

Councils Communications Group Meeting
1164 Bishop Street, Suite 1400, Honolulu, Hawaii 96813
(phone 808 522-8220)

February 17 to 19, 2016

DRAFT AGENDA

(revised 2016.02.01)

February 16 (Tuesday)

- 3 p.m. Check into hotel. Aston at the Executive Centre, 1088 Bishop St., Honolulu, Hawaii 96813. Phone: (808) 539-3000
- 5:30 p.m. Informal gathering at Café Julia, YWCA Laniakea, 1040 Richards Street, Honolulu; ph. 808.538.7061

February 17 (Wednesday)

- 8:30 a.m. Coffee and Refreshments
- 9:00 a.m. **1. Welcome and Introductions**
- 2. Communications Technology and Practices**
- A. Maria Shawback (North Pacific Council) will provide an analysis of the technology survey taken by the group and an update on NOAA legal guidance on social media.
- B. The meeting participants will discuss selected technologies and legal guidelines and/or disclaimers that their Council uses. Technologies include, but are not limited to, e-distribution, audio/video, social media, mobile tech (phones, iPads, tablets), website programs and webinar systems, such as Meltwater, Granicus, Constant Contact and Mail Chimp.
- C. Robrert “Bob” Vanasse, Stove Boat Communication, will discuss how the Councils can maximize the technologies they are currently using, the latest and greatest in communication technology tools, and social media legal considerations and disclaimers.
- D. Participants will discuss the findings on this agenda item and may provide recommendations and/or guidelines for the Councils Coordination Committee (CCC) to consider.
- Noon *Pre-ordered lunch in conference room with the guest speaker [pay own from pre-order menu except guest speaker]*
- 1:00 p.m. **3. Council and Advisory Body Meeting Communication Protocol**
- A. Maria will provide a quick analysis of the Council and advisory body meeting protocols survey administered to the participants in January.
- B. Each Council will present for about 10 minutes on selected points of its protocol. See Attachment 1 for potential topics of discussion.
- 3:00 p.m. *Break*

- 3:15 p.m. C. Participants will discuss the findings on this agenda item and may provide recommendations and/or guidelines for the CCC to consider.
- 4:00 p.m. **4. How to Deal with Inaccurate Messages**
 - A. Each Council will present for 5 to 10 minutes on example(s) of inaccurate message(s) it has faced and how they dealt with it or them.
 - B. Participants will discuss the findings on this agenda item and may provide recommendations and/or guidelines for the CCC to consider.
- 5:30 p.m. *Pau (End)*

February 18 (Thursday)

- 5:30 a.m. *Meet at Council office for ride to fish auction*
- 6:00 a.m. **5. United Fishing Agency (Honolulu Fish Auction) Tour**
- 7:30 a.m. *Breakfast at Nico's (pay own)*
- 8:30 a.m. *Ride back to Council office*
- 9:00 a.m. **6. 40th Anniversary of the Magnuson-Stevens Act**
 - A. Each Council will briefly present on what it did for the 30th MSA anniversary and what it (and NOAA counterparts) plans to do for the 40th anniversary.
 - B. Participants will discuss and may provide recommendations and/or guidelines on potential anniversary activities the Councils can do together, e.g., revamp all council website, brochure, etc.
- 10:30 a.m. **7. US Regional Fishery Management Council Websites**

The 2012 CCC Outcomes document supported exploration in how to improve the effectiveness of the fisherycouncils.org website, as resources allow, e.g., adding videos, content management, social media.

 - A. David Witherell and Maria (North Pacific Council) will present a couple of design layouts to the fisherycouncils.org website converted to WordPress so multiple users are able to update the site. They will provide a quick walk through on how to use WordPress.
 - B. Sandra and Jennifer Gilden and Sandra Krause (Pacific Council) will present on the Managingfisheries.org website, how the website gets updated via Squarespace and suggested protocols on how to transfer responsibility of the site to the next Council should there is another Managing Our Nation's Fisheries conference.
 - C. Participants will discuss the findings of this agenda item and may provide recommendations and/or guidelines for consideration, such as issues who should have editing authority of the fisherycouncils.org site, passwords, etc.
- Noon *Lunch (on own)*

1:00 p.m. **8. Regional and National Communications Coordination between the Councils and NOAA**

The 2012 CCC Outcomes document noted that, as this issue concerns individual Councils, in a significant and timely manner, improve regional and national communications coordination between the Councils and NOAA, to ensure accuracy of information as well as recognition of the fishery councils in the management process.

- A. Each Council to discuss how it interacts with NOAA (regionally and nationally, e.g., FishWatch), what works, what could be improved.
- B. Maria will provide update and lead discussion on potential use of NOAA/NMFS communication-related software program licenses, such as Photoshop.
- C. Participants will discuss the findings of this agenda item and may provide recommendations and/or guidelines for consideration.

2:00 p.m. **9. Marine Resource Education Program and Other Training of Council | Advisors**

- A. Kim Iverson (South Atlantic Council) will provide an overview with others who have done MREP discussing how it has been implemented and funded in various regions.
- B. Councils discuss other initiatives and programs to orient, prepare and train advisory panel members.
- C. Participants will discuss the findings of this agenda item and may provide recommendations and/or guidelines for consideration

4:00 p.m. *Pau Hana*

February 19 (Friday)

8:30 a.m. Coffee and Refreshments

9:00 a.m. **10. Best Practices on Getting Public Input Outside of Public Hearings**

- A. Sylvia Spalding (Western Pacific Council) will provide a brief analysis on ways Councils get public input outside of public hearings based on written summaries the Councils provide.
- B. Each Council will provide a short presentation on selected method(s) it has used to solicit input outside of public hearings, such as surveys, focus groups and port meetings, including any legal issues, the technology used, database issues, etc.
- C. Participants will discuss the findings of this agenda item and may provide recommendations and/or guidelines for consideration.

- 10:30 a.m. **11. Sustainable Fisheries and Seafood**
- A. Each Council will present on the sources of information on sustainable fisheries and seafood utilized by consumers in their region (e.g., NOAA FishWatch, partnerships with restaurants/chefs, etc.) and perspectives on these sources.
 - B. Participants will discuss the findings of this agenda item and may provide recommendations and/or guidelines for consideration.
- Noon *Lunch on own*
- 1 p.m. **12. Climate Change/El Nino/Ocean Acidification and Fisheries**
- A. Each Council will present on issues/activities regarding climate change, El Nino and/or ocean acidification and fisheries in their region.
 - B. Participants will discuss the findings of this agenda item and may provide recommendations and/or guidelines for consideration.
- 2:30 **13. Finalize Meeting Findings**
- Participants will review and fine-tune the findings, guidelines and/or recommendations drafted over the past three days and discuss next steps, e.g., where these should be sent and by whom, etc.
- 4:00 **14. Other Business**
- This is an opportunity for participants to bring up non-agenda items and future activities.
- 5:00 *Pau Hana*

February 20 (Saturday)

- Noon Check out of hotel. Mahalo, and bon voyage!

Council and Advisory Body Meeting Communication Protocol Topics

- 1. Pre-meeting**
 - A. Publicizing - What is provided (press release, announcements, etc.)? How is it provided (email, snail mail, etc.)? Who are the recipients (e.g., distribution lists)?
 - B. Communication with Council/Committee members
 - C. Document distribution
 - D. Coordination with other local/federal agencies and NGOs
- 2. During the Meeting**
 - A. What technology/copy room/office is available and for whom?
 - B. Broadcasting (audio/video, webinar, etc.) including voting issues and other policy issues.
 - C. Public interaction during meeting - How is public allowed to comment (e.g., via teleconference)? Are there specific timeframe(s) for public comment?
 - D. Distribution of materials during meeting and what is the medium (paper handouts, website uploads, etc.)?
 - E. How press is handled during meeting - Request for Interviews; Guidelines on cameras and microphones.
- 3. Post meeting**
 - A. Getting meeting decisions out to the public (newsletters, website, social media, etc.)
 - B. Press releases – who drafts, how distributed, when?
 - C. Meeting materials – What is stored and where (e.g., documents, actions, minutes, audio/video); Public access; Searchable