

## 2014 Sanctuary System Business Advisory Council Meeting

*September 24, 2014*

### Time

September 24, 2014, from 8:30 am to 5:00 pm EDT

### Location

The third 2014 Sanctuary System Business Advisory Council Meeting will be conducted as an in-person meeting at the National Aquarium in Baltimore, Maryland. Participants should enter the staff/office entrance, located across from the gangway of the *USS Torsk* (submarine). Participants can access this entrance by following the red brick pathway to the right of the main aquarium entrance approximately halfway down Pier 3. Upon arrival at this entrance, participants will be escorted through the aquarium to the Knott Harbor View Room.

### Participants

Sanctuary System Business Advisory Council Representatives; Chair, Stellwagen Bank National Marine Sanctuary Advisory Council; Chair, Cordell Bank National Marine Sanctuary Advisory Council; President and CEO, National Aquarium; National Aquarium staff; President, The Sportfishing Conservancy; Red Willow Group; President and CEO, Great Outdoors Mobile, Inc.; Director, ONMS; Deputy Director, ONMS; Chief of Staff for Communications, ONMS; Superintendent, Stellwagen Bank National Marine Sanctuary; Acting Director, National Marine Protected Areas Center; National Advisory Council Coordinator, ONMS; Communications Staff, ONMS; Policy and Conservation Manager, National Marine Sanctuary Foundation; and President and CEO, National Marine Sanctuary Foundation.

### Purpose and Objective for the Meeting

The second in-person meeting of the Sanctuary System Business Advisory Council will provide an opportunity for council representatives to hear how national marine sanctuaries are connected to users, communities, corporations, and economies and the avenues being pursued to enhance these connections. Advisory council representatives will be asked to provide advice on how the Office of National Marine Sanctuaries (ONMS) can enhance its connections, programming, and marketing to expand its reach beyond a subset of "sanctuary communities."

### Preparing for the Meeting

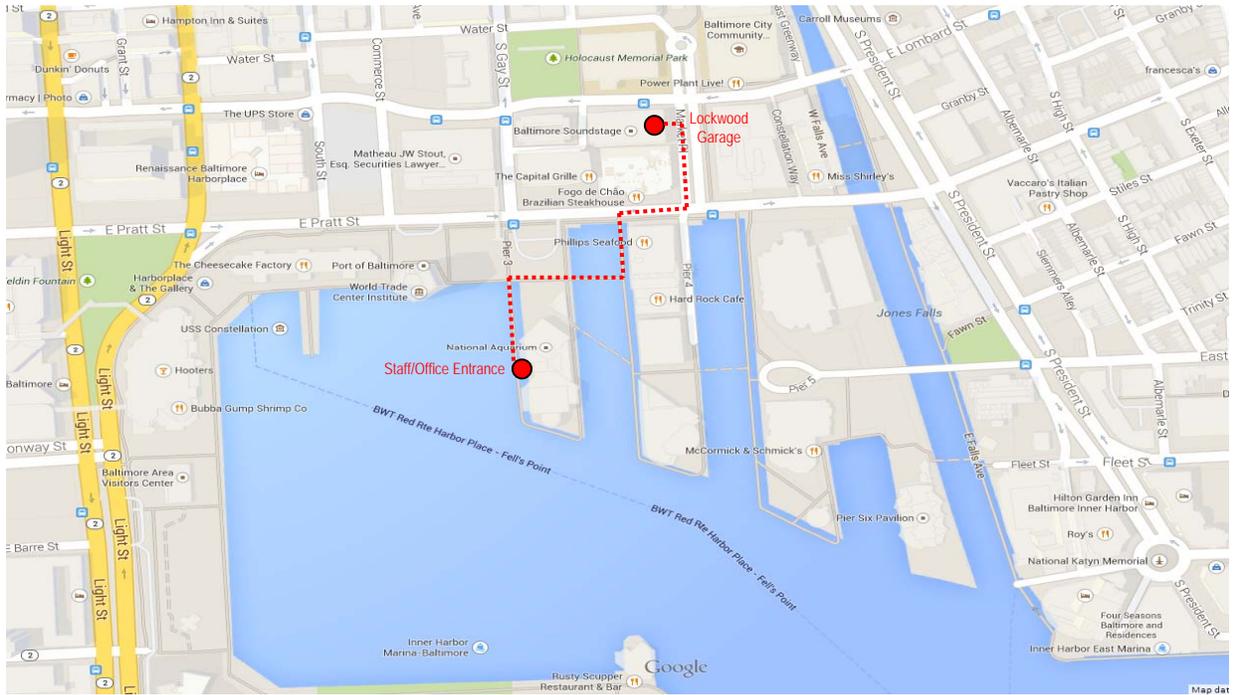
A portion of the 2014 Sanctuary System Business Advisory Council Meeting will be dedicated to considering and potentially approving the meeting summaries of the previous two Sanctuary System Business Advisory Council meetings. To facilitate approval, and inform participants of earlier discussions, all are encouraged to review the following prior to the summit:

- January 29, 2014 Sanctuary System Business Advisory Council Draft Meeting Summary; and
- May 28, 2014 Sanctuary System Business Advisory Council Draft Meeting Summary.

Meeting participants are also encouraged to review the session descriptions included within the agenda – paying particular attention to any questions outlined for consideration, prior to the start of the meeting.

## Parking

The National Aquarium does not operate its own parking facility; however, its official parking partner, Lockwood Place, offers a discount to aquarium visitors. Lockwood Place Garage is located at 124 Market Place, Baltimore, Maryland, and can be accessed from both Market and Lombard streets. One dollar from each Lockwood Place ticket (validated by the aquarium) is donated to the Marine Animal Rescue Program. Additional information on parking in the area of the aquarium can be found on the aquarium's website: <http://www.aqua.org/visit/baltimore/directions-parking>.



Courtesy of Google Maps (<https://www.google.com/maps/@39.2864741,-76.6088381,18z>)

## Agenda Subject to Change

The Sanctuary System Business Advisory Council may take action on any of the below items on the agenda. Times identified on the agenda are subject to change. Efforts will be made so that the public comment period will remain as close as possible to the advertised time.

**Wednesday, September 24, 2014**

Session times are noted in Eastern Daylight Time.

**8:30 Arrival and Check-in** (30 minutes)

**Location: Staff/Office Entrance and Knott Harbor View Room**

Participants are asked to enter the staff/office entrance of the National Aquarium (approximately halfway down Pier 3, across from the gangway of the *USS Torsk*) so they can be escorted to the Knott Harbor View Room. Coffee and light refreshments will be available upon arrival in the meeting space.

**9:00 Opening and Introductions** (15 minutes)

**Rebecca Holyoke, Ph.D., National Marine Sanctuary Advisory Council Coordinator**

Rebecca Holyoke will open the meeting and facilitate participant introductions by asking them to offer their individual perspectives on why corporations, businesses, or foundations should or do engage in natural or cultural resource protection.

**9:15 Potential Administrative Action** (10 minutes)

**Advisory Council Members**

Advisory council representatives are asked to consider adopting the meeting summaries of the January 29, 2014, and May 28, 2014, Sanctuary System Business Advisory Council meeting and webinar, respectively.

**9:25 Welcome Address** (15 minutes)

**John Racanelli, President and Chief Executive Officer, National Aquarium**

The President and CEO of the National Aquarium will welcome participants to the Sanctuary System Business Advisory Council Meeting and share his views with respect to partnership, corporate engagement, and the urgency for resolving critical ocean issues.

**9:40 Purpose and Objectives for Meeting** (10 minutes)

**Daniel J. Basta, Director, Office of National Marine Sanctuaries**

This session will discuss the goals of the meeting and, specifically, highlight the Office of National Marine Sanctuaries' expectations and potential outcomes for the meeting.

**9:50 Getting the Most Out of Our Investments** (40 minutes)

**Craig MacDonald, Ph.D., Superintendent, Stellwagen Bank National Marine Sanctuary**

This session will introduce participants to how ONMS has been evolving in its approach to funding and partnerships, primarily since 2011, in an effort to increase outputs beyond those typically covered with government appropriations. It will illustrate the steps national marine sanctuary superintendents have been taking to operate more like non-governmental organizations, whereby they are acting as force multipliers to incorporate research grant support, technological innovation, citizen science, corporate partnership, media exposure and marketing.

**10:30 BREAK** (15 minutes)

**10:45 Enhancing Our Brand: A *Shark Tank* Experience** (15 minutes)

**Matt Stout, Chief of Staff for Communications, Office of National Marine Sanctuaries**

This session will introduce participants to the National Marine Sanctuary brand and address how ONMS has been partnering to expand its reach. It will discuss the format for three specific projects (i.e., Team Ocean California, The Sanctuary Classic, and FishAlert!) that will be presented in a format similar to ABC's

**Wednesday, September 24, 2014**

(Continued)

television series, *Shark Tank*. Presenters, for subsequent sessions, will have 5-7 minutes to pitch their ideas, events, or products and seek feedback from advisory council representatives on how it could be improved, tailored, or targeted for potential sponsorship.

**11:00 *Shark Tank* Pitch #1: The Sanctuary Classic (40 minutes)**

[Tom Raftican, President, The Sportfishing Conservancy](#)

[Facilitator: Lauren Wenzel, Acting Director, National Marine Protected Areas Center](#)

The Sanctuary Classic is a free summer-long fishing and photo contest encouraging recreational fishing and best fishing practices in all 13 national marine sanctuaries. Participants, agreeing to a set of conservation guidelines and following all federal, state, and local regulations, are eligible for weekly prizes and one of eight \$500 Guy Harvey Ocean Foundation scholarships. The contest demonstrates that more than 98 percent of sanctuaries support recreational fishing and provide an amazing link to children in America's great outdoors.

**11:40 National Marine Sanctuary Foundation Accomplishments (20 minutes)**

[Jason Pattis, President and CEO, National Marine Sanctuary Foundation](#)

The President and CEO of the National Marine Sanctuary Foundation will provide remarks on the Foundation's strategic plan and direction for FY 2015.

**12:00 LUNCH (Provided by National Marine Sanctuary Foundation for invited guests)**

**1:00 Encounter the National Aquarium (60 minutes)**

[National Aquarium Staff](#)

Participants will experience a behind-the-scenes look into life and work at the National Aquarium. They will experience what goes into managing, supporting and caring for living marine resources. It's likely that participants will be divided into groups of ten so all can fully engage in a behind-the-scenes look.

**2:00 Connecting with Corporate Interests (35 minutes)**

[Matt Stout, Chief of Staff for Communications, Office of National Marine Sanctuaries](#)

[Facilitator: Lauren Wenzel, Acting Director, National Marine Protected Areas Center](#)

This will be a facilitated discussion whereby advisory council representatives will be prompted to discuss ways in which ONMS could make better connections with corporations, foundations, and other non-governmental entities. It will focus primarily on the avenues by which ONMS should pursue professional relationships and whether relevance is driven more by an entity's financial interests or their commitment to volunteer opportunities, environmental stewardship, etc.

**2:35 *Shark Tank* Pitch #2: Team Ocean California (35 minutes)**

[Jamie Welsh, Red Willow Group](#)

[Facilitator: Lauren Wenzel, Acting Director, National Marine Protected Areas Center](#)

National marine sanctuaries are ocean parks that give people opportunities to do more than just care; people can take an active part in science, education and conservation. Team Ocean provides localized citizen science programs that bring the public into research and monitoring and make science accessible to a broader audience. The ability to deliver environmental solutions fosters a sense of community among our volunteers and captures consumers' attention. National marine sanctuaries are in the business of creating

**Wednesday, September 24, 2014**

(Continued)

wise environmental stewards and educated consumers. Volunteers and visitors to national marine sanctuaries are empowered to take action, be engaged and be purposeful.

**3:10 BREAK (15 minutes)**

**3:25 Destination Marine Protected Areas (15 minutes)**

[Rebecca R. Holyoke, Ph.D., National Advisory Council Coordinator](#)

This session will introduce participants to a joint statement, authored by the Marine Protected Areas Federal Advisory Committee and representatives of the 14 national marine sanctuary advisory councils, on the value of marine protected areas to recreation, tourism and coastal communities. It will address strategies proposed by these advisory bodies, as well as ONMS leadership, to distribute this statement and further engage non-traditional partners in travel and tourism related efforts.

**3:40 Shark Tank Pitch #3: FishAlert! (35 minutes)**

[Harry Carpenter, President and Chief Executive Officer, Great Outdoors Mobile, Inc.](#)

[Facilitator: Lauren Wenzel, Acting Director, National Marine Protected Areas Center](#)

FishAlerts!™ is a free mobile application that informs recreational anglers, boaters and divers of the rules and regulations surrounding marine protected areas, including national marine sanctuaries. FishAlerts!™ is the first and only mobile app of its kind to include all available national marine sanctuary and marine protected area information, location-based NOAA weather and tide forecasting information, as well as a social networking integration with Facebook and Twitter.

**4:15 Engaging the Council in Outreach (20 minutes)**

[Shannon Yee, Policy and Conservation Manager, National Marine Sanctuary Foundation](#)

On May 28, 2014, advisory council representatives discussed a document, titled Proposal to the Sanctuary System Business Advisory Council: Operations and Priorities for 2014 and 2015. Within this document, the ONMS proposed the idea of engaging representatives in ONMS outreach to other corporate entities and non-traditional partners with mutual interest in marine resource protection. This session will build upon that idea and determine whether there is interest within the group to propose a potential summit or forum, perhaps in conjunction with Capitol Hill Ocean Week 2016, on bringing corporate and conservation partners together in support of special ocean places.

**4:35 Public Comment (10 minutes)**

Opportunity for members of the public participating in the meeting to provide comment on items on the agenda.

**4:45 Looking Ahead (15 minutes)**

[Daniel J. Basta, Director, Office of National Marine Sanctuaries](#)

This session will be an opportunity for the ONMS Director to offer his perspective on the meeting and to propose ways forward for the collective group and for individuals.

**5:00 ADJOURN MEETING**