



## **Sanctuary System Business Advisory Council In-person Meeting**

*Monday, May 23, 2016*

### **Host**

National Marine Sanctuary Foundation

### **Collaborators**

ONMS Southeast Atlantic, Gulf of Mexico, and Caribbean Region  
Florida Keys National Marine Sanctuary

### **Day and Time**

Monday, May 23, 2016, from 1:30 P.M. to 6:30 P.M. EDT

### **Location**

In 2016, the first, in-person meeting of the Sanctuary System Business Advisory Council will be held in Key West, Florida. The public session will commence at 1:30 pm EDT in the Florida Keys Eco-Discovery Center, a 6,000 square foot exhibit and conference destination, located at 35 East Quay Road, Key West, FL 33040.

### **Participants**

Sanctuary System Business Advisory Council Representatives; Acting Director, ONMS; Communications Director, ONMS; Regional Director, Southeast Atlantic, Gulf of Mexico, and Caribbean Region; Superintendent, Florida Keys National Marine Sanctuary; National Advisory Council Coordinator, ONMS; National Advisory Council Specialist, ONMS; Mayor Craig Cates, Key West, FL; Bruce Popham, President and Chief Executive Officer, Marathon Boatyard; and Scott Saunders, President and Chief Executive Officer, Fury Water Adventures.

### **Purpose and Objective for the Meeting**

This in-person meeting of the Sanctuary System Business Advisory Council will provide an opportunity for advisory council representatives to visit a national marine sanctuary for the first time and engage with the site, its resources, staff, and visitor center, on a personal level. Advisory council representatives will be introduced to representatives from several of the sanctuary's user groups in order to learn about and hear perspectives on the users and conflicts associated with managing a multi-use area. Concurrently, on a larger scale, this experience will allow advisory council representatives the chance to broaden their base connection with and offer more specific recommendations to ONMS.

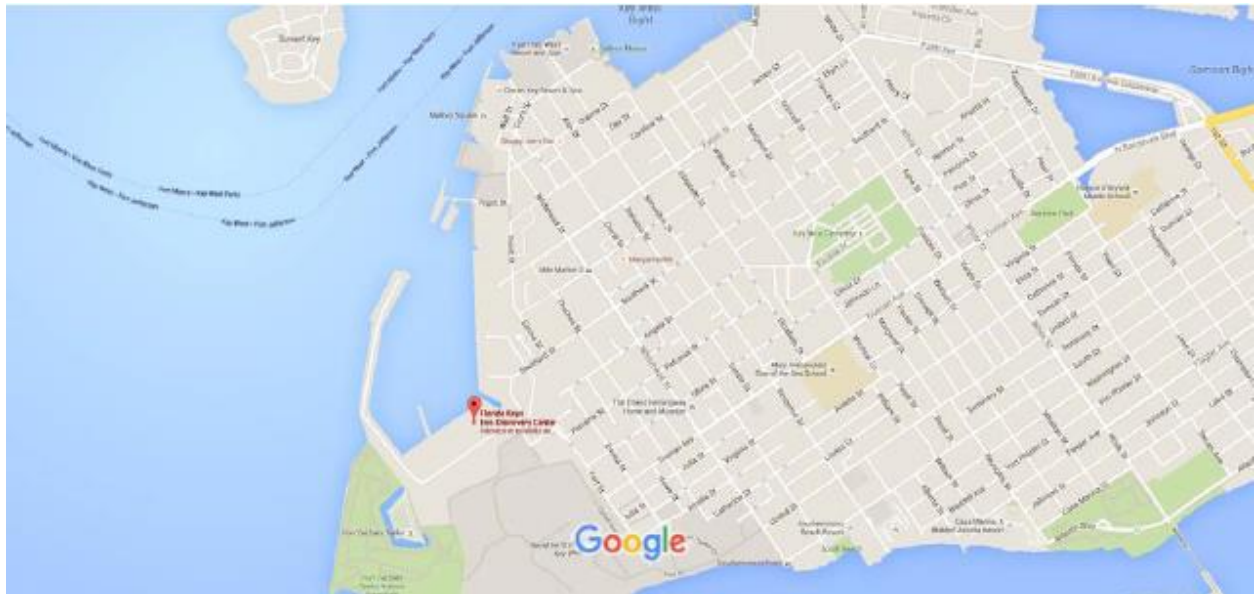
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## Preparing for the Meeting

Participants are encouraged to review the session descriptions included within the agenda prior to the start of the meeting. Additionally, participants may choose to look at the materials from the March 23, 2016 Sanctuary System Business Advisory Council webinar that pertain to the history and current issues before Florida Keys National Marine Sanctuary.

## Florida Keys Eco-Discovery Center

The Florida Keys Eco-Discovery Center is located at the end of Southard Street in the Truman Annex in Key West, across the street from Fort Zachary Taylor Historic State Park. Free parking is available in front of the center, but the center is also walkable from a few nearby hotels and accessible via taxi.



Courtesy of Google Maps (<https://www.google.com/maps/place/Florida+Keys+Eco-Discovery+Center/@24.5542501,-81.8026188,16z/data=!4m2!3m1!1s0x88d1b6ef51d5a235:0x8cbe5a23c9a440df>)

## Registration

Members of the public who wish to participate in the meeting must register in advance by May 20, 2016. Register by contacting Rebecca Holyoke at [Rebecca.Holyoke@noaa.gov](mailto:Rebecca.Holyoke@noaa.gov) or 240-533-0685. Please note that since the Florida Keys Eco-Discovery Center is closed on Mondays, admittance may be limited to the conference room, except during the time allotted for a scheduled tour.

## 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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## Monday, May 23, 2016

Session times are noted in Eastern Time.

- 1:30 Opening and Introductions** (10 minutes)  
[Rebecca Holyoke, National Advisory Council Coordinator, Office of National Marine Sanctuaries](#)  
Rebecca Holyoke 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' expectations and potential outcomes.
- 1:40 An Introduction to Florida Keys National Marine Sanctuary** (35 minutes)  
[Sean Morton, Superintendent, Florida Keys National Marine Sanctuary](#)  
This session will provide participants with an in-depth introduction to and a brief history of Florida Keys National Marine Sanctuary, and its place within the National Marine Sanctuary System, particularly highlighting the sanctuary's current Marine Zoning and Regulatory Review. It will build upon the brief overview offered during the March 23, 2016, Sanctuary System Business Advisory Council Webinar.
- 2:15 Florida Keys National Marine Sanctuary Constituent Discussion Panel** (90 minutes)  
[Sean Morton, Superintendent, Florida Keys National Marine Sanctuary \(Moderator\)](#)  
[Mayor Craig Cates, Key West, Florida \(Panelist\)](#)  
[Bruce Popham, President and Chief Executive Officer, Marathon Boatyard \(Panelist\)](#)  
[Scott Saunders, President and Chief Executive Officer, Fury Water Adventures \(Panelist\)](#)  
This session, moderated by the Florida Keys National Marine Sanctuary Superintendent, will offer participants the chance to hear from and participate in an open, informal dialogue with three to four sanctuary stakeholders. To begin, each panelist will have approximately ten minutes to introduce himself and his experience with the sanctuary. Then, Mr. Morton will lead a question and answer session that may address topics such as: the Marine Zoning and Regulatory Review; balancing diverse interests in the sanctuary; the economic value of sanctuaries; and how to encourage responsible recreation.
- 3:45 BREAK** (15 minutes)
- 4:00 Tour of the Florida Keys Eco-Discovery Center** (45 minutes)  
[Sean Morton, Superintendent, Florida Keys National Marine Sanctuary](#)
- 4:45 Strategies to Maximize Visitor Engagement** (60 minutes)  
[Laurie W. Nunez and Wayne D. Nunez, Founders and Chief Executive Officers, Showcase Hawaii Productions, LLC and Oceanology, LLC](#)  
[Matt Stout, Communications Director, Office of National Marine Sanctuaries](#)  
After completing a tour of the Florida Keys Eco-Discovery Center, this session will showcase additional examples of how ONMS engages with visitors throughout the National Marine Sanctuary System. Participants will be asked to join a dialogue about these existing models and a potential new approach in which ONMS might enhance the overall awareness and experiences of both local residents and tourists at each and every place that sanctuaries are present, from on the water at a site to museums and kiosks.

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**5:45 Public Comment** (15 minutes)  
Members of the public participating in the meeting have the opportunity to provide comments on items on the agenda.

**6:00 Potential Administrative Actions** (15 minutes)  
[Advisory Council Members](#)  
Advisory council members will be asked to consider adopting the meeting summary from the March 23, 2016, Sanctuary System Business Advisory Council Webinar and identify the date of the subsequent meeting.

**6:15 Looking Ahead** (15 minutes)  
[John Armor, Acting 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.

**6:30 ADJOURN MEETING**