



## Community Engagement Committee REPORT

20 March, 2019 10:30 AM – 3:30 PM  
Anchorage Hilton

The Community Engagement Committee held its first meeting on 20 March, 2019 at the Anchorage Hilton hotel. The purpose of the meeting was to review the draft Terms of Reference and Standard Operating Procedures, review the purpose and charter of the committee, and develop tentative plans for the committee to meet its objectives.

Committee Members in attendance:

Simon Kinneen (Co-chair)	Becca Robbins-Gisclair	Nicole Kimball
Theresa Peterson (Co-chair)	Marissa Mercurieff	Robert Keith (teleconference)
Jennifer Hooper	Tom Panamaroff	
Mellisa Heflin	Rob Sanderson, Jr.	

Members absent: None

Others in attendance:

Diana Evans	Brendan Raymond-	Raychelle Daniel
Diana Stram	Yakoubian	Anne Henshaw
Elizabeth Figus	Julie Raymond-Yakoubian	Lenora Dushkin
Ernie Weiss	Art Severance	Sally Bibb
	Jason Dinneen	

### Terms of Reference and Committee meeting schedule

The committee reviewed the draft Terms of Reference and Standard Operating Procedures and recommended some changes. Paragraph 1 was modified to note that the committee will not provide fishing management policy advice to the Council. Paragraph 3(a) (and subsequent) were modified to reflect that the committee's Co-~~chairmen~~ chairs are appointed by the Council chair. Paragraph 3(d) was modified to reflect that committee co-chairs will maintain final approval of ~~minutes~~ the committee report. Paragraph 4(a) was modified to reflect that Committee members are ~~expected~~ highly encouraged to attend all committee meetings in person. Paragraph 4(c) was modified to reflect that committee members are ~~expected~~ highly encouraged to engage stakeholders. Paragraph 5 was revised to reflect that the committee may select proposals for committee consideration directly related to the Committee's purpose. If the Committee solicits formal proposals, proposals must be submitted ~~to the Council~~ via the Council's online agenda system.

The committee noted, with respect to proposals, that committee members can engage with their communities to identify potential strategies for committee consideration, and that it may not be necessary to solicit formal proposals from individuals or organizations not involved in the committee process.

The committee tentatively identified a schedule of approximately one year for the committee to develop recommendations for Council consideration. The suggested schedule includes a total of four in-person

meetings and at least one teleconference. The teleconference is scheduled for April 29, 2019 from 2-4 PM. The next in-person meeting is proposed for June 3 or 4, 2019 in association with the June Council meeting in Sitka, AK. Other meetings will be scheduled for fall 2019 and spring 2020, potentially in association with meetings of other rural or tribal organizations that occur outside of Anchorage. However, committee members were explicit that the purpose of committee meetings is to develop strategies for the Council to engage rural communities, and that purpose should not be confounded by holding meetings in association with other organizations with other purposes.

### **Information requests**

The committee requested that staff provide a list of communication, outreach, and engagement tools that are currently in use by the Council. The committee felt that a comprehensive list of the tools currently in use would better enable them to identify potential gaps or deficiencies in the Council's engagement strategies and identify strategies and tools to address them. Staff will provide the list in time for a teleconference on 29 April 2019.

The committee discussed NMFS Tribal Consultation and general co-management efforts and thought there may be lessons learned from these other processes that may help in the development of recommendations for the Council. The committee also was explicit that the purpose of the request was to examine the tools these programs utilize to engage communities. It is not the purpose of the committee to review NMFS consultation or co-management procedures. Sally Bibb (NMFS) indicated that someone from NMFS would be available to provide information to the committee regarding NMFS' tribal consultation procedures at the June committee meeting. The committee requested that report by consensus and noted that the tribal perspective brought by several members on the committee would provide a useful contrast to the NMFS perspective.

The committee noted that there may be other organizations, such as the US Fish and Wildlife Service Regional Advisory Councils or other fishery management Councils that may also have unique tools for community engagement that the Council could consider. The committee requested that Council staff and the co-chairs investigate other organizations and their availability to speak with the committee.

The co-chairs requested, in response to public comment, that letters previously submitted to the Council relative to suggested improvements in rural outreach and communication be made available to the committee.

Opportunity for public comment was provided at several points during the meeting. Public comment was provided by Raychelle Daniel (Pew Charitable Trusts), Julie Raymond-Yakoubian (Kawerak), and Art Severance (Coastal Villages Region Fund).

### **Summary**

- The committee reviewed and suggested several changes to the Terms of Reference and Standard Operating Procedures.
- The committee scheduled a teleconference for 29 April from 2-4 PM to discuss the list of current engagement tools employed by the Council.
- The committee tentatively scheduled the next meeting to coincide with the Council's June meeting in Sitka, AK. The meeting is tentatively scheduled for 8 hours, depending on space availability.
- The committee requested information from NMFS regarding tribal consultation tools and procedures.



## Community Engagement Committee

### Report

4 June 2019, Sitka, AK

The North Pacific Fishery Management Council’s Community Engagement Committee met to review and discuss methods and strategies for Council engagement with rural and Alaska Native communities.

#### Committee Members in attendance:

Simon Kinneen (Co-chair)	Tom Panamaroff	Marissa Merculieff
Theresa Peterson (Co-chair)	Nicole Kimball	Mellisa Heflin
Jennifer Hooper	Becca Robbins Gisclair	Rob Sanderson (ph)

Members absent: Robert Keith

#### Others in attendance:

Julie Raymond-Yakoubian	Rachel Baker	Art Severence
Brenden Raymond - Yakoubian	Bob Foy	Raychelle Daniel
Sally Bibb	David Witherell	
	Savannah Miller	

The Community Engagement Committee (CEC) met in Sitka on 4 June, 2019 to continue their work to review existing Council engagement strategies and practices to identify potential deficiencies and make recommendations for improvements to existing programs or recommend new strategies and programs. The CEC will continue to meet and develop recommendations for the Council. Committee recommendations will be delivered to the Council at the conclusion of the process. Committee reports are considered progress reports until the final recommendations are drafted and presented.

Opportunity for public comment was provided at multiple points during the meeting. Public comment was provided by Dr. Bob Foy (AFSC), Julie Raymond-Yakoubian (Kawerak, Inc.), Raychelle Daniel (Pew Charitable Trusts), Frank Kelty (City of Unalaska), Verner Wilson (Friends of the Earth International), and Heather McCarty (CBSFA).

The CEC’s review was focused around a list of current Council engagement activities and strategies prepared by Council staff. The CEC noted that much of the work that the Council and staff currently engage in are focused outreach around specific Council actions, rather than community engagement. The CEC recognized the usefulness and effectiveness of these activities. The CEC agreed that these actions should continue and the work of the CEC is to suggest strategies and programs to improve outreach and focus on developing two-way engagement strategies.

The CEC walked through the annotated list of council communication strategies and identified opportunities for improvement and new strategies. At this point, the CEC is identifying strategies for which they want to continue discussion and clarification at later meetings when the final report is prepared. The discussion points that follow should be considered items for further discussion, not consensus recommendations of the committee.

The CEC suggested that the Council could consider developing live, organized training for local community members when the Council holds meeting in Alaskan communities. It was also suggested that the Council could develop a publicly available (YouTube, etc.) training video that might reach a larger audience, but not replace in-person training. It was also noted that some tribal organizations provide cultural training for police, etc. that work in villages and may be available if the Council were interested in such training for new Council members and staff. The CEC recommended that cultural training for Council members and staff should be considered.

Regarding current council meeting activities, the CEC discussed opportunities for testimony via telephone rather than in-person testimony. Testifying via telephone could reduce the anxiety that some people have about testifying in person, and make the opportunity more affordable by eliminating travel costs and restrictions.

The CEC discussed opportunities and requirements for the Council to meet in communities other than Anchorage, Juneau, Sitka, and Kodiak.

The CEC discussed ways to expand the distribution of Council pamphlets and electronic communications like the newsletter. The CEC noted that many in rural Alaska rely on social media platforms such as Facebook to share news and that many other organizations in rural Alaska have Facebook pages to distribute information. Many committee members suggested that a Council Facebook page would be an excellent opportunity to quickly share information in rural Alaskan communities.

The CEC discussed Council committees and it was noted that the committee process is often least understood by rural community members. The CEC suggested that more outreach explaining the committee process would be useful, and could be included in the recommended community training and video. Some committee members noted that community members are often more comfortable presenting to the less formal committees than to the full Council, but need to understand that testimony at committees may not be presented to the Council (unless written testimony is provided to the committee). The CEC also discussed whether public testimony presented to committees should be summarized in committee minutes. Current Council policy is to note that public testimony was provided to the committee, but it is not appropriate for council staff to summarize public testimony. Rather, the Council provides many opportunities for the public to provide oral and written testimony to committees, the SSC, AP, and Council. It was clarified that written public comment would be accepted at the CEC until the meeting starts.

The CEC discussed the utility of a Council Tribal Advisory Committee that could provide information on Council actions that could affect tribes in Alaska, and also provide opportunity for tribal members to provide comment and information to the Council that might not be part of the Council agenda. The CEC also discussed the idea of a designated time for tribes to provide information directly to the Council. It was also noted that the BS FEP is developing the LK/TK and Subsistence Action Module that will provide recommendations to the Council on a process for integrating traditional knowledge and the Council process. Another suggestion was the creation of a dedicated Tribal Liaison on Council staff who could serve as a central contact point for tribes and be responsible for facilitating and assisting with engagement.

The CEC discussed Council Plan Teams, it was noted that many on the CEC did not know the purpose of Plan Teams, and they are largely unknown in rural Alaska. It was noted that the Crab Plan Team held a meeting in Nome that was a good opportunity for two-way engagement with Plan Team members.

The CEC discussed project-specific scoping and actions, such as Council visits to rural communities. Committee members noted that community members appreciate when meetings take place in their communities outside of the Council process. One committee member suggested that the Council or Council committee should visit at least one rural community annually. This would provide opportunity

for both general and project specific engagement, including the opportunity for Council process training discussed earlier.

The CEC also encouraged the Council to explore opportunities to provide presentations or rent booths at large tribal conferences such as the Alaska Federation of Natives annual conference or the First Alaskans Institute Elders and Youth Conference that precedes the AFN conference, and BIA providers conferences. It was noted, however, that these larger conferences are more amenable to Council outreach than two-way engagement. An advantage to having a presence at the larger meetings is to establish contacts with villages and tribal organizations that may lead to more direct two-way engagement in the future.

The CEC discussed next steps for the committee. The committee expressed that they have now considered the existing Council communication strategies and methods and should now identify tools and methods to engage rural communities. The CEC received information on Tribal Consultation from NMFS Alaska Region before this meeting and agreed that the CEC would discuss Tribal Consultation and coordination at a future meeting.

The CEC suggested that the next meeting could occur in September, likely in Anchorage. Staff were tasked with developing a poll to determine available time for the committee.



## Community Engagement Committee

### Report

4 June 2019, Sitka, AK

The North Pacific Fishery Management Council's Community Engagement Committee met to review and discuss methods and strategies for Council engagement with rural and Alaska Native communities.

#### Committee Members in attendance:

Simon Kinneen (Co-chair)  
Theresa Peterson (Co-chair)  
Jennifer Hooper

Tom Panamaroff  
Nicole Kimball  
Becca Robbins Gisclair

Marissa Merculieff  
Mellisa Heflin  
Rob Sanderson (ph)

Members absent: Robert Keith

#### Others in attendance:

Julie Raymond-Yakoubian  
Brenden Raymond -  
Yakoubian  
Sally Bibb

Rachel Baker  
Bob Foy  
David Witherell  
Savannah Miller

Art Severence  
Raychelle Daniel

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Opportunity for public comment was provided at multiple points during the meeting. Public comment was provided by Dr. Bob Foy (AFSC), Julie Raymond-Yakoubian (Kawerak, Inc.), Raychelle Daniel (Pew Charitable Trusts), Frank Kelty (City of Unalaska), Verner Wilson (Friends of the Earth International), and Heather McCarty (CBSFA).

The CEC's review was focused around a list of current Council engagement activities and strategies prepared by Council staff. The CEC noted that much of the work that the Council and staff currently engage in are focused outreach around specific Council actions, rather than community engagement. The CEC recognized the usefulness and effectiveness of these activities. The CEC agreed that these actions should continue and the work of the CEC is to suggest strategies and programs to improve outreach and focus on developing two-way engagement strategies.

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The CEC suggested that the Council could consider developing live, organized training for local community members when the Council holds meeting in Alaskan communities. It was also suggested that the Council could develop a publicly available (YouTube, etc.) training video that might reach a larger audience, but not replace in-person training. It was also noted that some tribal organizations provide cultural training for police, etc. that work in villages and may be available if the Council were interested in such training for new Council members and staff. The CEC recommended that cultural training for Council members and staff should be considered.

Regarding current council meeting activities, the CEC discussed opportunities for testimony via telephone rather than in-person testimony. Testifying via telephone could reduce the anxiety that some people have about testifying in person, and make the opportunity more affordable by eliminating travel costs and restrictions.

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The CEC discussed ways to expand the distribution of Council pamphlets and electronic communications like the newsletter. The CEC noted that many in rural Alaska rely on social media platforms such as Facebook to share news and that many other organizations in rural Alaska have Facebook pages to distribute information. Many committee members suggested that a Council Facebook page would be an excellent opportunity to quickly share information in rural Alaskan communities.

The CEC discussed Council committees and it was noted that the committee process is often least understood by rural community members. The CEC suggested that more outreach explaining the committee process would be useful, and could be included in the recommended community training and video. Some committee members noted that community members are often more comfortable presenting to the less formal committees than to the full Council, but need to understand that testimony at committees may not be presented to the Council (unless written testimony is provided to the committee). The CEC also discussed whether public testimony presented to committees should be summarized in committee minutes. Current Council policy is to note that public testimony was provided to the committee, but it is not appropriate for council staff to summarize public testimony. Rather, the Council provides many opportunities for the public to provide oral and written testimony to committees, the SSC, AP, and Council. It was clarified that written public comment would be accepted at the CEC until the meeting starts.

The CEC discussed the utility of a Council Tribal Advisory Committee that could provide information on Council actions that could affect tribes in Alaska, and also provide opportunity for tribal members to provide comment and information to the Council that might not be part of the Council agenda. The CEC also discussed the idea of a designated time for tribes to provide information directly to the Council. It was also noted that the BS FEP is developing the LK/TK and Subsistence Action Module that will provide recommendations to the Council on a process for integrating traditional knowledge and the Council process. Another suggestion was the creation of a dedicated Tribal Liaison on Council staff who could serve as a central contact point for tribes and be responsible for facilitating and assisting with engagement.

The CEC discussed Council Plan Teams, it was noted that many on the CEC did not know the purpose of Plan Teams, and they are largely unknown in rural Alaska. It was noted that the Crab Plan Team held a meeting in Nome that was a good opportunity for two-way engagement with Plan Team members.

The CEC discussed project-specific scoping and actions, such as Council visits to rural communities. Committee members noted that community members appreciate when meetings take place in their communities outside of the Council process. One committee member suggested that the Council or Council committee should visit at least one rural community annually. This would provide opportunity

for both general and project specific engagement, including the opportunity for Council process training discussed earlier.

The CEC also encouraged the Council to explore opportunities to provide presentations or rent booths at large tribal conferences such as the Alaska Federation of Natives annual conference or the First Alaskans Institute Elders and Youth Conference that precedes the AFN conference, and BIA providers conferences. It was noted, however, that these larger conferences are more amenable to Council outreach than two-way engagement. An advantage to having a presence at the larger meetings is to establish contacts with villages and tribal organizations that may lead to more direct two-way engagement in the future.

The CEC discussed next steps for the committee. The committee expressed that they have now considered the existing Council communication strategies and methods and should now identify tools and methods to engage rural communities. The CEC received information on Tribal Consultation from NMFS Alaska Region before this meeting and agreed that the CEC would discuss Tribal Consultation and coordination at a future meeting.

The CEC suggested that the next meeting could occur in September, likely in Anchorage. Staff were tasked with developing a poll to determine available time for the committee.





## Community Engagement Committee

### Report

October 1, 2019 Homer, AK

The North Pacific Fishery Management Council's Community Engagement Committee met to review and discuss methods and strategies for Council engagement with rural and Alaska Native communities.

#### Committee Members in attendance:

Becca Robbins Gisclair  
Mellisa Heflin  
Jennifer Hooper (ph)  
Robert Keith

Simon Kinneen (Chair)  
Steve Maclean, STAFF  
Marissa Mercurieff  
Tom Panamaroff

Theresa Peterson  
Rob Sanderson (ph)

Members absent: Nicole Kimball

#### Others in attendance:

Sally Bibb (ph)  
Sara Cleaver  
Raychelle Daniel  
Maria Davis  
Lauren Divine (ph)

Baine Etherton  
Diana Evans  
Bob Foy  
Kate Haapala  
Rebecca Skinner

Richard Slats  
David Witherell  
Brenden Raymond-Yakoubian  
Julie Raymond-Yakoubian

The Community Engagement Committee (CEC) met in Homer, AK on October 1, 2019 to continue their work to review existing Council engagement strategies and practices to make recommendations for new strategies to improve Council engagement with rural and Alaska Native communities. The CEC agenda and materials are posted online at the Council's [agenda portal](#). The CEC will continue to meet and develop recommendations for the Council. Committee recommendations will be delivered to the Council at the conclusion of the process. Committee reports are considered progress reports until the final recommendations are drafted and presented.

Opportunity for public comment was provided at multiple points during the meeting. Public comment was provided by Mr. Richard Slats, representing Bering Sea Elders Group.

#### New Council Activities

Ms. Maria Davis presented a summary of activities recommended by the CEC that the Council has already implemented to improve engagement and awareness of the Council. Ms. Davis informed the CEC that despite numerous attempts, the Council has not been able to create a Council Facebook profile. New security actions implemented by Facebook make creating an organizational page extremely onerous. The CEC stated that they were surprised and disappointed by the barriers to establishing a Council Facebook profile, but were confident that Council staff had expended all reasonable efforts to create a profile.

Ms. Davis also displayed and described the flyers and other materials prepared for the Introduction to the Council informational session that was held on the evening of Tuesday, October 1, 2019, the [brief](#)

[summary of agenda items](#) posted on the Council agenda, and the Council meeting press release. CEC members were very pleased with all the materials, and thought they were useful outreach tools. The Committee stated that the brevity of the agenda descriptions is particularly appreciated, and suggested other ways to increase the utility of the brief summaries, including linking the analytical documents, identifying where (SSC, AP, Council) the issue would be addressed, and listing the staff member responsible for the agenda topic, and a description of some terms.

Mr. Steve MacLean announced that Council members, Council staff, and NMFS staff and other Council partners will be receiving cultural awareness training in November and December. The CEC earlier recommended that cultural awareness training would be useful to provide a baseline of understanding of rural and Alaska Native cultures and may make engaging with rural and Alaska Native stakeholders more effective. The CEC requested that Council staff provide a report to the committee at the next meeting.

### **NMFS AKR Consultation Policies and Procedures**

Ms. Sally Bibb (NMFS AKR) provided a summary of tribal consultation policies and procedures in place at NMFS Alaska Region. The responsibility for consultation lies with NMFS, not the Council. The agency sends notice to Tribes about actions that may be of interest to the Tribes. The CEC had a broad conversation about NMFS tribal consultation responsibilities and practices, and about how the Council fits into the agency's tribal consultation responsibilities. Some CEC members regularly request tribal consultations from agencies in their current jobs and have experience with those requests at either the national or regional level. Many on the committee noted the importance of early notice. Some questioned whether the action for which consultation takes place is NMFS approval of Council recommendations, or Council discussions and decisions. Ms. Bibb described processes to bring input from consultations to Council process via several processes, either during or after Council action. Consultations that occur during Council action are brought to the Council by the Regional Administrator's role as a Council member. When consultations are requested after the Council takes final action, the agency is primarily in "listening mode" to identify whether something is raised that would result in NMFS referring action back to the Council or disapproving the Council action.

Mr. Richard Slats provided public testimony.

After public testimony committee members noted that Tribes receive many letters from Federal agencies about issues on which they may wish to request consultation. The complexity of some letters and notices can make it difficult to discern what information is relevant for each Tribe. Committee members also noted that there are differences between regional organizations (or corporations in Alaska) and Tribes, and information needs to be sent to the appropriate organization. The committee was also interested in how NMFS determines what information "may be of interest" to tribal organizations. Ms. Bibb indicated that experience and historical knowledge of what has been important in the past plays a large part in making that determination.

### **CEC Discussion**

The committee had a broad discussion concerning three main topics:

- ideas to improve understanding of the Council's purpose and objectives, and the Council's understanding of rural and Alaska Native issues and concerns
- ways to make Council information more available to rural and Alaska Native communities
- goals and methods for direct engagement by Council members and staff with rural and Alaska Native communities.

Although these were separate agenda topics on the published agenda, the committee determined it would be easier and more useful to discuss these issues together. This report does not fully describe the suggestions from the committee because they were considered "draft" ideas and were not developed

further to assess the feasibility or utility of each. Rather, the CEC will review a draft report prepared by staff that provides a full list of recommendations from the committee and present their work product to the Council in a full report, expected in June 2020.

Mr. Tom Panamaroff and Theresa Peterson presented a list of “[barriers to participation](#)” in Council meetings from the Kodiak Rural Regional Leadership Forum. Barriers that were identified by the Forum participants included: logistical constraints to travel, local knowledge of issues, and discomfort in speaking at an unfamiliar and formal venue. Forum attendees also suggested some remedies for those barriers, some of which could be implemented by the Council.

The committee discussed several times that engagement and communication must be a “two-way street”, and that effective engagement requires participation by rural and Alaska Native communities. The committee considered opportunities for rural and Alaska Native organizations and communities that have not typically participated to become involved in the Council process. The committee suggested that a travel scholarship to support rural participation may be possible. It was noted that there are some organizations that are already working to engage young fishermen in the Council process, and those organizations may provide for or support travel scholarships to encourage participation by rural or Alaska Native representatives. It was also noted that part of the purpose of the committee is to make recommendations to improve Council member engagement with communities, and that objective should not be lost.

The committee discussed opportunities for Council members to visit rural and Alaska Native communities that do not have the logistics to host a full Council meeting. The committee expressed that Council members (and staff) should visit both hub communities and smaller villages around the hubs, as was also suggested in the minutes from the June 2019 meeting. It was suggested that it would be a good opportunity for Council members and staff to provide the introduction to the Council process presentation.

The committee discussed additional roles for Council staff, or potential new staff positions to provide a “tribal liaison” to act as a single point of contact for Tribes, Alaska Native, and rural communities to communicate with the Council. Many Tribes are already familiar with tribal liaisons at Federal agencies and the committee suggested it would be an efficient way for the Tribes to communicate with the Council.

The Committee discussed other opportunities for Tribes to communicate directly with the Council. These include:

- “tribal reports”, similar to the co-op reports that are presented to the Council annually,
- a standing tribal advisory committee that could serve as a less formal venue for Tribes and rural communities to present their concerns and learn about Council actions and provide feedback on the Council’s engagement efforts,
- and modification of testimony procedures at the Council to ease potential discomfort with testifying.

However, some committee members noted that one objective of the community engagement committee is to improve opportunities for rural and Alaska Native communities to engage directly with the Council, and adding another layer (e.g., tribal advisory committee) could further remove tribal and rural information from the Council.

The committee discussed some other organizations that work directly with Tribes, including the State of Alaska Boards of Fish and Game, and Federal Subsistence Board. The committee requested that staff reach out to the State and Federal Subsistence Board about how those organizations interact with Tribes and regions.

The committee recommended that their next meeting be held in conjunction with the December Council meeting, and suggested Monday, December 2 as their preferred date.