking at socioeconomic
3 issues in communities. And so that's one part.

4 After the meeting that we did hold, the
5 workshop we held, a lot of information I think has
6 already been generated by the group that might address
7 part of this, and was submitted as part of the climate
8 science strategy. But they were marching off on, and
9 providing input on management ideas and thinking about
10 that. They didn't necessarily have all the answers,
11 but they brought up a lot of issues that weren't
12 strictly speaking, tied to a science enterprise.

13 So I think they do have a lot of the skill
14 sets and expertise to be able to address this.

15 MS. MORRIS: So I was going to suggest that
16 maybe this be broken into two tasks, the science task,
17 and that be the Climate and Marine Research Task
18 Force, but that the other task that has to do with,
19 you know, looking at how our fisheries management
20 system can more quickly or appropriately react to the
21 climate science might be a separate task and there
22 might be part of the charge to the Recreational
23 Committee and the Commerce Committee of MAFAC to maybe
24 interacting with the task force ideas.

25 But I think our own committees can really

1 ground truth these great ideas that are coming from
2 outsiders that would be provocative. But we'd need to
3 have our own expertise sort of interacting with them
4 on that in order to figure out, is there a pathway to
5 get from where we are now to the --

6 MS. LUKENS: So with that, in the later one
7 that's dealing with the management models, that would
8 be -- you talked about the two communities that we
9 have under MAFAC doing that. Would it be more of the
10 Ad hoc Committee that we have on resilience with
11 members from both of those committees charged with
12 that, and then engaging with the Marine Research's
13 Task Force as needed on that second task. Is that --

14 MS. MORRIS: I don't know.

15 MS. BEIDEMAN: Keith. I saw Keith.

16 CHAIRMAN RIZZARDI: I just want to point
17 out, the folks who are on this task force do have some
18 depth in fishery management council process. And I
19 don't think there would be any harm in letting them
20 take a first crack and having them send something to
21 MAFAC because I think, Julie, you have every
22 opportunity at that point with their document to
23 change, modify, do whatever you need to. I'd also
24 point out that MAFAC members can participate in those
25 Climate Task Force meetings.

1 So I don't think it does any harm to let it
2 go to them first. I do like your idea of breaking it
3 out into a part 1 and a part 2. I think that does
4 make a lot of sense to separate it. So I'm just
5 trying to give you a hybrid way to achieve what I
6 think you're striving for, which is separating the
7 science and data gap piece from the equipping of the
8 communities, managers, councils to adapt. And those
9 are two important distinct concepts.

10 MS. BEIDEMAN: Peter.

11 MR. SHELLEY: I'm just, I'm trying to,
12 number one, distinguish what we're going to be doing
13 on the science side here from what we already did
14 looking at the climate, signs, strategy. It's not
15 clear, you know, where this picks up or, you know,
16 what more would be expected.

17 Or what's more, I guess maybe more
18 importantly, given Roger's comments, what more would
19 be useful to the agency. He expressed a fairly strong
20 sentiment that -- whether or not it's accurate, feel
21 pretty good about, in terms of you know, how the sign
22 side of things is emerging and moving forward in the
23 directions that it's taking, and that his real
24 interest was on the human management community side of
25 things and what do those user groups want from the

1 agency and it's science capability in the domain of
2 climate change.

3 So I'm just sort of -- I guess my focus then
4 is on the part one, focusing part one, and how is this
5 different from what we already did.

6 CHAIRMAN RIZZARDI: In the dialog it says,
7 please offer recommendations to fill gaps in the
8 existing scientific and economic data. So Roger
9 repeatedly emphasized the need for more -- for
10 focusing on gaps in the economic data, and better
11 understanding of the needs of the communities. Some
12 of our members, including Ted, who is obviously going
13 to speak next, and Mike, were also noting that we had
14 gaps in the science data and they were emphasizing
15 that point, so what you see is a reflection of the
16 discussion.

17 MR. SHELLEY: I'm just now rethinking, it
18 has a task.

19 CHAIRMAN RIZZARDI: I understand.

20 MR. AMES: Yeah, MNFS has incredible
21 database right now, and it can show these changes
22 occurring. If it were to take smaller portions of
23 this data set so that one -- so that various
24 communities could see where they were in the
25 progression of species change and warming, then that

1 would allow, for example, aquaculture to be producing
2 seed stock of the species that were going to be
3 appearing in these fishing communities, to start the
4 population events knowing that others would be
5 disappearing.

6 It's really just taking the same data set
7 that NMFS already has and taking smaller portions of
8 it so that you can see how it's affecting the
9 communities along that section of coast.

10 MS. MORRIS: So it seems like there's that
11 set of tasks, like the datas there, how do we put it
12 to use in terms of fishermen and anglers, strategies
13 to anticipate and prepare and be strategic about their
14 actions on their investments.

15 And then there is this other task that I
16 keep getting hung up on which is, how do you get the
17 counsel process to be nimble and flexible to take
18 advantage of information that is a different kind of
19 information that requires these quick strategic
20 decisions. So there's both. But getting the
21 information to the fishermen so that they can do
22 strategic things.

23 But then it seems like there's a separate
24 task about the management decision process that we
25 have and how to make it more nimble and able to

1 respond to this information.

2 MS. BEIDEMAN: Mike. Mike down there.

3 MR. OKONIEWSKI: Well, we talked about that
4 a little bit yesterday. It's one thing knowing
5 strategically how you're going to operate your
6 platforms to catch fish. Something else entirely
7 having the access points available through the
8 regulatory framework.

9 And that's where I think we may bog down and
10 you know, I think we just need to point that out. We
11 need to be nimble and flexible. Excuse me. All of
12 the above if we're going to approach this and be able
13 to make the changes in an expedited way, in some cases
14 to respond. So it's a little bit of conundrum, I
15 think, from the industry. So the fishermen probably,
16 if you give them the information and say the fish is
17 probably going to move north or, I don't know whatever
18 it is they're going to respond pretty quickly.

19 But being able to find the access, because
20 the natural -- it seems like the natural occurrence
21 that happens in the council part says, is any type of
22 uncertainty tightener, tightening ability to get the
23 access.

24 And so I'm just pointing that out because
25 after being around councils for 15 years now, which

1 isn't a long time in the big scale of things, but it
2 seems to be the prevalence reaction. I'm seeing some
3 people nodding their heads. So.

4 MS. BEIDEMAN: So I just want to butt in, I
5 guess, and say that I seem to hear that there's two
6 issues, so that it should be two facts that we lay
7 out. So we should find a way to divide this into
8 first the science part and the data gaps, and then the
9 recommendation. Or examples of management solution,
10 changes.

11 I'm a little bit behind the curve here. The
12 Climate and Marine Research Task Force is the go-to
13 group that we would prefer being discussing fishery
14 management issues. Is that true? Or is this truly
15 science?

16 CHAIRMAN RIZZARDI: There are climate
17 people.

18 MS. BEIDEMAN: The climate.

19 MS. SOBECK: So, I wasn't part of your
20 discussions yesterday. But you know, you're graveling
21 with everything that we're trying to gravel with, that
22 this is not an easy topic and it's really hard to pin
23 down.

24 You know, Keith was saying, are we looking
25 at our world with regards to emergency regulations?

1 You know, I'm not sure we are. I mean, I think we're
2 talking about a lot of graduated responses. Some of
3 them are kind of -- are going to be sort of longer
4 term. You know, the larger time is showing that the
5 stock is moving north.

6 You know, there's part of it, and part of
7 that is: how does that change annual catch decisions
8 or seasonal catch decisions over a relatively short
9 time? Some of it is, how does it change longer term
10 investment decisions. Are we trying to provide
11 information so people can make those kinds of longer-
12 term investments sooner rather than later. That
13 doesn't really need, you know, short-term, nimble
14 flexibility in the regulatory structure. That's
15 really outside of that.

16 I guess what I was sort of thinking in terms
17 of some of the management responses maybe, and I don't
18 have a lot of great ideas. I don't know as much about
19 the counsel process, but --

20 I was thinking something more along the
21 lines of thinking through whether in, you know, areas
22 there are approaches like we used in California -- but
23 I don't know if that's sardines or what, but we kind
24 of said; "okay, we know that it's cyclical and that
25 depending El Nino and the decayal, blah, blah, blah,"

1 you know that -- you know, if -- so there's likely to
2 be significant stock declines, not due to fishing
3 effort but if it gets below this level we
4 automatically, you know, this X, Y, Z conditions.

5 Again, you kind of divide -- you're sort of
6 saying, how do we devise a management structure now
7 that takes into account changes in the future? So
8 that you don't have to be constantly taking emergency
9 actions or annual actions. How do you devise a
10 flexible framework.

11 I'll take the liberty of using an ESA
12 example, which is, like or not, with the consultation
13 we did in Central Valley for both our species and also
14 the Fish and Wildlife Service consultation -- those
15 consultations were done almost 10 years ago, I think.

16 And they have not needed the initiation
17 consultation during these four really extreme drought
18 years, because they anticipated that there were going
19 to be drought years in the operation of -- you know,
20 in the California Central Valley. So you don't have
21 to micromanage and be flexible -- have the council
22 trying to act on a daily, weekly, seasonal basis to
23 come and think about frameworks that would have more
24 -- be more robust over the longer term.

25 And I think that's the kind of approach I

1 would be looking for. Now, again, what do we do to
2 help ease the pain in the short term? What do we do
3 in the middle term to get people thinking about
4 alternatives? What do we do in the long-term to help
5 inform longer term positions, and how do we come up
6 with not micromanaging, but coming up with dynamic
7 management tools? So I don't know if that helps or if
8 that just states the obvious.

9 MR. BROWN: And so I think through this
10 whole process a number of things that comes to my mind
11 is the policy question, and science question is: do
12 you expedite succession by pre-seeding an area beyond
13 his existing range. It's kind of like the question of
14 exotic species with the native species. And we feel
15 that, if things are going to continue on this path it
16 will likely be moving in this area.

17 But the question is, do we seed that area,
18 the species outside of its normal range because we
19 feel that it's going to get there. And that's an area
20 where there is some real science and policy questions
21 that need to be looked at associated with that.

22 MS. HAMILTON: Yeah, I just got a lightning
23 bolt from what our agency said. I've been thinking
24 about this and it's exciting to think about being more
25 responsive and more nimble in management. But there

1 are examples out there. The other one I'm thinking of
2 that's a council thing is, Coho has a matrix for
3 harvest that is based on ocean conditions.

4 And so all of a sudden I realized, we're
5 kind of already doing some of this. And we have
6 examples of how to make it work. So it doesn't -- I
7 mean, it just doesn't seem like such a big task
8 anymore when you look at it from that --

9 MS. BEIDEMAN: Okay. Mike.

10 MR. OKONIEWSKI: I totally agree with what
11 Eileen has said. But I was around, you know, when the
12 sardines came into Northwest Canada and watched them
13 go down the other way. We all knew it was going to
14 happen -- or it seemed like it would, predictable.

15 But I think in that particular case we're
16 talking about -- well, I'm focused on community
17 resiliency and basically the, a lot of the -- and it
18 didn't come from Nation Marine Fisheries, so don't get
19 me wrong. But a lot of the effort was made to say
20 we're overfishing and that's what caused the decline.

21 And then right away, we shouldn't be going after any
22 other pelagics. And I mean, without scientific
23 evidence, we shouldn't be.

24 But rather than just saying the overfishing
25 is causing the fault, that's where I see the issues.

1 And if there's not justification to be
2 harvesting a stock, we shouldn't harvest, period. But
3 if we have evidence that we can and we can bounce from
4 one species to another, be it by cyclic events or be
5 it by climate change, then I think we have to be able
6 to react because in the absence of one there's an
7 economic deficit going to hit a community. Or the
8 fleet. Or all of the above.

9 So that's where I think you need both. I
10 mean, it's kind of like if you can kind of give a
11 predictability or an outcome that you're probably
12 likely to see and you're planning for that,
13 strategizing for that, I agree totally. But also, I
14 think you need that nimbleness if there are other
15 stocks that look like it could fill the gap, so to
16 speak, economically for those communities. And that's
17 kind of what I'm speaking to.

18 MS. SOBECK: But I guess -- you know, I
19 don't pretend to understand the details. But I guess
20 my question is, can you devise a system that says,
21 "here's the matrix of what your choices are in a given
22 fishery, and if this stock crashes -- is crashing
23 because of climate factors and these stocks are
24 actually okay," now if you can put some floors or
25 ceilings or whatever --

1 I'm just saying, the more you can think
2 about -- we all know that operating under emergency
3 circumstances generally leads to poor decisionmaking
4 or poorly documented decisionmaking and we've often -
5 - you know, those are the kinds of management
6 decisions that get challenged, are often found
7 lacking, and often are difficult to explain to courts,
8 and lead to having to make up, you know, pay back you
9 know, it kind of ends up snowballing.

10 So I guess I'm just thinking, those ideas
11 all make -- maybe make sense and I'm just saying, so
12 think about those all and how you could articulate a
13 system ahead of time. And maybe we can't go there.
14 Maybe it's too complicated or it doesn't fit the
15 facts. And maybe, you know, again, it's sort of like
16 problematic.

17 You know, we do have that in councils. How
18 do you set a basic structure so maybe you would have
19 to make, you know, annual determinations but you could
20 do them within an existing framework that had already
21 been agreed upon, even though the specifics would have
22 to be looked at.

23 But then you wouldn't have -- you know,
24 because let's face it. The council system is not a
25 nimble system. And I don't think we're ever going to

1 get it to be one because it's always a two-step.
2 First the council has to act, and then the agency has
3 to act. So, you know, you've got to build that
4 clumsiness, which is there for good or for ill in to
5 kind of the decisionmaking tool.

6 MS. BEIDEMAN: Julie.

7 MS. MORRIS: Yeah. So it seems like in order
8 to -- you know, we already have samples of these
9 matrix decisions that are linked to ocean conditions
10 that are working within the Magnuson framework and so
11 it seems like we need to find the examples of things
12 that are already -- that already are --

13 MS. BEIDEMAN: Familiar.

14 MS. MORRIS: -- familiar and fit within the
15 system. We need the fresh ideas of outside experts
16 who are on the Climate and Marine Resources Task Force
17 people who are outside of the system and can think
18 more beyond the boundaries of what we usually think
19 about. We need the -- isn't there an annual meeting
20 of SSCs for the councils? We need to get them; we
21 need to reach out to them. Sustainable fisheries can
22 help us figure out the examples that there already are
23 and how to --

24 So I think that there's goals for many
25 entities who may not all be represented on the Climate

1 of Marine Research's Task Force for this task. And so
2 I think they have a role but I think that we should
3 think about getting the other key internal partners
4 together to work on this strategy.

5 MS. SOBECK: Could I ask one more thing,
6 which is, that all makes really good sense. You know
7 what would be really useful, I think, to us from you
8 guys, is identify who in the community would like what
9 information and how we can make it more likely that
10 they'll take it into account.

11 Because I think as somebody pointed out, we
12 actually have a lot of this information, but -- and I
13 forget who said it, you know, in terms of where to
14 fish this season, you know, people are going to go
15 where the fish is as long as they're allowed to do it,
16 right? I'm not really worried about that.

17 But in terms of encouraging folks in the
18 community to make decisions about, you know, vacation,
19 about where they're going to live or they're going to
20 take advantage of aquaculture opportunities or not,
21 you know, it's sort of what influences the likelihood
22 that people are going to be receptive to that? Who
23 are you targeting?

24 How could we bring those that information
25 that you're thinking about if we fill some of those

1 gaps, to the right people, because I really worry that
2 we actually have some of this information and that it
3 is just floating around in the stratosphere and we
4 don't get it out there to people who might be
5 interested or people see it and they're not motivated
6 to do the kinds of things that make sense to us here.

7 So any insight into that kind of, those
8 kinds of questions, I don't know, it would be useful.

9 MR. SHELLEY: I agree with that and we were
10 talking yesterday about, I think it's already been
11 said, something to the effect of we knew those
12 lobsters were going to be coming up three months early
13 in large -- I mean, we could have predicted that.
14 Maybe they did predict it and didn't say anything.

15 But in any event, that's the sort of thing
16 that I don't think the general populous or even the
17 informed public knows what the forecasting capability
18 would be and how it could be used to improve
19 fisheries. And I think it has the benefit -- and the
20 benefit of strengthening the value proposition of the
21 agency's full data collection enterprise in a way that
22 we don't have right now. And so I don't know how we
23 could help do something, but I agree that it would be
24 very important.

25 MS. SOBECK: Well, I think that's a

1 combination of like saying -- we sort of said, hey --
2 just so know internally, the agency, we said hey, we
3 know a lot right now about how you think El Nino is
4 going to work in the next three months.

5 How do we push that out? How do we talk to
6 potential user groups and the consumers of that
7 information on the West Coast in the next three
8 months? How do we tell them what we know now and
9 throughout the next three months.

10 So I think finding those audiences -- what
11 we could -- but then also if you know we have
12 information, who do we need to push it out to and how
13 do we push it out in a way -- what will make it useful
14 and interesting? I guess I would say the opposite
15 which is folks on Long Island know that there aren't
16 lobsters out there anymore.

17 Are they interested in aquaculture
18 opportunities or not? I mean, what would make it more
19 likely that they would be interested in us providing
20 that type of information?

21 MR. AMES: Well, one of the difficulties is
22 that fishermen are not aquaculturists. They don't
23 have the skill set. But I want to back up a little
24 bit in terms of creating this matrix of available
25 species.

1 Eastern Maine hasn't had any groundfish for
2 a quarter of a century now. But because our fleet of
3 fishermen fish seasonally for a suite of other
4 species, namely invertebrate species, it hurt
5 uncomfortably. But because they had access rights to
6 these other species they were able to shift. If you
7 create a matrix and don't consider how boats or
8 vessels can transfer among those species without
9 experiences great cost at trying to find access rights
10 or quota share, then the matrix system would fail.

11 You really have to have a system where
12 people can look at it and say, "yeah, if lobsters go I
13 can jump into the pollock fishery," or halibut
14 fishery, or clam brine or some other thing.

15 So the matrix component becomes really
16 valuable if along with it there is a mechanism that
17 allows people to share without saying, "well, I'm not
18 longer a fisherman. I have to be an aquaculturist or
19 a farmer or a plumber." That's tricky because the
20 investments that fishermen make are very large.

21 MS. BONNEY: So I'm just thinking about your
22 question. I think there's two possibilities you've
23 got as the top-down and the bottom-up approach. So
24 you know, in the North Pacific you have cooperative
25 fishing. They usually have several individuals that

1 are responsible for the co-op, so that would be an
2 easy conduit to go there and figure -- they would
3 understand how that affects their participants.

4 But then there's others that are so
5 fractured; I just don't think that there is anybody
6 responsible. You know, and so maybe there's a, you
7 know, top-down approach where, you know, someone is
8 reaching out and saying, you as a community are
9 vulnerable, and this is why.

10 So I think you have two sophistications.
11 One that, you know, is a large AFA cooperative
12 structure where you can get, being certain people and
13 they would be reactive. But then if you're talking
14 about the pot fishery in Kodiak, they're so
15 fragmented, the only way you're going to be --
16 somebody is going to have to hit them on the top of
17 the head and say, "hey!"

18 So it's difficult communication-wise.

19 MS. BEIDEMAN: Keith.

20 CHAIRMAN RIZZARDI: So, this conversation is
21 starting to sound like what happened to us at the
22 Committee yesterday. I mean, I know we could go
23 through the flow chart and show the pages and pages
24 and pages of dialog that we started to have.

25 But at the end of the day we still have to

1 figure out -- this is a work planning exercise.
2 What's the task, what are we trying to accomplish, and
3 I do continue to hear the same two themes, which is
4 one on sort of the data side, and another one on the
5 council response side.

6 And Julie's voice is resonating with me very
7 clearly that this concept could be divided into two
8 parts; that instead of exclusively listed as the
9 Climate Marine Research's Task Force, it's the task
10 force as well as the working group, as well as
11 outreach to other entities.

12 And I think all of those are really
13 important points, but at the end of the day, today, we
14 need to have an agreement on what our work plan is.
15 So I'm looking to all of you to help shape the text,
16 see if we can bring this over the finish line.

17 MS. BEIDEMAN: Julie.

18 MS. MORRIS: Well, I actually see, I'm
19 actually hearing a third thing now.

20 CHAIRMAN RIZZARDI: Okay.

21 MS. MORRIS: And that's this, how do we take
22 this good climate science and the forecasting ability
23 and get it to all of the interested parties. So
24 there's kind of a communication. Like how do we
25 bridge from the information to the people who can use

1 the information? And it's not just council
2 decisionmakers. It's the, you know, it's the
3 fishermen themselves, it's the corporations that are
4 investing in fishing. And so I think that there's a
5 third part.

6 CHAIRMAN RIZZARDI: Roger Griffis would
7 agree with you. That was a big part of what he said
8 yesterday too.

9 MS. MORRIS: Okay.

10 CHAIRMAN RIZZARDI: And he wants to empower
11 them to make the decision so they don't have to wait
12 for NOAA to tell them what to do.

13 MS. MORRIS: Right. So it seems like
14 there's -- we need to break it into three parts and
15 one is kind of a science gaps and both, you know,
16 science in the biological sense and socioeconomic
17 science in that sense too. Fill those gaps and then
18 there is this getting, bridging the communication gaps
19 so that all of the interested parties have access to
20 the science and can make what they can make.

21 CHAIRMAN RIZZARDI: May I suggest a 10
22 minute break to review it --

23 MS. MORRIS: Me? Okay.

24 CHAIRMAN RIZZARDI: Put something on paper?

25 MS. MORRIS: Terri, work with me.

1 MS. BONNEY: I will.

2 MS. MORRIS: Okay.

3 MS. LOVETT: We can work on this.

4 MS. MORRIS: Heidi? Yeah. I was going to
5 suggest possibly letting that happen, a little bit of
6 time to get some thoughts on paper, and then coming
7 back to it.

8 CHAIRMAN RIZZARDI: So, Ken, how long do you
9 think your breakfast report is?

10 MR. FRANKE: Ten minutes.

11 CHAIRMAN RIZZARDI: So how about I let the
12 rec fish folks get their report --

13 MS. MORRIS: And the protected resources.
14 We could do that too.

15 CHAIRMAN RIZZARDI: How long is yours?

16 MS. MORRIS: Short. Ten minutes.

17 CHAIRMAN RIZZARDI: And so we do those two
18 reports and then take a break, allow you a little bit
19 of time to put some language on the paper and then
20 come back and finish this piece.

21 (Laughter.)

22 MS. BEIDEMAN: It grew. So --

23 CHAIRMAN RIZZARDI: I think this was a very
24 good discussion.

25 MS. BEIDEMAN: I agree.

1 CHAIRMAN RIZZARDI: I think the end result
2 is going to be much improved and I think that's why we
3 go through this process. So --

4 MS. BEIDEMAN: I think the points that were
5 raised are very valid and require a few more minutes
6 of trying to get wordsmithing clearer.

7 CHAIRMAN RIZZARDI: Of course.

8 MS. BEIDEMAN: Appreciate the help.

9 CHAIRMAN RIZZARDI: Ken, you want to report
10 about the rec fish?

11 MS. LOVETT: So, should I -- Dick, you had a
12 few revisions to the document. Do you want me to post
13 that version, Dick?

14 MR. BRAME: I do.

15 MS. LOVETT: You sent something around,
16 correct, with some changes?

17 MR. BRAME: Yes.

18 MS. LOVETT: Okay.

19 MR. BRAME: They weren't substantive, they
20 were just --

21 MS. LOVETT: So I'm going to post that.
22 It's a little different than what was sent around to
23 everybody. I just wanted to make that point. Okay.

24 MR. FRANKE: Okay, Heidi, when you're saying
25 there's changes are you talking about the document

1 that has more certainty than was prepared in our
2 subcommittee?

3 MS. LOVETT: Yes. So Dick e-mailed a few --
4 they're just minor. Very minor.

5 MR. BRAME: There's nothing substantive.

6 MS. LOVETT: Ken, they're just very, very
7 minor. It's right here. It's just some grammar. Is
8 that good?

9 MR. FRANKE: I'll tell you what, why don't
10 you send that to me right now because --

11 MS. LOVETT: Oh, okay.

12 MR. FRANKE: -- I was going to read into the
13 record what I had prepared and I hadn't seen that.

14 MS. LOVETT: I apologize. Okay. I thought
15 it was sent to you.

16 MR. FRANKE: No.

17 MS. LOVETT: Let's do the PR one first.

18 MS. MORRIS: Okay. We had, I guess, a
19 meeting late yesterday afternoon and we focused on two
20 things; how to finish our direct report on recovery
21 actions and our remaining task which has to do with
22 partnerships. So we talked about the draft report,
23 and this is the first time we had a face to face
24 meeting to talk about the draft report.

25 So that discussion came up with a number of

1 things that -- plus things that came up in the full
2 committee discussion yesterday, we tried to respond
3 to.

4 So we want to add or expand discussions on
5 this list of topics as we prepare the next draft of
6 the report. We want to make clear that the study is
7 limited just to these interviews with recovery
8 coordinators and we're not including the few points on
9 recovery actions from these other entities, interested
10 parties, the states, the NGOs or the fishermen.

11 We don't want it to be over interpreted, as
12 more than it is. We will discuss the political
13 effects on recovery actions a little bit. We figured
14 out how to do that. There's both small political
15 battles which have to do with interagency things. But
16 then there's larger political things going on too.
17 And I don't think -- I think we'll just kind of have a
18 paragraph acknowledging that that's something that has
19 an effect.

20 We're going to have another discussion about
21 the special challenges with recovery actions for the
22 large whales that were listed before ESA was even
23 created, and how there's sort of a special case.
24 We're going to add some discussion about adaptive
25 management and how that could help improve the ability

1 of recovery actions to really influence the recovery
2 of the species in question.

3 We're going to discuss a little bit about
4 scale of recovery action. Some seem like they're too
5 specific. Others seem like they're too broad. The
6 problems with the ones that are too specific is that
7 sometimes they're specifically focused on an action
8 that's not really the action that's the limiting
9 factor. And so they need to be focused either in a
10 different geographic location or -- and that gets back
11 to the adaptive management question.

12 We're going to have some discussion about
13 how research permits are a bottleneck that slow down
14 recovery actions, and the importance of a little bit
15 of focus to clear up those bottlenecks.

16 We're going to discuss a little bit about
17 regular status updates for recovery actions and what
18 the various processes are for revising and updating
19 recovery plans and their actions. And the potential
20 value of implementation plans.

21 We're going to talk about the importance of
22 -- a little more about the importance of cooperative
23 agreements and the whole internal setting up
24 priorities for species and setting up priorities for
25 recovery actions. We're going to revise the pie

1 charts, kind of flip the analysis.

2 And then here is our timeline. People have
3 assignments to draft these expanded sections. Those
4 are due at the end of October, and then we'll have a
5 second complete draft to the subcommittee by November
6 9th and try to circulate a final to full MAFAC after
7 Thanksgiving.

8 Any questions about that?

9 MS. BONNEY: I have a question.

10 MS. MORRIS: Yes.

11 MS. BONNEY: So based on your timeline, then
12 if we would schedule a teleconference, I mean, is the
13 goal to get this approved or just get it more
14 formalized for our next in-person meeting?

15 MS. MORRIS: Get it approved. Our charge
16 gave us a year, and it started a year ago. And
17 there's also, scheduled in April, sort of an external
18 review of the whole protected resources enterprise and
19 we're trying to get this ready to get in the flow of
20 background materials for that April deadline.

21 MS. BONNEY: Okay. Thank you.

22 MS. MORRIS: Thanks. Any other questions
23 about this part?

24 (No response.)

25 MS. MORRIS: Okay. Then the second -- Ken,

1 did you have --

2 MR. FRANKE: No.

3 MS. MORRIS: Okay. And then the second part
4 is we have this other part of the chart, which is
5 partnerships. And our terms of reference say that we
6 will review not started recovery actions, emphasizing
7 actions related to fisheries' impacts. And then that
8 review we will suggest potential strategies and
9 partners or revisions and clarifications that would
10 help with the implementation of these not started
11 actions.

12 So because two of the species we focused on
13 in the interviews are also Species in the Spotlight,
14 we're going to start with white abalone and Hawaiian
15 monk seal recovery actions. We're going to look for
16 the ones that are related to fishery impacts and do
17 this initial screening of them.

18 There's also some five year action plans
19 that will be available in November about the species
20 in the spotlight, so that will give us a little bit
21 more in addition to just what the recovery actions say
22 now to look at. And the Committee is going to come up
23 with some, you know, first an initial list of where
24 partner strategies, revisions, or clarifications would
25 help, but then we'll get full MAFAC involved because

1 you all have much larger networks and you might go
2 beyond what we have on the committee.

3 And then we're supposed to provide all of
4 that to the Protected Resources Recovery Staff and
5 they're supposed to review it and figure out which of
6 our suggestions seem useful and which do not. We
7 don't have any timelines for this yet. We want to
8 finish the report before we start on this, so this may
9 be a January project for us. Again, hoping to get
10 some of this into the flow of information that would
11 be background for the April external review of
12 protected resources. Any questions about that?

13 MS. BONNEY: It looks ambitious.

14 MS. MORRIS: Yeah. But no --

15 MS. BONNEY: That committee is doing a lot
16 of work.

17 MS. MORRIS: But Theresa, when we envision
18 this part of the -- the partnership part of the
19 project, it was supposed to be the lighter, easier
20 task of their report. So we're taking that advice to
21 heart. We're going to treat it as a lighter, easier
22 task. More like a brainstorm, like sort of an
23 analysis and then brainstorming. And then we hand it
24 over to Protected Resources Staff.

25 MS. SOBECK: I just wanted to underscore

1 that I really appreciate this, thinking about the
2 timing because as you noted, you know, we have a
3 number of things that we, the agency, are getting
4 ready to move on and we haven't formulated -- you
5 know, we haven't set in stone by any means, our course
6 of action.

7 But we will. Not set in stone, but we will
8 start some serious work on these topics in the next
9 year and so you know, this is exactly right. We want
10 your input before we do that. We don't want to go
11 through the exercise and then have you guys pop out
12 with a bunch of insightful stuff that we didn't
13 include. So, thanks for thinking about that.

14 MS. BEIDEMAN: So now we need to approve
15 their -- or just --

16 CHAIRMAN RIZZARDI: I think it's just a work
17 plan.

18 MS. MORRIS: It's a status report.

19 CHAIRMAN RIZZARDI: Status report. Okay.
20 And compliments to you, Julie, and all the members of
21 the team.

22 MS. BEIDEMAN: Good job.

23 MS. MORRIS: And the Committee, yeah. And
24 Heidi and Theresa.

25 MS. BEIDEMAN: Yeah.

1 CHAIRMAN RIZZARDI: This is what happens
2 when everybody on the effort pitches in. They get to
3 do some big things, so congratulations.

4 MS. MORRIS: Thank you.

5 CHAIRMAN RIZZARDI: Ken?

6 MR. FRANKE: Let me know when you're ready.

7 CHAIRMAN RIZZARDI: Okay. Any further
8 discussion the protected resources report?

9 (No response.)

10 CHAIRMAN RIZZARDI: Okay. Thank you, Julie.

11 MS. BEIDEMAN: Good job.

12 CHAIRMAN RIZZARDI: Ken, back to the
13 recreational fish report, please.

14 MR. FRANKE: So we do know -- at our
15 subcommittee meeting yesterday, and we had one action
16 item and then one request for information. The action
17 item, historically the Recreational Fishing Working
18 Group has provided service for a number of years,
19 starting around 2010 in an advisory capacity to MAFAC
20 Recreational Fishing Subcommittee. So this is right
21 at the beginning when Russ Dunn took office.

22 The Ground Fish Working Group provided
23 regional perspective on issues during two summit
24 meetings, developed a white paper on recreational
25 fishing issues, and assisted in review of the regional

1 coordinated work plans and the national policy. This
2 group of volunteers was representative of a broad
3 spectrum of the recreational fishing community
4 nationwide. We commend them for their work and
5 dedication to providing MAFAC with their experience
6 and insight.

7 The regional coordinators have recently
8 received instructions from Russ Dunn's office to
9 contact the Rec Fish Working Group members on a local
10 level and ask them to participate in future planning
11 and action items. This was important because they've
12 been an advisory group to our subcommittee, but it's
13 time to have them transition down to actually their
14 regions.

15 With this final action of what the Rec Fish
16 Working Group has been concluded as per the terms of
17 reference for MAFAC. It is the recommendation of the
18 subcommittee to the MAFAC to sunset the group. A
19 component of the recommendation is to encourage these
20 volunteers to engage their local coordinators and to
21 act as ambassadors to their recreational fishing
22 community.

23 The following is a motion presented by the
24 Recreational Fishing subcommittee. The motion is as
25 follows: "The MAFAC recognizes the outstanding work

1 product of the Recreational Fishing Working Group and
2 commends them for their efforts. The work of this
3 group is now complete.

4 We therefore recommend concluding the
5 services of the Recreational Fishing Working Group,
6 effective with this vote and to redirect them to their
7 respective regional coordinators to advise on issues
8 of interest on a voluntary basis." So that is the
9 motion, sir.

10 MS. BEIDEMAN: Is there a second?

11 MR. DYSKOW: I second the motion.

12 CHAIRMAN RIZZARDI: Okay. Motion and
13 second. Discussion?

14 MS. BONNEY: Kudos to you guys. You got a
15 lot done.

16 MR. FRANKE: I honestly have to say that the
17 folks who got a lot done was Russ Dunn and his crew.
18 It took so much work just to even coordinate that
19 group and get them --

20 (Laughter.)

21 MR. FRANKE: You have 26 people from all
22 over the world. It was quite interesting. But they
23 did a good job. The measurable thing is what came out
24 of it at the end. We got the critical infrastructure
25 to run a business. He's got it now and we're going to

1 receive the fruits to that later. So.

2 MR. DYSKOW: I think, if I can add just one
3 thing. We had two recreational fishing summits. The
4 first summit was characterized by a bunch of
5 independent, disorganized, dare I say dysfunctional
6 people vomiting all over the table with their private,
7 individual, and separate ideas. Due partly to this
8 working group, at the second summit it was teed off
9 with -- kicked off, teed off perhaps creates a vision
10 of a --

11 (Laughter.)

12 MR. DYSKOW: It was kicked off by a
13 presentation, collective presentation from the rec
14 fishing industry to NMFS with pretty much, here is
15 what we collectively want. And that's a big
16 difference.

17 You know, herding cats is difficult. And
18 these guys allowed many stakeholder groups to provide
19 a consolidated ask from NMFS. And I think that as a
20 result the second summit actually was a useful tool
21 for NMFS where the first one was less productive. So
22 they did a great job, and this is a tool other
23 committees may want to consider. Our opinions matter,
24 but broad stakeholder opinions matter -- dare I say
25 more? Or at least as much. Thank you.

1 CHAIRMAN RIZZARDI: Any other member
2 discussion?

3 (No response.)

4 CHAIRMAN RIZZARDI: It is motion second, no
5 further -- seeing no further discussion, all those in
6 favor.

7 (Chorus of ayes.)

8 CHAIRMAN RIZZARDI: Passes unanimously.
9 Thank you. You can, and to all the folks who worked
10 on the Recreational Fishing Working Group, you had a
11 really good run.

12 MR. FRANKE: The second one we had was more
13 of a request for information. The issue was, and it
14 has potential national applications, but I think the
15 question is more one of concern and a need to
16 understand. And so delay and approval process for
17 hatchery genetic management plans, and we know there's
18 financial aspects with NMFS, especially on
19 consultations.

20 So the recreational fishing communities
21 express concern with the recreational fishing
22 subcommittee, regarding perceived lack of action by
23 government agencies to complete consultation processes
24 for the hatchery genetic management plans in the
25 Northwest, and we don't know where ever else. It is

1 reported that negative impact is seriously affecting
2 several hundred hatcheries in that region and appears
3 to be a possible national policy issue. This effects
4 both recreational and commercial fishing.

5 The subcommittee discussed the matter and
6 had many questions. The information presented, we
7 felt, needed to be researched before a decision could
8 be appropriately made to bring a recommendation before
9 you for consideration of the MAFAC.

10 The Recreational Fishing Subcommittee
11 requests NOAA provided briefing to the subcommittee on
12 the status of the approval process for hatchery
13 genetic management plans in order to seek their
14 insight and recommendations on what, if any action,
15 should be taken by MAFAC on the topic. So it's more a
16 request to learn and to get facts that will help us
17 make good decisions.

18 MS. SOBECK: So I think we can do that.
19 Maybe we can set up a phone call. I think, you know,
20 there's some litigation issues, but that doesn't mean
21 that we can't, you know, talk about what is or isn't
22 happening.

23 I think this is another example of --
24 there's some resource issues here and I've talked
25 about this matter with several groups, and they're

1 groups that have said this is a high priority but also
2 had 10 other things that were high priority. And it's
3 part of that conundrum where in a resource constrained
4 world not everything can be the first priority.

5 And this is an area where we have actually
6 asked for some specific additional resources to deal
7 with this issue. We're thinking that we're going to
8 get them in the -- some of them are already in the
9 pipeline and we are trying to get more people on board
10 to address this. Some of them are in the '16 budget,
11 and things look favorable at the moment but we don't
12 have a '16 budget if you may have noticed. And while
13 it might be favorable in the '16 budget it will be at
14 the expense of some other things.

15 And so it's part of my bad news world, good
16 news/bad news, you know, the good news is we might
17 make some progress on this. And the bad news is we
18 will make less progress on other things to make
19 progress on this.

20 I guess I would also say, and you know, our
21 regional folks can speak to this better than I can,
22 but we have to work in conjunction with the Fish and
23 Wildlife Service on this. And I'm pretty sure that if
24 we broke through our bottleneck, that they would be
25 the next bottleneck. You know, everybody's resources

1 are really taxed. So we're happy to give a briefing.

2 I would welcome MAFAC's thoughts on whether they
3 could contribute or not, you know, if the contribution
4 is that this is important, we're getting that message
5 loud and clear.

6 This is part of, you know, part of our
7 national problem of we have -- you know, we've thought
8 about should we be stealing resources from other
9 regions and bringing them in to help solve this
10 problem. You know, folks in the Central Valley don't
11 think that's a good idea. Folks in the Gulf dealing
12 with BP issues don't think that's a good idea. We're
13 struggling.

14 But we're happy to give you guys a briefing
15 so that you can feel our pain. And if you have any
16 ideas or thoughts, and if that informs your thoughts
17 about tradeoffs, we'd love to hear that.

18 CHAIRMAN RIZZARDI: So it sounds like this
19 is going to be a matter for upcoming discussion. I
20 think we'll entertain a little bit now, but just
21 recognize, this is obviously going to be a much bigger
22 dialog.

23 MR. FRANKE: And I think that's what the
24 issue was, is understanding what the factors were. We
25 heard what you said yesterday loud and clear. We get

1 that part.

2 MS. SOBECK: Yeah, I know.

3 MR. FRANKE: The other piece is, is after
4 hearing, you know, what the factors are, determining
5 is it resource as far as finance or staff? And is
6 there a possibility that outside financing can come
7 into play? I mean, there's other revenue sources as
8 well, available. So it's just identifying can it even
9 be implemented.

10 MS. SOBECK: Yeah. So we appreciate that.

11 MR. MCCARTY: I'm happy to get on a call
12 about this. I know there's at least three tribes and
13 possibly a few more that are getting involved with the
14 conversation on how to deal with this. There's a
15 couple of preferred alternatives, I think, that the
16 tribes are going to be promoting very soon. I think
17 there will be a delegation coming back.

18 MS. SOBECK: So the only thing I would ask,
19 and I don't actually know the answer to this, is you
20 know, this is a live specific issue and I don't know
21 at what point, you know, is this -- people need to
22 come individually, talk to the agency about how we're
23 managing a particular issue versus a MAFAC issue and
24 recommendation.

25 I mean, I guess if -- I guess I'm not sure.

1 I mean, I don't want to say that this isn't a big
2 issue. It is a big important issue and a number of
3 people sitting at this table have a deep interest in
4 it. I guess I, you know -- it doesn't seem like MAFAC
5 normally gets involved in a specific agency. I don't
6 know, maybe I'm not articulating it well.

7 CHAIRMAN RIZZARDI: So Eileen -- no, Eileen.

8 MS. SOBECK: I don't know where that line
9 is.

10 MS. HAMILTON: Maybe I can address that. To
11 me -- and the Committee went with a different
12 direction, but to me this was nested in multiple
13 discussions about not having the resources to do
14 consultations over a range of places and where MAFAC
15 might be able to add a value and advice about where
16 the need to do -- to have the resources to do these
17 consultations does fit in to other priorities.

18 And I don't know about those other
19 consultations. I just heard them discussed and
20 whether it was aquaculture or the Gulf or California
21 water, or this issue.

22 So this got drawn out in our subcommittee as
23 by itself. But for me, when I was thinking about it,
24 it was a broader issue within the whole agency. But
25 back to this particular one, hopefully there won't be

1 too many more places where the delay in approval cost
2 the agency as much as one did.

3 So it does become a big issue in the budget
4 when -- or it can become a big issue when a judge
5 says, you're going to pay these huge settlements. So
6 those are where I maybe mistakenly, and if so I
7 apologize to everyone here. But I heard it in a
8 context of consultations across a broad range of, you
9 know, responsibilities, not just this particular
10 issue.

11 CHAIRMAN RIZZARDI: All right. So at this
12 point the only thing that's been requested is a
13 briefing on the status of approvals for genetic
14 hatchery management plans. And I think I'm hearing
15 NOAA say, we can do a briefing.

16 I will caution everybody that our focus is
17 supposed to be national. We don't try to engage in
18 the local policy decision process. I'll also point
19 out that sometimes things start from the big picture
20 and work their way down and other times items have
21 started from the little local and worked their way up.

22 And I remember another example is, you know,
23 we had a number of folks from Hawaii who were
24 complaining that you know, the Green Sea Turtle has
25 really been recovered and why are we still bickering

1 over Green Sea Turtles in Hawaii. And that
2 conversation and a quick briefing by NOAA eventually
3 led our committee to launch a project to look at
4 recovery, and recovery planning for endangered species
5 act implementation nationwide.

6 So sometimes the conversation works that way
7 and again, I think all I'm hearing right now is this
8 is a briefing for a determination as to whether MAFAC
9 does anything down the road.

10 MS. SOBECK: And you know, maybe as you --
11 picking up on that, Keith, if you're interested in --
12 because this is something we've given a lot of thought
13 to. How do we deal with this lack of resources
14 generally, nationally, for ESA consultations because
15 we've identified it as a giant deficit, which has
16 really been exacerbated over the last decade, and has
17 cost to the agency in penalties, has cost to industry
18 and developers, people who are in line to get permits
19 who miss entire building seasons.

20 You know, I have been on the phone with
21 congressional members from the Caribbean saying,
22 energy costs for my entire island are going to stay at
23 huge levels, high levels, because this undersea cable
24 or this pipeline that we're going to lay, you know, is
25 going to be delayed for several seasons because of

1 your inability to do consultations.

2 And the answer is, that is correct. We do
3 have some strategies and we'd love to share them with
4 you generally about how to do programmatic
5 consultation, how to get detailed leads from other --
6 and how to have strike teams, how to highlight it in
7 our budget so that we make sure that people understand
8 that we know that we're a bottleneck.

9 I mean, we do -- you know, how we embed
10 adaptive management and consultations so they don't
11 have to be reinitiated on a, you know -- they're too
12 often. And I mean, we've tried to be as creative as
13 possible and we want to kind of share with you those
14 efforts, conceivably, and explain how you know, maybe
15 again, maybe sort of understanding that there is a
16 suite of tools that we look to. Maybe there are ways
17 that they could -- you could take them back to the
18 community and think about them being applied in other
19 areas.

20 But, you know, so that's fine. I mean, we
21 can start with a fairly concise briefing on the
22 specific issue and then you guys can give some thought
23 about how you might want to go forward with that.
24 You're right, it is an area of intense -- of intense
25 concern to us.

1 MS. HAMILTON: May I have one more point? I
2 mean, I work on terrestrial issues as well as water
3 and marine issues, and of course we saw the Forrest
4 Service go through something really similar where they
5 just didn't have the budget to do all the
6 consultations, which stopped midway. And in this
7 instance fisheries are being impacted and then
8 questioned --

9 MS. SOBECK: Absolutely.

10 MS. HAMILTON: -- and you're talking about
11 other commercial aspects. So --

12 MS. SOBECK: right. But if we don't do them
13 we know that they're going to be at -- but yeah,
14 again, it's not good. You know, we're in a world of
15 hurt and we aren't, just to let people know, we are --
16 we do have -- we're trying to get a number of new
17 people on board and I'm predicting that we're going to
18 shift this problem right from us on to the backs of
19 the Fish and Wildlife Service.

20 (Laughter.)

21 MS. SOBECK: They're going to get on the
22 phone with my friend Robyn Thorson.

23 CHAIRMAN RIZZARDI: Yeah, time to make a
24 phone call. All right, so Julie?

25 MS. MORRIS: So there's a bunch of us on

1 this side of the table that don't even know what the
2 issue is. So I don't want you to have to explain it
3 now, but I like the idea of the briefing being more
4 about the bottleneck created by ESA, consultations,
5 and the resource restraints there, and strategies.
6 Maybe this will all be solved by next spring.

7 MS. SOBECK: Oh, I guarantee you it won't.

8 MS. MORRIS: Okay.

9 (Laughter.)

10 MS. SOBECK: If we were going to have that
11 broader briefing, I mean, I think we would want to do
12 that other as an actual meeting.

13 MS. MORRIS: Great. That's --

14 MS. SOBECK: Yeah. Okay.

15 MS. MORRIS: That's what I was suggesting.

16 MS. SOBECK: Okay.

17 MS. MORRIS: That instead of a narrow
18 briefing about the genetic hatchery plans, which I'm
19 curious to know what those are, would be a broader
20 briefing about ESA consultations and --

21 CHAIRMAN RIZZARDI: So, I think the way that
22 will play out will be in your upcoming conference
23 calls with the Executive Committee.

24 MS. MORRIS: Yeah.

25 CHAIRMAN RIZZARDI: You and the leadership

1 of NOAA and the subcommittee leadership. You all will
2 help shape the agenda for the next meeting. And you
3 know, maybe there's a telephone conference on this
4 particular issue with NOAA staff, and then maybe there
5 is a broader issue that gets put on the next agenda.

6 MS. MORRIS: Okay.

7 CHAIRMAN RIZZARDI: All right. Any further
8 discussion?

9 (No response.)

10 CHAIRMAN RIZZARDI: All right. So let's
11 take a 15 minute --

12 MS. MORRIS: How about the recreation --
13 okay. Yeah.

14 CHAIRMAN RIZZARDI: All right. This one
15 didn't have a motion, right? This was --

16 MR. FRANKE: No, no motion. It was just a
17 request for --

18 CHAIRMAN RIZZARDI: This was for a request
19 and you guys will work on it and the conversations
20 will continue and we'll see where it goes.

21 All right. So we're going to take a 15
22 minute break, try to take a crack at narrowing or
23 cleaning up the language on this one.

24 MS. MORRIS: Well, so it seems like we have
25 another agenda item at 10:45, after the break.

1 CHAIRMAN RIZZARDI: I'm planning on slipping
2 that 15 minutes.

3 MS. MORRIS: But we've already done the two
4 subcommittee reports that were supposed to start at
5 11:15.

6 CHAIRMAN RIZZARDI: Right.

7 MS. MORRIS: So let's take up the unfinished
8 business that I'm supposed to be working on during the
9 break, after the communications and outreach.

10 CHAIRMAN RIZZARDI: After communications and
11 outreach. Take our 15 minute break.

12 MS. MORRIS: Yeah.

13 CHAIRMAN RIZZARDI: And then we'll
14 reconvene --

15 MS. MORRIS: Yeah. Is that okay?

16 CHAIRMAN RIZZARDI: Yes.

17 MS. MORRIS: Gives me more time.

18 CHAIRMAN RIZZARDI: Okay.

19 (Whereupon, a brief recess was taken.)

20 CHAIRMAN RIZZARDI: Okay. So in a moment
21 we're going to have some presentations on
22 communication coming from NOAA staff. Before we do I
23 just want to point out for the record, yesterday we
24 had the full report from John Corbin on the
25 Aquaculture Subcommittee and Task Force, or the

1 Commerce Subcommittee and Task Force, and he asked me
2 to add two items to the record.

3 The first one is that he'd like MAFAC to ask
4 NOAA to please send a copy of the report to the
5 Secretary of Commerce. And second to ask the Office
6 of Aquaculture to start a process of periodically
7 reporting to MAFAC on an annual basis on the
8 percentage of accomplishment and the implementation of
9 the strategic plan. So just for the record those are
10 two requests that have been made by the Commerce
11 Committee and the -- with respect to the aquaculture
12 items.

13 All right. So our next two speakers are
14 Laurel Bryant and Rebecca Ferro. They are here from
15 the NOAA Fisheries Communication Office. Laurel to my
16 right has 30 years of experience with outreach for
17 NOAA. She's been before us many times.

18 Rebecca has 20 years of experience in
19 communications and strategies for communicating
20 environmental messages. And what we're going to be
21 learning today is a little bit more about how NOAA is
22 doing its strategic outreach. They've been here
23 before with us, talked to us about social media
24 strategies. If you have been keeping track of the
25 website they've got some amazing efforts going on, so

1 looking forward to the update. Thank you.

2 MS. BRYANT: Well, great. Thanks, Keith,
3 and it's good to see so many familiar faces. Thanks
4 to Heidi and Jenn for letting us sneak in on your
5 agenda kind of at the last minute.

6 But we did want to -- we've turned to MAFAC
7 many times. MAFAC has been involved in some of the
8 early discussions about how can NOAA fisheries begin
9 to improve its ability to communicate. We're a
10 science based agency. And until 2011 didn't even have
11 an office of communications.

12 And in 2011 finally got a formal office put
13 together. It's mini but it's mighty and I think we
14 have had some big significant impacts who really
15 kicked the ball down the field. NOAA Fisheries is now
16 a part of those public discussions that are occurring
17 on sustainable fisheries.

18 So we just wanted to kind of give you a
19 little flavor of what's going on, how we're
20 approaching it, and let you kind of peek a little bit
21 into the future and maybe participate in some of the
22 things that we have going on this year. So I just
23 wanted to kind of go over some of our approaches to
24 this. Really leveraging existing communications
25 capacity with national messages and narratives, and

1 we're doing that throughout the agency.

2 So every year now the communications through
3 our regional communications folks and our folks at
4 headquarters, we network and we pick those priorities.

5 And we get those drum beat messages that whether
6 you're in the elevator or on the podium our leadership
7 has -- we advise on outreach. We advise on rule outs.

8 And we try to make sure that those messages are the
9 drum beats that get integrated. And we're fine four
10 years down the road on that now, and the agency is
11 really starting to get in step with that.

12 We're really using multipurpose platforms
13 and Rebecca has really been the mastermind behind a
14 lot of this. What she's done and what Keith is
15 referring to, that's really been Rebecca behind the
16 magic on that one. And pulling together and getting
17 the agency to not only hiring the next biologist and
18 statistician, but to also invest in those skill sets
19 that are dedicated and skilled in communications.

20 And then the other big thing that we've been
21 doing is really starting to tell our science story.
22 Science is the backbone of everything in NOAA
23 Fisheries. It's why we are where we are today after
24 40 years.

25 But we've not done a good job of providing

1 those narratives and those messages and story lines
2 that really resonate with people and connect science
3 to actual management, to actual results. And so we're
4 working really hard to do that and kind of demystify
5 it and focus on those priorities that Eileen and Sam
6 and others are pushing elsewhere.

7 So I'm going to turn this over to Rebecca to
8 kind of give you a little inkling of some of the data
9 that we're getting.

10 MS. FERRO: So I would say that our online
11 communications, the web is our number one
12 communications tool. And so we put a lot of emphasis
13 and effort into making sure that, you know, we're
14 strategically messaging our priorities for the agency
15 through our online communications.

16 We have about four million visitors across
17 our core, you know, fishery sites on an annual basis.
18 We do keep track of those that are hitting our
19 headquarter sites on a monthly basis. So what we're
20 seeing over the past year is a 13 and a half increase
21 in visitors and we hope to keep that continual growth
22 over the years.

23 Social media plays a huge role in what we
24 do, and so while we've listed some of our followings
25 up here for key social media platforms, Facebook,

1 Twitter, and Instagram, we also dabble in other
2 platforms like LinkedIn and Reddit. Some of these
3 other communities because you have different
4 demographics that are using the social media
5 platforms.

6 So we want to make sure that we have a
7 representation in some of these areas. But I would
8 say these three right here, Facebook, Twitter, and
9 Instagram are where we put most of our effort and
10 we're seeing the most bang for our buck there.

11 MS. BRYANT: Oh, you've got it.

12 MS. FERRO: Yeah, I would say that also just
13 to point out, if you look at this pie chart right
14 here, 60 percent of our visitors come in using search.

15 So they're going into a search engine like Google,
16 and they're looking for something specific and that's
17 how they arrive at our site. Very few are coming in
18 directly to our URL, our domain name. And then here
19 is our percentages for our social media. A huge
20 audience on Facebook and Twitter.

21 MS. BRYANT: Here's some of the campaigns
22 that we've started. Some of these are kind of getting
23 ready to go into their third year, this next year.
24 And what we've started to do, Rebecca gets a report
25 put together. We've got what we call analytics on the

1 back end of watching it.

2 And what we're able to do, we're starting to
3 try to measure how impactful and how effective we've
4 been on these things so that then we can do the
5 analytics and see when did we see a spike. When did
6 something go up? When was something resonating? And
7 start looking at those trends.

8 These have been some of the ones that we've
9 really hit a chord somewhere and it's working, and
10 that we're going to continue to repeat. Right now
11 we're in National Seafood Month. Again as I said,
12 we're mini but mighty, we have been so busy with a lot
13 of other things, everything from aquaculture to IUU
14 Presidential Task Force to prepping for MSA40, stay
15 tuned. The National Seafood Month, we didn't have a
16 lot of new content. Where we really got our new
17 content was in aquaculture.

18 And so we've repackaged that, we're
19 repurposing it, and it lets us kind of still get the
20 bandwidth going.

21 MS. FERRO: I would also say that we try to
22 be strategic with some of these campaigns too. I
23 mean, we picked up Shark Week because of what
24 Discovery had going on, and we were really able to get
25 a lot of traffic because of that. There were people

1 out there looking for shark week and you know, we
2 wanted to make sure that our science was out there and
3 sharing the facts about sharks.

4 MS. BRYANT: It's an opportunity to get
5 those same drum beats out there but just in a little
6 bit different venue. And somebody is going to
7 interested in it. So it's sharks. Well, we still get
8 to talk about science based management, cooperative
9 research, stewardship, sustainability.

10 MS. FERRO: And I would say Species in the
11 Spotlight is another big campaign that we've been
12 working on for the past, I don't know, I guess five
13 months, six months. And so every few weeks we roll
14 out one of these eight species in the spotlight where
15 it's a multi-media campaign, we're doing videos and
16 feature stores and so forth.

17 MS. BRYANT: I wanted to just bring this up.
18 So one of the things that as being kind of the
19 external affairs and outreach strategist in the team,
20 I looked at part of my objective to really expand our
21 stakeholder base. We've done very good at being able
22 to establish communication processes with regulated
23 community, with our academic communities, our states,
24 so forth. Not that we can't always do better, of
25 course. But we've gotten pretty good at that. What

1 we've not done is tell that narrative and those
2 communications to the broader spectrum of folks
3 interested in fisheries and fishing and seafood.

4 And so we've worked -- I have been working
5 to really expand that stakeholder base and find ways
6 to do it. When we started out with my database of
7 only 5,000 people in 2010, and actively today we're up
8 to over 13,900. So it's growing. A lot of that we're
9 seeing not only in Media and congressional folks
10 getting more and more interested, we're actually
11 seeing some increasing population from international.

12 The other big thing that I've been focusing
13 in on is really getting our expertise out there;
14 getting Eileen, getting Sam, getting Richard, getting
15 some of our other folks that are out there, and a lot
16 of the discussions and venues that are talking about
17 our issues. And yet we're not always invited or
18 included. Been working to get us inserted into those
19 discussions and that's increased dramatically in the
20 last three years.

21 So we keep them pretty busy, and it's hard
22 sometimes to keep up with all of the various venues.
23 But just two weeks ago it was the sustainable seafood
24 week, a huge national venue of four cities around the
25 country all talking about sustainable seafood,

1 traceability, blah, blah, blah. NOAA Fisheries wasn't
2 in there.

3 We're in there now and we were able to get
4 both Michael Rubino as well as Russell Smith, Deputy
5 Assistant Secretary of Fisheries, to be the key
6 featured speakers at those venues. So we're making
7 progress.

8 The last thing that I wanted to let you know
9 is that we really are trying to target that food side
10 of it. This is where those discussions hit, where all
11 of a sudden seafood is bad, oh, the world is to, you
12 know, heck in a handbasket, whatever. What we're
13 trying to do and we've introduced ourselves in getting
14 meetings with various venues, various folks that are
15 involved, and introducing us as the authority. It's
16 not that we always have to be there and that our
17 people have to be all over their program.

18 But if they're going to call Greenpeace or
19 they're going to call the National Fisheries
20 Institute, or they're going to call CCA, call NOAA
21 Fisheries too. We're actually the nation's authority.

22 We do a really good job at this. And that's part of
23 one of the things that we wanted to do, is just be on
24 their Rolodex. When you've got a question about an
25 issue and somebody is threatening to boycott your

1 grocery store or your seafood, or whatever, give us a
2 call too.

3 And this is something that we're working on
4 now. Eileen is going to be launching this in another
5 three weeks. MSA40. The Magnuson-Stevens Act turns
6 40 on April 13th, 2016. And in November this is going
7 to be one of those campaigns that Rebecca is talking
8 about.

9 She's kind of making the magic happen for us
10 on the back-end where we have a splash page. We're
11 going to be doing a hashtag, we're going to be feature
12 stories. But more importantly because again, mini but
13 mighty, like we've done the Species in the Spotlight,
14 we don't have a staff of writers. Maybe some day.
15 But right now what we have are a lot of people around
16 the country that are actively working on science and
17 management that have those stories that are reflective
18 of the MSA, but they're unique to their own regions.

19 And those efforts and those stories we'll be
20 able to brand with MSA40, and really be able to expand
21 on that opportunity and get some of those drum beats
22 going, as well as stories and some of the featured
23 articles that we hope to put out from headquarters.

24 So that will be coming to your e-mail near
25 you soon. And I'm going to had it over to -- and we

1 wanted this to be live.

2 MS. FERRO: I don't know. I always think of
3 Laurel as the mother of Fishwatch.gov. But it's
4 exciting. We are about to launch the first mobile
5 friendly website for NOAA fisheries through
6 Fishwatch.gov And so what you're seeing now is the
7 screenshot of our new homepage and it could be as live
8 as soon as this Friday. Fingers crossed.

9 MS. BRYANT: Fingers crossed.

10 MS. FERRO: And we'll send out an
11 announcement on Fish News to everyone so that you can
12 go and check it out and check it out on your phone,
13 check it out on your iPad and see what it looks like.

14 And we're going to be looking for feedback too
15 because, you know, this is our first foray into a
16 mobile friendly site and we want to make sure it's
17 working for everyone.

18 But for the longest time people were asking
19 us for an app for Fishwatch. Well, this helps us make
20 it available; and it kind of makes our operations and
21 maintenance of Fishwatch a little bit more efficient
22 because we're not trying to manage two different
23 platforms at once.

24 MS. BRYANT: And I think also this lets us
25 appeal to a broader audience. Again, the real estate,

1 the intellectual real estate that we occupy with
2 Fishwatch is not Seafood Watch. It's not going to
3 tell people what to eat. It's an entry point into
4 what science-based management in the United States
5 looks like. And this will be the first time that
6 we'll finally be able to have that interface with
7 consumers.

8 We don't do outreach to consumers. And we
9 really are never going to. And we're not good at it,
10 and we don't have the bandwidth for it, and I can't
11 compete with the \$11 billion from Google going into
12 Seafood Watch each year. So this will hopefully get
13 us some face time with the consumer.

14 MS. FERRO: So and the other thing I'll add
15 is that our shop is working collaboratively with our
16 sustainable fisheries office, and they have a whole
17 team that continues to update the seafood profiles in
18 Fish Watch. So when this new site launches we're
19 going to have a 100 seafood profiles on there and
20 that's going to continue to increase pretty quickly.
21 This is just some screen shots.

22 We've got our illustrations of all these
23 species, and now users are going to be able to land
24 and actually search by -- to find which species are
25 located in their region.

1 And this is just a sample of a seafood
2 profile. And Butterfish is our 100th species we're
3 adding to the site. And this -- so at the top here is
4 kind of like all the surfer type information, just
5 like high level details. And then as you scroll down
6 to the bottom you get into the more text-heavy content
7 and you'll be able to link in to stock assessments and
8 more of that detailed content that various users are
9 looking for. But for the general consumers they're
10 probably just looking at the top.

11 This is our NOAA fisheries homepage at the
12 moment. Oh, go ahead, Keith.

13 CHAIRMAN RIZZARDI: Could you go back to
14 that prior slide?

15 MS. FERRO: Sure.

16 CHAIRMAN RIZZARDI: So I'm thinking about
17 the consumer who is most likely to use this in the
18 context in which it comes up. And I guess where I'm
19 going with that is -- most consumers are, right now,
20 using modern day query and they go, they're buying
21 these fish at the restaurant, the click, click, click,
22 and they see red, yellow, green; I should eat or
23 should not eat this fish.

24 MS. BRYANT: Yeah.

25 CHAIRMAN RIZZARDI: And obviously that's not

1 what's being accomplished.

2 MS. BRYANT: Oh, absolutely not.

3 CHAIRMAN RIZZARDI: And I realize, this is
4 not a --

5 MS. BRYANT: You can't make me go there.

6 MS. FERRO: But I guess what we've tried to
7 do here is put this bottom line message right here so
8 users see it. It says, "U.S. wild caught butterflyfish
9 is a smart seafood choice because it is sustainably
10 managed and responsibly harvested under U.S.
11 regulations."

12 MS. BRYANT: One our biggest arguments,
13 Keith, and to get to this -- and I think this is where
14 we're starting to get very effective in our message.
15 You're hearing PEW, you're hearing EDF, you're hearing
16 a lot of the NGOs amplify our own messages. U.S. is a
17 global leader in sustainable fisheries and seafood.

18 CHAIRMAN RIZZARDI: And you contribute to
19 that too.

20 MS. BRYANT: Our whole plan is that little
21 static pictures, if it's sustainable, the
22 sustainability is an ongoing process. It's dynamic,
23 and what is sustainable one year may not be
24 sustainable the next year. What makes it sustainable
25 is that science based process that's monitoring and

1 managing. So to your point, Keith, you're right.
2 We're trying to stay away from that because our
3 argument is, that's not what sustainability is; not
4 for wild capture marine fisheries.

5 MS. SOBECK: But still, in the first screen
6 you see, if you're willing to read one sentence, it
7 might not be as simple as red, green and yellow.

8 CHAIRMAN RIZZARDI: I understand.

9 MS. SOBECK: But, if you're willing to read
10 one sentence, the first -- I can't read this from
11 here. You know, the sixth word is, you know, smart
12 seafood choice. So it's like, I think it's as close,
13 probably, as we can get.

14 MS. BRYANT: And it's marketing. I mean, we
15 just continue to market it.

16 CHAIRMAN RIZZARDI: That's how I see this.
17 And part of what we're doing is we're marketing the
18 Magnuson Act.

19 MS. SOBECK: Okay.

20 CHAIRMAN RIZZARDI: The Magnuson Act is an
21 effective fishery management tool and we need to keep
22 saying that. I would love to see that gray banner
23 language larger, you know, screaming off the page so
24 that when a person clicks on the cell phone and that's
25 what they happen to hit they know, yep, okay,

1 sustainable fish, I can eat this one.

2 The other thing to think about, and I'm not
3 going to prejudge what you do, is whether or not to
4 indicate whether a population is in rebuilding.

5 MS. BRYANT: I can't remember. I think we
6 do that in the story and going down, so you do see
7 that. You will see that detail.

8 MS. FERRO: And that's --

9 CHAIRMAN RIZZARDI: So and that one data
10 point is something to think about, does a consumer
11 need to know about it.

12 MS. FERRO: So some of this being --

13 CHAIRMAN RIZZARDI: That became the fissure
14 point when this committee was discussing what was
15 sustainable, what was not. You know, that was clearly
16 where the division occurred. And if you're just
17 talking about getting the facts out there and just
18 what Magnuson says, and if that's the distinction,
19 either it is or it's not.

20 MS. FERRO: So some of the species --

21 MS. BRYANT: We say it is.

22 MS. FERRO: -- we were particularly trying
23 to be very thoughtful about that top line message. So
24 Atlantic Cod for instance, we do specify that limited
25 harvested is allowed so that consumers understand

1 that, you know, if they see Atlantic Cod out there,
2 there's a reason and it's okay for purchase.

3 Just wait until you get to the red snapper
4 one because that one is in bright red. Okay. NOAA
5 Fishery site. We've been making improvements over
6 time and we have found that we still have a ways to go
7 to get where we want to, increasing traffic across the
8 board. We have formed a web council for NOAA
9 Fisheries where we are discussing and looking at the
10 data of who our visitors are and what they are doing
11 when they come to our site.

12 And so we're actually looking ahead and
13 thinking about a web transformation for NOAA
14 Fisheries. And this would be collapsing our 20 plus
15 core fishery sites under one NOAA Fisheries website so
16 that when a user comes in and they're looking for
17 something on grey whales or some other particular
18 topic, they don't have to guess which website they
19 need to go to because -- and what we found is that a
20 lot of our content is spread across up to four
21 different websites.

22 So we're looking at not only efficiency but
23 making it easier for users to find the information
24 that they're seeking. And a lot of this is going to
25 be based on data. And I don't know if any of you have

1 been to our website lately. You might have come
2 across what's called a Four C Survey. We're looking
3 for customer satisfaction information. Did you find
4 what you were looking for? What were you looking for?
5 And which audience do you represent.

6 So this is really exciting for us because
7 for the first time we actually have data of who is
8 visiting our site and what they're doing. So what you
9 see here are some of the top populations that are
10 coming in. And to our surprise the education
11 community, teachers and students, was actually pretty
12 significant. Recreational fishermen and scientist,
13 government employees ranked the highest. And then
14 over here to the left you can see our top task,
15 finding specific information about species.

16 So what we're thinking about for this web
17 transformation is one of the first things the users
18 will be able to do when they come to our website is
19 find the specific species. And then on those species
20 profiles people will find a variety of information
21 from management to science on that particular species.

22 Finding publications, finding news, permits, there's
23 a whole range of activities there that we're taking
24 into consideration as we're moving forward.

25 MS. BRYANT: Yes, boss.

1 MS. SOBECK: So, I have to say that, you
2 know, when I came I was really impressed at kind of
3 how mighty the mini was. You know, we're a work in
4 progress and you know, the communications role is just
5 so different than it used to be.

6 And, you know, I was at a Science Advisory
7 Board FACA for NOAA, a science program, and there was
8 an in-person presentation in Hawaii on the research
9 we've done using hexacopters with marine mammals. And
10 you know, just great images. That was really exciting
11 and interesting and cost effective. And then Dr.
12 Sullivan pulled me aside afterwards and she said, this
13 is great stuff. How come you guys don't get it out.

14 And it was like I was pulling my hair out
15 because we had, thanks to these guys' efforts, an
16 article in *Science* that like, had come out that week
17 on our NOAA Fisheries website. It was one of the
18 rotating stories of the week. But you know what? Dr.
19 Sullivan is a busy person and she hadn't read *Science*
20 that week and she didn't go to the NOAA Fishery
21 website that day. You know, we have to get it out as
22 many different ways as we can so it's never perfect.

23 But just this week there were a couple of
24 examples, I think, that just show how much more
25 sophisticated we are, and how much work it takes,

1 which is you know, when -- I think it's pretty typical
2 in working on our Northwest Science Centers, you know,
3 it's like when you would say to them, hey, how do you
4 get the work out on the really interesting and
5 exciting science that NOAA is doing. And they'd say,
6 oh, we publish it in a bibliography every month, you
7 know.

8 And it's like get your, you know, ultra
9 magnifying glass out, you know, nerd people, and read
10 the abstracts and try and figure out what it's all
11 about. But last week, maybe some of you folks out in
12 the Northwest knew, that there was a study that came
13 out about how toxic storm water is to salmon. But the
14 other piece that was in the science, in the article
15 itself, was how incredibly effective green
16 infrastructure can be in almost totally mitigating the
17 effects.

18 And so first of all, it was science that
19 both identified a problem and a solution, and paired
20 those up; and we had a really well-coordinated press
21 event where we rolled this out, explained that --
22 contacted the major media outlets ahead of time. Got
23 them briefed up, got tons of great press coverage, got
24 the word out to a wide range, not just the science
25 community, but the community at large. Because again,

1 this joint message of big problem, huge impact, here's
2 a solution. How are we going to do this.

3 And I mean, that is just light-years from
4 where we --

5 MS. BRYANT: Yeah.

6 MS. SOBECK: -- used to be. And that's just
7 one example and I think that we are working equally
8 hard to do that on a larger basis. And, you know, we
9 are battling a mind set elsewhere in the agency,
10 frankly.

11 You know, it's all about press releases on,
12 you know, end results where for us it's all about kind
13 of an ongoing narrative. And reaching out to points
14 of -- you know, trying to listen to the community
15 about what they're interested in and trying to get the
16 information out that we think that addresses those
17 interests in a way that's successful.

18 MS. FERRO: Any other questions, or
19 questions for us? Yes.

20 MR. AMES: Just an observation that the
21 touch profile thing that you have, and we started
22 something comparable in Stonington Resource Center and
23 it's captured everyone who has walked through the
24 place. You've got a great idea there.

25 MS. BRYANT: Thank you. We'd like to -- we

1 know that the Gulf states made a fisheries commission
2 using BP money a while back. They set up one. They
3 actually took our former colleague who helped me set
4 up Fishwatch, they took her and then she set one up
5 for them down in the Gulf states. And it's a state
6 one.

7 I've been talking to Randy and Bob saying,
8 you guys need to do the same thing for Pacific and
9 Atlantic, and you only can link out to that and then
10 we'll have -- we'll have most of the marine species
11 covered. Right now this is just federally managed,
12 but I think these states are -- you know, I think it's
13 the way to go. But you've got to have staff to
14 maintain it and keep it updated. Fishwatch is updated
15 every three to four months with fresh new data.

16 And I just want to mention one thing to
17 Keith's point on that whole over-fished, overfishing.

18 It's a message that we've really honed in on and part
19 of our whole point is our national standards encompass
20 social and economic concerns as well, that we feel
21 that that is a critical component to having anything
22 be sustainable for the long term. You can't just shut
23 a fishery down and have it go away.

24 You don't have a fish, so you're just going
25 to replace it with a foreign import or something else

1 or move off those impacts.

2 So we've really been focused on that, that a
3 limited harvest is allowed. And we also now are more
4 able to point to, I think, we've done this 37 times
5 where we've had an over-fished fishery. We've allowed
6 them a new harvest and we rebuild.

7 So we're getting pretty good at it and we've
8 got some empirical evidence. So Keith is right, it's
9 been a real touchy -- it's been an evolutionary
10 process in how to get people to comfortably to talk
11 about that, and how to market it. And we'll be
12 working on that once we get this out.

13 MR. MCCARTY: You mentioned links to get,
14 you know, a broader canvas of seafoods. You know,
15 fully managed. I'm wondering what sort of guidance
16 would you have for Northwest Marine Fisheries
17 Commission for instance, to get hooked up?

18 MS. BRYANT: Let me send you a link to the
19 Gulf states. I might even -- because they've actually
20 done it with a map and your cursor over it and that
21 state lights up and you click in. And there are state
22 managed fisheries that then you can find what species
23 is in season and what do you need for a permit, or you
24 know, recreational, commercial.

25 I mean they've kind of done, you know, very

1 similar but it's state specific. And I would just
2 envision the same thing for the other states. It
3 would be terrific to have something like that. But
4 that's a big investment and we don't know how long
5 Gulf states are kind of, have been asking Don about
6 that, or Dave, excuse me, as to whether or not how are
7 they going to maintain that.

8 That was a big database to build and these
9 things take a lot of time to keep up.

10 MS. FERRO: Mike.

11 MR. OKONIEWSKI: Mike Okoniewski, Pacific
12 Seafood Group. I travel quite a bit and I run into a
13 lot of people that just have this idea that fisheries
14 are being decimated and you know, there's a lot of bad
15 press out there. So I really want to thank you for
16 taking the approach here about over fished species.
17 And yes, we need to do something. We are doing
18 something. So that's refreshing to hear. Thank you.

19 MS. FERRO: Did you have anything else
20 about --

21 MS. HAMILTON: Laurel, hi. Nice to see you.

22 MS. BRYANT: Hi. I saw that from your desk
23 down there.

24 MS. HAMILTON: You've always done fantastic
25 work. You've made it fun to watch this evolution and

1 this is big, MSA40 and essentially Fish Habitat 20
2 is --

3 MS. BRYANT: Yeah.

4 MS. HAMILTON: -- exciting. I notice that
5 big part of your pie chart on recreational and the, I
6 think 13,000 followers, but it's always been a dream
7 of mine to really connect the sport fishing community
8 more strongly to NOAA. And NOAA has made so much
9 progress.

10 MS. BRYANT: I think you're seeing it.
11 Yeah.

12 MS. HAMILTON: Yeah. That I might ask in
13 the future, you think about working with Russ's shop
14 to kind of --

15 MS. BRYANT: Oh, we do.

16 MS. HAMILTON: -- emphasize some of the
17 great stuff in a very featured way like some of these
18 other features, because there are millions of us --

19 MS. BRYANT: Oh, we do.

20 MS. HAMILTON: -- we need to --

21 MS. BRYANT: We do. We work with Russ all
22 the time, yeah. We're always featuring recreational
23 stories.

24 MS. FERRO: NOAA Fisheries. Right.

25 MS. HAMILTON: Or seek -- yeah. The other

1 thing is, is that the professionals and things that
2 you do to take something complex and get it on to one
3 website and then on to Facebook and then on to a tweet
4 it's like, you know, you go from pages to part of a
5 page, to 143 characters and it's pretty awesome.

6 MS. BRYANT: Thank you.

7 MS. SOBECK: So playing off of both of those
8 last two comments, you know, the other thing these
9 guys have done that for me, I think is, you know, we
10 put out -- we always have tons of technical reports or
11 things that our scientists think of as technical
12 reports, you know, Fisheries of the U.S., Stats of
13 Stocks, Economics and Fisheries in the U.S.

14 You know, a lot of technical audiences that
15 rely on the details in those. But it's still a work
16 in progress but we're working hard to sort of figure
17 out what -- you know, if you're not down into the
18 weeds on this report; what are kind of the top line
19 messages. And how do we put you know, the kind of
20 thing you can use and you can take to use for budget
21 discussions with appropriators.

22 So you know, Status of Stocks -- so we spent
23 a lot of time and the one I like to use is, do we have
24 some species, some stocks that really need to be
25 rebuilt and that we're not sure how to go forward

1 with? Yes.

2 But we've made a ton of progress and we had
3 a graphic that was -- I don't know who came up with
4 this. So it's a picture -- I mean, it's the outline
5 of the fish. There's a stripe on the tail but it's a
6 different color and so if like 92 percent of stocks
7 are not overfished and not subject to overfishing, you
8 know, the eight percent on the tail are still serious
9 problems.

10 But being able to -- and when that report,
11 when Status of Stocks came out, you know, there was a
12 page of basic high level stats and a couple of easy to
13 understand graphics that were up on the web, could be
14 linked, cut and pasted, used by others. And I went up
15 on the hill and I don't -- I won't say that this got
16 us a lot more money but at least it was a new way to
17 present the problem to say -- people go, why do we
18 need more money for stock assessment? It's like,
19 because this was a good investment.

20 What we got is we could relate our FMA 2
21 percent. We want to get to this last stripe of the
22 tail. So this was a good investment. We rebuilt a
23 lot of stocks built based on the money that you gave
24 us.

25 MS. BRYANT: Yeah.

1 MS. SOBECK: So this is a good investment.
2 This is a good return on investment. You know, when
3 they say well, hey, we're always giving you more money
4 for stock assessments, why do you need more? Because
5 of the stripe on the tail of the fish. We're not
6 there.

7 So working with you guys about what high
8 level status -- do we want to overstate or
9 misrepresent the state of, you know, fisheries that
10 still need attention? No. But, you know, as I think
11 Mike said, I think that we all, all of us in this
12 room, sometimes allow the fisheries world to be
13 defined by its failures rather than its successes.

14 And I do think that this MSA40 campaign is
15 kind of designed to kind of celebrate those successes
16 without minimizing the challenges of the future and
17 give a more holistic view. And that's what I've been
18 trying to do, whether it's visiting the hill or
19 discussions or columns that I write, and I've really
20 been pushing these guys to take our scientific output
21 and take the top line messages that can be used for a
22 lot of different context.

23 The technical stuff, if you guys use, other
24 folks use, scientists use, that's still out there, you
25 guys can still use it for whatever you want. But we

1 have such a rich storm of information and we haven't
2 done a very good job of mining it for our own uses. I
3 don't know.

4 MS. BRYANT: Right. I just want to add one
5 thing to what Eileen is saying is part of the MSA40,
6 it really keys into our message that investment, it's
7 not just -- it's that eight percent and it's the fact
8 that if you want to keep the 92 percent and grow it,
9 you've got to keep monitoring it because it's always
10 going to change. And anyway, the investment thing is
11 something I need to really underscore and address, so
12 you'll see a lot of that in this whole thing.

13 MS. FERRO: Okay. I think that's it.
14 Thanks everyone.

15 (Applause.)

16 MS. SOBECK: I'm going to apologize. I need
17 to run away a little bit early.

18 MS. BONNEY: "Run away" is so --

19 MS. SOBECK: I'm going to run away to a
20 conference call, so I am running. I thank you all
21 very much. Keith, congratulations.

22 CHAIRMAN RIZZARDI: Thank you.

23 MS. SOBECK: Best of luck on your
24 retirement.

25 CHAIRMAN RIZZARDI: Yes, ma'am.

1 MS. SOBECK: Ken. Paul. Okay. See you
2 guys next --

3 MS. BONNEY: Next Spring.

4 MS. SOBECK: Next February.

5 CHAIRMAN RIZZARDI: Laurel and Rebecca,
6 thank you.

7 MR. AMES: Thank you.

8 CHAIRMAN RIZZARDI: If we could move back
9 to the aquaculture language on --

10 MS. LOVETT: This?

11 CHAIRMAN RIZZARDI: That helps. I've
12 already read that piece into the record.

13 MS. LOVETT: Okay. Which --

14 CHAIRMAN RIZZARDI: I'm going to need it for
15 a motion on the recommendation.

16 MS. LOVETT: I'm sorry.

17 CHAIRMAN RIZZARDI: Back to language on
18 climate change and resiliency.

19 MS. LOVETT: Oh, that. Okay.

20 CHAIRMAN RIZZARDI: And the piece of it that
21 was all being in the group, looking at aquaculture
22 issues. Okay, so --

23 (Pause.)

24 CHAIRMAN RIZZARDI: All right, now cannot
25 alter, "or increase resilience in stocks with the

1 assistance of communities and climate change." All
2 right. So this one we're not tinkering with at all.
3 Right? This is the first piece of our product and we
4 have three new ones that I understand Jule and Terri,
5 did you e-mail them yet?

6 MS. MORRIS: We're having technical
7 difficulty.

8 CHAIRMAN RIZZARDI: So in five minutes we'll
9 get to that. We'll take a break for a moment but I
10 just wanted to make sure you remember this one as far
11 as we're concerned with -- we're done with. This is
12 on the project work plan and, Julie, do you see the
13 need for motions on this? I mean, I don't see this as
14 a -- we're approving a work plan here. So how do you
15 want to --

16 MS. MORRIS: Yes, we should.

17 CHAIRMAN RIZZARDI: Motion and second its
18 approval. All right. So --

19 MS. BONNEY: Oh, so do you want to do each
20 one?

21 CHAIRMAN RIZZARDI: Yes, that's what I was
22 going to do. So, and since the other three are all
23 being slightly tweaked we'll do this one first. So if
24 you can just eliminate all the underline strikethrough
25 for me, Heidi. Thank you.

1 (Pause.)

2 CHAIRMAN RIZZARDI: All right. Any member
3 comments or discussion on what's on the screen? I'm
4 going to make a motion.

5 MS. BONNEY: I'll move the language up
6 there, project for the ad hoc working group. I'm not
7 going to read it all regarding the aquaculture.

8 CHAIRMAN RIZZARDI: Second?

9 MR. RHEAULT: Second.

10 CHAIRMAN RIZZARDI: Bob, second?

11 (Mr. Rheault nodded.)

12 CHAIRMAN RIZZARDI: Any discussion? And,
13 Bob, I'm assuming that you're going to be sort of the
14 informal chair on this particular issue. Okay. Any
15 discussion?

16 (No response.)

17 CHAIRMAN RIZZARDI: All right. Seeing none,
18 all those in favor.

19 (Chorus of ayes.)

20 CHAIRMAN RIZZARDI: Okay. So that's the
21 first of our resilience tasks. The other three are
22 almost done and --

23 (Pause.)

24 MS. LOVETT: So I can -- do you want me to
25 e-mail it to all as well? No? Or just leave it on

1 the screen?

2 MR. SHELLEY: Screen.

3 MS. LOVETT: Okay.

4 MS. MORRIS: So this first one is pretty
5 much unchanged from the version we saw this morning,
6 but we did add the underlined sentence at the end that
7 clarifies that the task force has already started on
8 this task.

9 MR. BROWN: You meant that to be
10 socioeconomic data?

11 MS. MORRIS: That would be good.

12 CHAIRMAN RIZZARDI: Thank you, Columbus.

13 MS. MORRIS: You can just say --

14 MS. BONNEY: Socio-.

15 MS. MORRIS: That works too. Social and
16 economic. Would you prefer socioeconomic? Yes? No?
17 Yes. Okay. So we want it to say socioeconomic.

18 CHAIRMAN RIZZARDI: Existing scientific and
19 socioeconomic.

20 MR. BROWN: Socio-.

21 MS. LOVETT: I know. There's two different
22 groups of stock, social scientists and economists.
23 That's why we tend to delineate the two.

24 MS. BEIDEMAN: It says social still.

25 MS. LOVETT: Okay.

1 CHAIRMAN RIZZARDI: Okay. Any member
2 discussion on this one or just a couple? Julie, we're
3 going to do them one at a time if that's okay.

4 MS. MORRIS: Uh-huh.

5 CHAIRMAN RIZZARDI: Okay. Motion?

6 MR. SHELLEY: I move we approve this
7 project.

8 MR. RHEAULT: Second.

9 CHAIRMAN RIZZARDI: Motion and second. Any
10 further discussion? All in favor.

11 (Chorus of ayes.)

12 CHAIRMAN RIZZARDI: Heidi, before we do the
13 next one could you do one of the ones that we didn't
14 formally approve, the one about making the edits to
15 the habitat enterprise strategic plan and new date?

16 Okay. So I think we had consensus on the
17 room, but just so that I have a motion and a second on
18 the record, what we said was that if we do have a
19 project for the ad hoc working group to comment on the
20 draft habitat enterprise strategic plan, and we
21 scheduled a meeting for November 9 at 4:00 p.m. to
22 deliberate and determine the final comments so that we
23 could submit them to NOAA. Is there a motion?

24 MR. RHEAULT: So moved.

25 CHAIRMAN RIZZARDI: Second?

1 MR. AMES: Second.

2 CHAIRMAN RIZZARDI: Any discussion?

3 (No response.)

4 CHAIRMAN RIZZARDI: All in favor?

5 (Chorus of ayes.)

6 CHAIRMAN RIZZARDI: Any opposition?

7 (No response.)

8 CHAIRMAN RIZZARDI: Okay. Thank you.

9 MS. MORRIS: So this is a new one that
10 addresses the need to communicate the science to the
11 people who can make use of that information. And so
12 it's focusing on communication strategies and
13 communicating that to fisheries, communities,
14 cooperatives, and managers.

15 CHAIRMAN RIZZARDI: Mike? Well, let's do
16 this the other way. Can I get a motion?

17 MR. RHEULT: So moved.

18 MS. MORRIS: Second.

19 CHAIRMAN RIZZARDI: All right. Discussion.
20 Mike.

21 MR. OKONIEWSKI: Thank you. The only
22 question I would have is, climate forecasting and
23 their effects. Because I don't think it's just the
24 forecasting along of the climate change that's going
25 to quite tell us what physically, oceanographically is

1 going on in the ocean.

2 CHAIRMAN RIZZARDI: Is it effects you're
3 looking for, or organizations, or --

4 MR. OKONIEWSKI: Well, I think it's two
5 things. The climate forecasting itself and also the
6 effects of this, changes.

7 MS. HAMILTON: And impacts too.

8 MS. MORRIS: And changes to the fishery.

9 MS. HAMILTON: And then -- uh-huh.

10 MR. OKONIEWSKI: Okay.

11 MS. MORRIS: I'm sorry? Go ahead.

12 MS. HAMILTON: And fishery impacts. That's
13 what we were interested in right?

14 CHAIRMAN RIZZARDI: How about provide its
15 forecast of climate changes and impacts?
16 Communication strategies to provide forecasts of
17 climate changes and impacts.

18 MS. MORRIS: But are we just interested in
19 fisheries' impacts? I mean, is that what we're
20 requesting? Just to --

21 MR. OKONIEWSKI: I think it goes beyond just
22 fishery impacts.

23 (Talking over.)

24 CHAIRMAN RIZZARDI: So, would that be
25 friendly, Julie?

1 MS. MORRIS: Sure.

2 CHAIRMAN RIZZARDI: To provide forecasts of
3 climate changes and impacts.

4 MS. LOVETT: Do you want just, upstate
5 Washington, broad fisheries?

6 CHAIRMAN RIZZARDI: Yes. Yeah.

7 MS. LOVETT: Okay.

8 CHAIRMAN RIZZARDI: It's pretty broad.

9 MS. BONNEY: So can I ask a question?

10 CHAIRMAN RIZZARDI: Of course.

11 MS. BONNEY: So project for ad hoc
12 Resiliency Committee with Climate and Marine Resources
13 Task Force, how does that two bodies function
14 together? I mean, are you tasking the Climate and
15 Marine Resources Task Force and us at the same time?
16 Or, is it two separate processes but the same
17 question?

18 MS. MORRIS: So, are we envisioning that
19 these -- that the Climate and Marine Resources Task
20 Force develops stuff that then flows through the ad
21 hoc Resilience Committee? Is that what we're
22 envisioning?

23 MS. BONNEY: I would think that, yeah, that
24 that would be a better process than having -- so the
25 first -- if you go back up to the other one and we

1 were tasking them to look at gaps; right? and here
2 they're giving us suggestions with us kind of adding
3 on to it.

4 MS. LOVETT: Does this work for you? A
5 project of your Ad hoc Subcommittee with Climate
6 Marine Task Force.

7 MS. BONNEY: Yeah, that fixes it.

8 MS. MORRIS: Okay. Brilliant idea.

9 CHAIRMAN RIZZARDI: Julie, are you going to
10 have the MAFAC person sort of as the point of contact
11 for each of these?

12 MS. MORRIS: I haven't given it any thought.
13 But that's a great suggestion. Yeah. How many MAFAC
14 members are on the Climate and Marine Resources? How
15 many?

16 MS. LOVETT: Four.

17 MS. MORRIS: There's four.

18 MR. FRANKE: Three on -- three and then, so
19 there's four.

20 MS. MORRIS: Okay.

21 CHAIRMAN RIZZARDI: And there were others
22 who were interested; but because of the way the
23 meetings were all scheduled, not everybody was able to
24 participate.

25 MS. MORRIS: Okay.

1 CHAIRMAN RIZZARDI: Only the subcommittee
2 meets.

3 MS. LOVETT: So the four MAFAC members that
4 are liaisons will be Columbus, Pam, Peter and Micah.
5 Technically the Task Force is reporting to the
6 Ecosystems Subcommittee, and Pam has been the lead
7 liaison if you will.

8 MS. MORRIS: But now we're switching that
9 to --

10 MS. LOVETT: Yeah.

11 MS. MORRIS: -- the resilience subcommittee.

12 MS. LOVETT: And that should be fine to just
13 organize these tasks and be -- we can redraft the
14 terms of effort to expand in terms of our needs for
15 that.

16 MS. MORRIS: Okay. Are we ready to vote on
17 this one.

18 CHAIRMAN RIZZARDI: Any further discussion
19 on this item?

20 (No response.)

21 CHAIRMAN RIZZARDI: All right. Seeing none,
22 all in favor.

23 (Chorus of ayes.)

24 CHAIRMAN RIZZARDI: Any opposed?

25 (No response.)

1 CHAIRMAN RIZZARDI: Okay.

2 MS. MORRIS: There's one more. So this is
3 the part which would be building on the presentation
4 that Wendy gave on Tuesday, that would be looking both
5 within Magnuson and beyond Magnuson; for tools and
6 examples and models for how fisheries management could
7 be more agile and adaptive to changes in fisheries due
8 to the climate science information.

9 MS. LOVETT: -- can I add office of
10 sustainable fisheries for clarity?

11 MS. MORRIS: Yes. And we should probably
12 also add the, with inputs from -- at the top --

13 Inputs is such a mechanical word. So I
14 would move this.

15 MR. SHELLEY: Second.

16 CHAIRMAN RIZZARDI: Any discussion? Peter.

17 MR. SHELLEY: The only work that jumps out
18 at me is agile. I'm not sure exactly what that means
19 in this context. It seems to me we might be talking
20 about dynamic or just kind of realtime or just --
21 agile is just not a very meaningful word in this
22 context.

23 MS. MORRIS: So, dynamic, quick, nimble.

24 MR. SHELLEY: Quick, yeah.

25 MS. MORRIS: Dynamic is fine with --

1 anybody?

2 MR. SHELLEY: Dynamic wouldn't be quick if
3 it's inaccurate.

4 MS. MORRIS: Okay. So we'll replace agile
5 with dynamic.

6 MR. SHELLEY: Dynamic.

7 MS. LOVETT: If you don't mind, just for the
8 charter, I'm going to change where it says
9 subcommittee to temporary group.

10 MS. MORRIS: Thank you.

11 MS. LOVETT: We have standing subcommittees
12 and this is an ad hoc temporary --

13 MR. OKONIEWSKI: I'm just putting it up for
14 consideration. I'm not advocating. But are
15 management strategies applicable to what we're talking
16 about here or management structures? I don't know.
17 Something -- we're talking about getting examples for
18 international examples, but it sounds like it's
19 management type. Maybe not majors per se but just
20 frameworks or systems, whatever it is. And maybe we
21 don't even need to touch on them. I'm just throwing
22 it out there.

23 MS. MORRIS: So the words that you think are
24 better than the strategies are frameworks?

25 MR. OKONIEWSKI: Well, maybe I'm missing --

1 maybe I missed what I was --

2 MS. LOVETT: Are you talking about
3 strategies or policies?

4 MR. OKONIEWSKI: Well, it's strategies but I
5 guess that's all-inclusive. But so do any good if we
6 include management strategies in particular, which --

7 MR. RHEULT: Decision tools, for instance.

8 MR. OKONIEWSKI: So I'm confident, so.

9 MS. MORRIS: So add the word management
10 before strategies on the second line?

11 MR. OKONIEWSKI: I'm just putting it out
12 there for consideration.

13 MS. MORRIS: Yeah, that's good.

14 MR. OKONIEWSKI: If anybody felt like it was
15 something that would be good to be in there, fine. If
16 not then let's move on.

17 MS. BONNEY: I think it's all covered,
18 honestly. I mean, because once you -- I think you
19 might drive some -- I think a management strategy
20 evaluations for like stock assessments and whatnot,
21 which kind of answers the question and this, to me,
22 leaves it more open. But it covers all the topics.
23 That's just my opinion.

24 MS. BEIDEMAN: We kind of leave it open when
25 it says other management processes. So it could be

1 any number of things.

2 MS. HAMILTON: Question, in the sentence
3 identifying the, kind of the mechanisms that do
4 provide for these actions, aren't we wanting to find a
5 way to incorporate climate data into those? I'm not
6 sure it says that.

7 Oh, I think we're looking for mechanisms
8 that can absorb this information, or we're looking for
9 the path to get this information in to some existing
10 frameworks that might be familiar to people under
11 Magnuson. Or maybe that's kind of what I was able to
12 get today that made me more encouraged about all this
13 was, we did have some structures in place. What we
14 want is to get this data into those structures.

15 MS. BONNEY: But we first -- our
16 conversation yesterday was that there were some that
17 worked. And but we'd like to see what they are.

18 MS. HAMILTON: Okay.

19 MS. BONNEY: And discuss that and see, you
20 know -- so we wanted to, instead of looking at, you
21 know, what doesn't work, let's see if we find things
22 that do work and then go from there. So --

23 MS. HAMILTON: Okay.

24 MS. BONNEY: -- step wise this was
25 identified. The working ones or ones that are more

1 effective.

2 CHAIRMAN RIZZARDI: So on line 5 for Liz's
3 point, where it says to be responsive, it could say to
4 consider and respond to climate data. And then you're
5 being much more specific about considering the climate
6 data.

7 MS. BONNEY: Okay.

8 CHAIRMAN RIZZARDI: So it says right now,
9 "To be responsive." And instead it could say, "To
10 consider and respond."

11 MS. BEIDEMAN: Yeah, I think that works.

12 MS. BONNEY: Yeah, that does.

13 MS. BEIDEMAN: Yeah, because that's our
14 goal; right?

15 CHAIRMAN RIZZARDI: You're trying to push
16 them to consider the data and to use the data and to
17 make decisions based on the data. So --

18 MS. BONNEY: Yeah and it'd be so much
19 better.

20 CHAIRMAN RIZZARDI: And how do you give them
21 the tools to do that?

22 MS. BONNEY: I'm sorry, what would?

23 CHAIRMAN RIZZARDI: Would that be friendly?

24 MS. HAMILTON: Yeah, I think it works.

25 MS. BEIDEMAN: Yeah, I think it's good.

1 CHAIRMAN RIZZARDI: Okay. Any other member
2 discussion?

3 (No response.)

4 CHAIRMAN RIZZARDI: Okay. Seeing none, all
5 those in favor.

6 (Chorus of ayes.)

7 CHAIRMAN RIZZARDI: Any opposition?

8 (No response.)

9 CHAIRMAN RIZZARDI: We'll pass this. You
10 all have your work cut out for you.

11 MS. BEIDEMAN: Yeah, we'll have it back to
12 you in a couple of years.

13 (Laughter.)

14 CHAIRMAN RIZZARDI: All right. So we're
15 winding down.

16 MS. LUKENS: Yes, we are.

17 CHAIRMAN RIZZARDI: And there's not really a
18 need to discuss the next meeting yet.

19 MS. LUKENS: I think that we are -- we'll be
20 in touch. We're kind of narrowing down on times and
21 locations for the next meeting. So that will be out
22 very shortly.

23 MS. BONNEY: So can you give us like just
24 kind of a broad brush of what you're thinking?

25 MS. LUKENS: Of time?

1 MS. BONNEY: Time and location both.

2 MS. LUKENS: Well, we were thinking of
3 somewhere out in the field in the spring and we were
4 looking at the end of April and into May. We're
5 trying to juggle all the council meetings and whatnot
6 and find that sweet spot that doesn't cause any
7 conflicts.

8 However, there is a good date at the end of
9 April, I believe it is, that is -- happens at the end
10 of that one week is the Science Advisory Committee,
11 the SAB, Science Advisory Board for all of NOAA. We
12 discovered that this weekend we're kind of kicking
13 around the idea of, are there any intersections of
14 having this committee meeting at the beginning of the
15 week and at the end are there any opportunities for
16 overlap as to what they're doing.

17 So that's kind of the dialog that we're
18 thinking there. So I don't know -- I can see there
19 might be some opportunities and we would put that
20 before you all in the suggestion there. So that would
21 be in D.C. And then we would put the next one out,
22 out in the field somewhere.

23 So that would be the only reason that we
24 would hold it in D.C. And maybe even you can save
25 some money on hotels too.

1 (Laughter.)

2 MS. LUKENS: So anyway, that's the general
3 thinking. If anybody has any feedback on that, or
4 thoughts, please -- and also on meeting preparation,
5 on meeting execution, on anything like that, please,
6 we are very open and welcome to thoughts and ideas and
7 suggestions as I see this as subjective management
8 process, learning from meeting. And I have personally
9 learned a lot at this meeting in terms of how the
10 committee works, and thinks, and functions well, and
11 whatnot. So anyway, that's interesting.

12 And we'll be in touch. Certainly we talked
13 about chair and vice chair opportunity in roles and
14 we'll be hopefully announcing soon the four new
15 committee members to make it through vetting process.
16 And then the replacement of subcommittee -- we have
17 some subcommittee chair holes, filling that in and
18 making those changes too, so. Couldn't get it all
19 done.

20 MS. HAMILTON: What week was that meeting?

21 MS. LOVETT: It's the Thursday and Friday,
22 last week of April.

23 MS. LUKENS: Yes.

24 MS. LOVETT: So I think it's the 28, 29th.
25 If I got it wrong by dates, definitely that Thursday

1 and Friday.

2 MR. MCCARTY: Is there a link to the group?

3 MS. LUKENS: And we're going to be here in
4 D.C. If the Science Advisory Board -- the NOAA
5 Science Advisory Board. That's like, big, other FACA.

6 MR. RHEULT: So, I don't know if this is an
7 appropriate time but I had a sort of question about
8 MAFAC function. And one of the things that we used to
9 do is we have this action table, and it listed all the
10 actions that we recommended and then how they were
11 followed through or not. And it looks like the table
12 hasn't been populated since 2013. I was wondering if
13 there will be an opportunity to ask staff to try and
14 work on populating the more recent actions and how
15 they've been --

16 MS. LUKENS: Yes.

17 MR. RHEULT: -- dealt with by --

18 MS. LUKENS: We can certainly do that. I
19 didn't even know that table existed.

20 MR. RHEULT: It was very useful for me as a
21 new member to find out where we'd come from and how
22 our recommendations were --

23 MS. LUKENS: That's -- yeah. Yep.

24 MR. RHEULT: -- meeting, or not. And then
25 it helps, I believe, with member engagement.

1 MS. LUKENS: And certainly we will update
2 that. Recommendations like that I'm looking for in
3 any form. You don't have to do it today and go back
4 and think about some things, please. But you know.

5 CHAIRMAN RIZZARDI: Okay. I have three
6 sentences I want to get before I pass on the gavel. I
7 was doing some math last night and I realized that
8 I've done 21 meetings and I can't count how many
9 conference calls. And I need to see another piece of
10 that which is to acknowledge two people. Julie
11 Morris, your new chair who is going to do an amazing
12 job.

13 And Ken Franke, whose tenure like mine is
14 expiring. Because over the last four years as chair
15 whenever something needed to get done, whenever a
16 project needed a person to own it, those two stepped
17 up. Over and over and over. And your contributions
18 were incredible. I'm very grateful to both of you.

19 You know, over the last six years I've
20 changed a lot and I have listened, I learned, I grew
21 some gray hairs. MAFAC has changed a lot. Our oceans
22 are changing a lot. And next meeting you guys are
23 going to change a lot. So I'm going to end with three
24 little pieces of advice and all puns are intended.

25 The first one is, tackle big fish, both at

1 the individual and the committee level. You folks
2 have signed up for this. You've chose to do this. Go
3 big or go home. You know; do something while you're
4 here. You have the chance to advise the federal
5 government to make an impact. Take advantage of it.

6 Second, cast for consensus. You know, there
7 are a lot of diverse opinions in this room and what's
8 magical is when all those opinions can merge. You
9 have a special power to persuade and to get the
10 federal government to do something.

11 But flip side of that, number three, know
12 when to bail. Sea levels are rising. MAFAC's profile
13 is rising. And I'm asking you not to let your tempers
14 start rising. Consensus will escape you sometimes.
15 So you know, when that happens abandon ship and issue
16 a minority report. But what's really cool is it
17 doesn't happen that often. MAFAC is really special
18 and it's not just another room where the stakeholders
19 get together and argue with each other. It's not a
20 council meeting where everybody is really angry with
21 each other. You know, in other places I've been in
22 the federal courtroom where I was defending the
23 federal government on the Endangered Species Act
24 issues and I was called Darth Vader. In other places
25 you've probably been called horrible names and heard

1 advocates scream at one another. But here that
2 doesn't happen.

3 Here we have continued to reach beyond our
4 individual likes and dislikes, and we have managed to
5 develop a committee where we work together and we work
6 respectfully, and we all share this common desire to
7 shape federal policy and to help our government do
8 better. And it has united us. And it is all of you
9 who for the past many years have made serving on MAFAC
10 special to me and I thank all of you for that. Go
11 forth and catch big fish. Julie, here is your gavel.

12 Thank you, everybody.

13 (Applause.)

14 MS. MORRIS: Am I really the chair now?

15 MS. LUKENS: But may I say one thing? I
16 know we had lots of people thanking Keith for his
17 leadership here and also we had, and we talked about,
18 thank you to Ken and to Paul and also to Tony who
19 wasn't able to be here for this evening.

20 And I'm sorry I didn't have more time with
21 you but I learned a lot from you, certainly, Keith,
22 writing me notes all at the last meeting about things
23 that I should be doing. So, anyway, thank you to you
24 all and I hope that we will stay in touch and we
25 sincerely do appreciate your service to this

1 community.

2 MS. MORRIS: And thanks to the Office of
3 Policy and all of your many talented staff who brought
4 this --

5 MS. LUKENS: Right down there.

6 MS. MORRIS: -- brought this meeting in for
7 a landing. Any other business before we adjourn?
8 Yes, Heidi.

9 MS. LOVETT: A few -- this administrative.
10 A few people have passed on their hotel bills and a
11 few people had questions so I just wanted to clarify
12 something. If you're a member of the Franklin Board
13 Program, the SPG Board Program, you should not have
14 any internet expenses. If you are not a member of
15 that you might have internet charges. Don't worry, we
16 will pay for them and reimburse you for them.

17 We made lots of negotiations to keep other
18 prices down but we weren't able to negotiate that. So
19 I just wanted you to be clear on that.

20 And then -- because there are questions.
21 And if you have your bill and you want to pass it to
22 me and I will forward it, just bring it right to
23 Angela.

24 This is the major bill you need to have; you
25 need to provide to her for doing your travel

1 authorizations. I will send around the form that some
2 of you find helpful. It's not required but I'll send
3 around the travel reimbursement form that helps you
4 keep track of all your expenses and you just need to
5 send me and/or Angela an e-mail with your other listed
6 expenses.

7 If there's parking, taxis, airport parking,
8 et cetera. And she already has calculated and will
9 calculate your per diem. We do request that you
10 provide it back to us within five to 10 days and then
11 you get paid much, much faster as well. Thank you.

12 MR. DYSKOW: Can I ask a quick question?

13 MS. LOVETT: Sure.

14 MR. DYSKOW: You're saying that if we just
15 hand you our hotel bill we don't have to do anything
16 further?

17 MS. LOVETT: If there's no other expenses
18 you are requesting reimbursement on, you don't have to
19 do anything further.

20 MR. DYSKOW: And per diem is automatically
21 calculated?

22 MS. LOVETT: Per diem is automatically
23 calculated. Yes. Yep. I'll make it easy. And the
24 other thing is, is that in the next -- it's closer to
25 the beginning of the year.

1 We will be sending out to you from our
2 lawyers, the general counsel, the paperwork that you
3 are required to fill out each year. And so just look
4 for that, please. There's two things, your financial
5 disclosures and your certification that you're not
6 representing a foreign government. So those two
7 things will come to you either directly from the
8 lawyer or from me. Thank you.

9 MR. CLAMPITT: Heidi, you need a hard copy?

10 MS. LOVETT: That's helpful.

11 MR. CLAMPITT: All right.

12 MS. LOVETT: Otherwise you can send it
13 electronically.

14 MR. CLAMPITT: Fine. The e-mail --

15 MS. LOVETT: Yes, you can just forward the
16 e-mail.

17 MR. CLAMPITT: All right.

18 MS. LOVETT: No problem.

19 MS. MORRIS: Okay. Any other business
20 before MAFAC? Yes, Terri.

21 MS. BEIDEMAN: I have a question. On our
22 charge as the Ad hoc Committee, you know, we're going
23 to have them pretty quickly. Do you have any idea --
24 are you all in charge of this now? You're
25 chairperson?

1 MS. LUKENS: I believe we can follow up with
2 that and our next steps and --

3 MS. MORRIS: Yeah, we have sort of -- we
4 have some personnel decisions that need to be made
5 that I'm not even aware of. So we'll be working on
6 that.

7 MS. BEIDEMAN: Okay.

8 MS. MORRIS: Jennifer and Terri and I will
9 be working on that.

10 MS. BEIDEMAN: Okay.

11 MS. MORRIS: Over the next few weeks.

12 MS. BEIDEMAN: All right. Just curious.
13 The clock is ticking.

14 MS. LUKENS: Yes.

15 MS. MORRIS: Well, especially the habitat
16 comments.

17 MS. BEIDEMAN: That's what I meant.

18 MS. MORRIS: It's very quick, yes.

19 MS. BEIDEMAN: Yeah, that's the big concern.
20 That's like, soon.

21 MS. MORRIS: Any other business. Is there a
22 motion for adjournment?

23 (Laughter.)

24 MS. MORRIS: Any opposition? Any
25 opposition?

1 (Whereupon, at 11:56 a.m., the meeting in
2 the above-entitled matter concluded.)

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REPORTER'S CERTIFICATE

DOCKET NO.: N/A
CASE TITLE: MAFAC Meeting
HEARING DATE: October 15, 2015
LOCATION: Silver Spring, Maryland

I hereby certify that the proceedings and evidence are contained fully and accurately on the tapes and notes reported by me at the hearing in the above case before the National Oceanic and Atmospheric Administration.

Date: October 15, 2015

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