



# Florida Keys National Marine Sanctuary Advisory Council Core Group Update

October 16, 2018

# Core Group Members

1. Boating Industry – Bruce Popham, Chair
2. Tourism – Clint Barras, Vice Chair
3. Conservation & Environment – Ken Nedimyer, former Chair
4. Conservation & Environment – Chris Bergh, former Vice Chair
5. County Elected Official – George Neugent
6. Diving – Joe Weatherby
7. Flats Fishing Guide – Will Benson
8. Marine Life Commercial Fishing – Ben Daughtry
9. Citizen at Large – David Makepeace
10. Shell/Scale Commercial Fishing – Justin Bruland

# Core Group Objectives

1. Identify topics and/or issues for targeted public outreach
2. Identify additional opportunities, tools, and mechanisms to inform and engage the public
3. Identify if/how individual Advisory Council Members and/or Advisory Council as a whole will engage with the public outside of Council meetings
4. Provide input to the development of:
  - Process for council review, comment and recommendation on DEIS
  - Format of public informational meetings on DEIS
  - Format for council to hear public comment on DEIS

# Draft Key Messages

The natural resources we enjoy drive our economy, our communities and our way of life.

In an effort to improve the natural resources of the Florida Keys, the sanctuary will propose a “Restoration Blueprint” in 2019 that embodies what we have learned from more than 20 years of science, management achievements, technical experience, and local community involvement.

Successful management of the Florida Keys National Marine Sanctuary relies on our valued partnerships and community input. We are all part of the solution and the “Restoration Blueprint” will kick off another opportunity for the public to provide their views and insight about the future of the Florida Keys.

# Draft Key Messages & Talking Points

**The natural resources we enjoy drive our economy, our communities and our way of life.**

- Facts about the benefits the resources provide
- Facts about economic value of resources and activities – make them personal
- Highlight achievements and successful management action
- Include bright spots and hope: examples of resilience

# Draft Key Messages & Talking Points, cont.

**In an effort to improve the natural resources of the Florida Keys, the sanctuary will propose a “Restoration Blueprint” in 2019 that embodies what we have learned from more than 20 years of science, management achievements, technical experience, and local community involvement.**

- Note the consequences of inaction, what is at stake?
- Acknowledge the value and importance of local knowledge and experience in this process
- Illustrate the decline in resource condition
- Highlight the importance of local engagement and action
- Communicate the urgency of action

# Draft Key Messages & Talking Points, cont.

**Successful management of the Florida Keys National Marine Sanctuary relies on our valued partnerships and community input. We are all part of the solution and the “Restoration Blueprint” will kick off another opportunity for the public to provide their views and insight about the future of the Florida Keys.**

- Emphasize the continued opportunity for input
- Note that this is an inclusive process
- Critical that the Sanctuary hears from the community

# Constituencies, SAC Affiliations & Engagement Opportunities

1. Business and Civic Organizations (chambers of commerce, Rotary, etc)
2. Local and National Non-Governmental Organizations
3. Local, Regional and National Fishing Organizations
4. Diving Associations and local dive shops
5. Boating Organizations
6. Academic / Science Community
7. Local and State government and elected officials
8. Media
9. Schools

# Draft Advisory Council Constituent Outreach Plan (example)

	SAC Member POC for Audience	SAC Member Affiliations	Affiliation	Opportunities - Meetings, etc
<b>Business and Civic Organizations</b>				
Tourism Development Council	Andy Newman Clint Barras			Monthly meetings
Chambers of Commerce				
Ocean Reef Club		Ken Reda		
Rotary Clubs				
Homeowners Associations		Ken Nedimyer/Suzu Roebling Will Benson	Members of those communities with ties to Assns.	target for winter when snowbirds are here several SAC members participate to share different viewpoints, constituent interests, etc.
<b>Local NGOs</b>				
	Chris Bergh Ken Nedimyer			Host a round-table breakfast to get to know the new Sanctuary Superintendent
REEF				
Reef Relief				
CRF				
Last Stand				
<b>Local Fishing Organizations</b>				
FK Commercial Fishermen Association/OFF	Justin Bruland			
Local Guides Assns. Key Colony Beach Boating and Fishing Club Islamorada Fishing heads of fishing tournaments	Will Benson	Steve Leopold for Upper Keys		
Key West Charter boat Association	Will Benson Richie Gomez	Richie Gomez	Member, former President	
FL Marine Life Assn	Ben Daughtry			regular meetings
<b>Diving Organizations</b>				
CADO	Joe Weatherby	Don Kinkaid		
DEMA		Joe Weatherby Elena Rodriguez Lisa Mongelia	attend annual DEMA meeting	November meeting, potential presentation(s) and SAC member participation
Blue Star				
<b>Boating Organizations</b>				
NMMA/BoatUS	Bruce Popham			
Local Boat Vendors		Bruce Popham Ken Reda		
Key West PWC Co-Op		Will Benson		

# Timeline

## **October**

Full Advisory Council input on Draft Constituent Outreach Plan  
(*afternoon working session*)

## **November**

Sanctuary staff take input and create a schedule for outreach and engagement

## **December**

Full Advisory Council review plan and identify engagement opportunities (*working meeting*)

## **January – Spring**

Implement the Constituent Outreach Plan