



Sanctuary System Business Advisory Council Webinar

Thursday, May 18, 2017

Day and Time

Thursday, May 18, 2017, from 3:00 P.M. to 5:00 P.M. ET

Location

The first meeting of the Sanctuary System Business Advisory Council in 2017 will be held as a web-based conference call via *GoToMeeting* and facilitated from the Eleventh Floor Reading Room (11434) of the Silver Spring Metro Campus Building Four (SSMC4) in Silver Spring, Maryland.

Participants

Sanctuary System Business Advisory Council Representatives; Director, ONMS; Communications Director, ONMS; National Advisory Council Specialist, ONMS; Analyst, Formulation and Planning Division, National Ocean Service

Purpose and Objective for the Meeting

This in-person meeting of the Sanctuary System Business Advisory Council will provide an opportunity for council members to hear news from across the National Marine Sanctuary System. Participants will also be engaged in a discussion on communicating the societal value of the National Marine Sanctuary System.

Preparing for the Webinar

Participants are encouraged to review the session descriptions included within the agenda sent prior to the start of the meeting.

Registration: Members of the public that wish to participate in the meeting must register in advance by Wednesday, May 17. To register, contact Kate Spidalieri at Kate.Spidalieri@noaa.gov or 240-533-0679. Webinar and teleconference capacity may be limited.

Agenda Subject to Change

The Sanctuary System Business Advisory Council may take action on any of the items below 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 time advertised.

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Session times are noted in Eastern Time.

3:00 Opening and Introductions (5 minutes)

[Kate Spidalieri, National Advisory Council Specialist, Office of National Marine Sanctuaries](#)

Kate Spidalieri will open the meeting and facilitate participant introductions. She will also address the purpose and objectives for the meeting, specifically highlighting the Office of National Marine Sanctuaries's expectations and potential outcomes.

3:05 Updates from Across the National Marine Sanctuary System (25 minutes)

[John Armor, Director, Office of National Marine Sanctuaries](#)

John Armor will welcome participants with a brief summary of system news since the last council meeting, which includes the inception of the new presidential administration and a number of new sanctuary nominations from communities all over the country.

3:30 Making an Impact: Communicating the Societal Value of the National Marine Sanctuary System (60 minutes)

[William \(Will\) Tyburczy, Analyst, Formulation and Planning Division, National Ocean Service](#)

Will Tyburczy will discuss one agency's approach to risk assessment and ask participants to brainstorm how ONMS can strategically communicate the multiple types of value national marine sanctuaries and marine national monuments contribute to the American people, economy, and environment.

4:30 Public Comment (10 minutes)

Members of the public participating in the meeting have the opportunity to provide comments on items on the agenda.

4:40 Potential Administrative Actions (10 minutes)

[Advisory Council Members](#)

Advisory council members will be asked to consider adopting the meeting summary from the September 27, 2016, Sanctuary System Business Advisory Council meeting; confirm any action items resulting from this meeting; and cover the proposed date and agendas for future in-person council meetings.

4:50 Looking Ahead (10 minutes)

[John Armor, Director, Office of National Marine Sanctuaries](#)

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

5:00 ADJOURN MEETING