



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

*Tuesday, September 27, 2016*

### **Host**

National Marine Sanctuary Foundation

### **Day and Time**

Tuesday, September 27, 2016, from 8:30 A.M. to 4:30 P.M. ET

### **Location**

In 2016, the second, in-person meeting of the Sanctuary System Business Advisory Council will be held in The National Press Club's Bloomberg Room located on the 13<sup>th</sup> floor of The National Press Building at 529 14<sup>th</sup> Street NW, Washington, D.C. 20045. Lunch will be served for Sanctuary System Business Advisory Council representatives and invited guests in the Winners Room also situated on the 13<sup>th</sup> floor.

### **Participants**

Sanctuary System Business Advisory Council Representatives; Acting Director, ONMS; Communications Director, ONMS; National Advisory Council Coordinator, ONMS; National Advisory Council Specialist, ONMS; Chief, Conservation Science Division, ONMS; Chief, Outreach and Education Division, ONMS; Chief of Staff for Strategic Projects and Partnerships, ONMS; Chair, Board of Trustees, National Marine Sanctuary Foundation; and Interim President, National Marine Sanctuary Foundation

### **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, including updates on the potential designation of two new national marine sanctuaries; two proposed sanctuary expansions; and the differences between a national marine sanctuary and a marine national monument. Additionally, council members will learn about NOAA's plans to maintain progress on its resilient communities, place-based conservation, and "blue economies" priorities during the transition to a new presidential administration in 2017. Lastly, council members will be able to review and comment on ongoing efforts to develop a sanctuary system strategic plan and business plan; utilize technological advancements to gather sanctuary images that can educate the public; and enhance the online presence of ONMS's social media campaign, *Earth is Blue*.

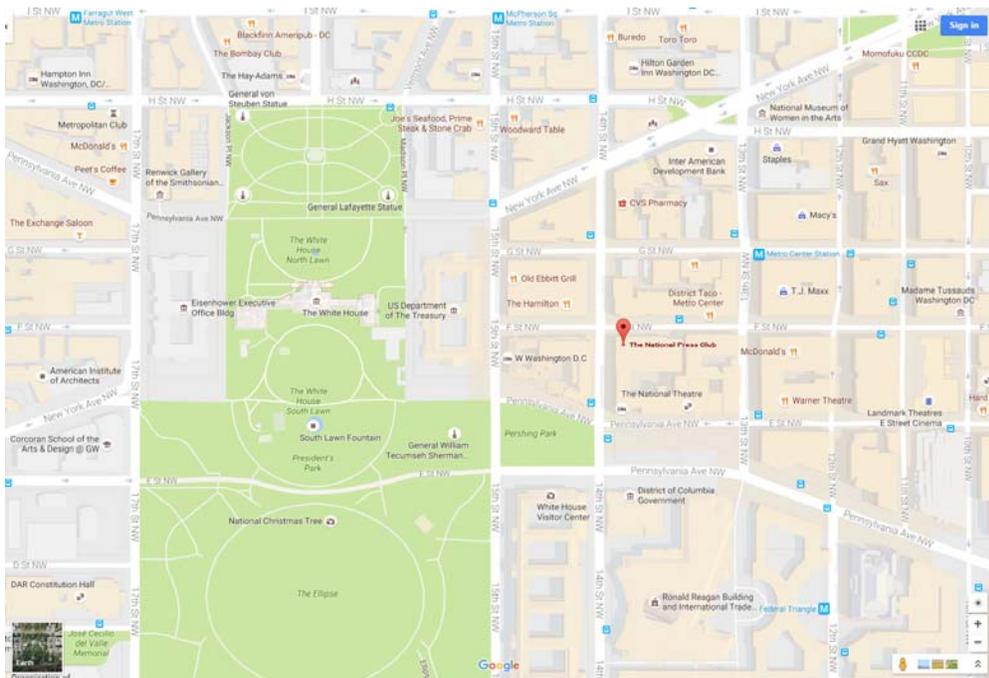
## Preparing for the Meeting

Participants are encouraged to review the session descriptions included within the agenda, in addition to the draft strategic and business plans, sent prior to the start of the meeting.

## The National Press Club

The National Press Club is located on the 13<sup>th</sup> floor of The National Press Building. The National Press Building is approximately three blocks away from the Metro Center stop on the Metro. Metro Center is accessible via the blue, orange, silver, and red lines. On the blue line, Ronald Reagan Washington National Airport is nine stops directly to Metro Center; the Metro stop at Dulles International Airport is not open yet.

Once at Metro Center, take the 13<sup>th</sup> Street exit to the corner of 13<sup>th</sup> and G streets. Then, walk one block south to F Street, turn right and walk one block to 14<sup>th</sup> Street, and finally turn left and walk downhill to arrive at The National Press Building and The National Press Club, accordingly. Regardless of means of transportation, press club staff will greet all meeting attendees at the elevator on the 13<sup>th</sup> floor, and direct them to the Bloomberg Room.



## Weather and Attire

Historically, September temperatures in Washington, D.C. range between the high 70s to mid-80s (in degrees Fahrenheit). Suggested meeting attire is business casual, unless more formal dress is preferred.

## 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.

**Tuesday, September 27, 2016**

Session times are noted in Eastern Time.

**8:30 BREAKFAST (30 minutes)**

*\*Breakfast for members of the public in attendance is on their own.*

[Location: Bloomberg Room, The National Press Club](#)

The National Marine Sanctuary Foundation invites Sanctuary System Business Advisory Council participants and invited guests to gather, greet one another, and start the morning with the most important meal of the day.

**9:00 Opening and Introductions (10 minutes)**

[Location: Bloomberg Room, The National Press Club](#)

[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's expectations and potential outcomes.

**9:10 Updates from Across the National Marine Sanctuary System (30 minutes)**

[Location: Bloomberg Room, The National Press Club](#)

[John Armor, Acting 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 current status of the proposed expansions of *Monitor* National Marine Sanctuary on the East Coast and Flower Garden Banks National Marine Sanctuary in the Gulf of Mexico. Mr. Armor will also discuss the inventory of areas NOAA could consider for designation and the proposed sanctuary designations at Mollusks Bay—Potomac River and Wisconsin—Lake Michigan. Mr. Armor's presentation will culminate with details about President Obama's August 2016 expansion of Papahānaumokuākea Marine National Monument to 582,578 square miles that created the world's largest marine protected area!

**9:40 What is the Difference? Comparing National Marine Sanctuaries and Marine National Monuments (20 minutes)**

[Location: Bloomberg Room, The National Press Club](#)

[Matt Stout, Communications Director, Office of National Marine Sanctuaries](#)

Matt Stout will walk participants through the somewhat subtle and often confusing, albeit important differences between national marine sanctuaries and marine national monuments, from the laws that create them, to how they are managed. Mr. Stout's tutorial is especially timely given current national marine sanctuary and marine national monument proposals throughout the country.

**10:00 Catching-up with the National Marine Sanctuary Foundation (20 minutes)**

[Location: Bloomberg Room, The National Press Club](#)

[Bob Trainor, Chair, Board of Trustees, National Marine Sanctuary Foundation](#)

Bob Trainor will speak to participants about the foundation's current direction.

**10:20 BREAK (10 minutes)**

- 10:30 Sanctuaries in 360°: Using Technology to Reimage-ine Our Underwater Treasures**  
(60 minutes)  
**Location:** Bloomberg Room, The National Press Club  
**Mitchell Tartt, Chief, Conservation Science Division, Office of National Marine Sanctuaries**  
Mitchell Tartt will present on current activities to produce "virtual reality" imagery and create engaging experiences that support ONMS's science, education, and public engagement efforts. He will also highlight how this effort is focused on leveraging ONMS's interests and priorities with partners, both in the private and public arenas, to advance the mutual goals of ocean conservation and awareness.
- 11:30 The Terrific Twos: *Earth is Blue* on Its Second Anniversary** (30 minutes)  
**Location:** Bloomberg Room, The National Press Club  
**Kate Thompson, Chief, Outreach and Education Division**  
Kate Thompson will highlight several successes and what is next for *Earth is Blue* as the social media campaign gets ready to celebrate its second anniversary on October 23, 2016. In particular, Ms. Thompson will share the inception *Earth is Blue* magazine and new and ongoing initiatives with the council to continually enhance the campaign's, and thus the National Marine Sanctuary System's, awareness.
- 12:00 LUNCH** (90 minutes)  
*\*Lunch for members of the public in attendance is on their own.*  
**Location:** Winners Room, The National Press Club  
The National Marine Sanctuary Foundation invites Sanctuary System Business Advisory Council participants and invited guests to enjoy and connect during a ninety-minute catered lunch in The National Press Club's Winners Room.
- 1:30 Planning Ahead: One Agency's Transition to a New Administration** (45 minutes)  
**Location:** Bloomberg Room, The National Press Club  
**Matt Stout, Communications Director, Office of National Marine Sanctuaries**  
Matt Stout will introduce participants to NOAA's current resilient communities, place-based conservation, and "blue economies" priorities and how the agency intends to maintain its progress on those priorities during the transition to a new presidential administration in 2017.
- 2:15 Our Vision for America's Treasured Ocean Places: A Five-Year Strategy for the National Marine Sanctuary System** (30 minutes)  
**Location:** Bloomberg Room, The National Press Club  
**Rebecca Holyoke, Strategic Planning Coordinator, Office of National Marine Sanctuaries**  
Rebecca Holyoke will lead participants through the latest draft of the ONMS strategic plan for the future from 2017-2022. Participants will be able to ask questions about and provide feedback on the proposed mission, vision, core values, goals, and objectives that could carry ONMS through its 50<sup>th</sup> anniversary.

- 2:45 Getting Down to Business: The Draft National Marine Sanctuary System Business Plan (60 minutes)**  
**Location:** Bloomberg Room, The National Press Club  
**Matt Stout, Communications Director, Office of National Marine Sanctuaries**  
**Elizabeth Moore, Chief of Strategic Projects and Partnerships**  
Matt Stout and Elizabeth Moore will lead a discussion to review the draft National Marine Sanctuary System Business Plan created based on previous suggestions from the council. Participants will have the chance to comment on the plan, its purpose, and how it can be operationalized throughout ONMS, in conjunction with, but distinct from the draft five-year strategic plan.
- 3:45 Public Comment (15 minutes)**  
**Location:** Bloomberg Room, The National Press Club  
Members of the public participating in the meeting have the opportunity to provide comments on items on the agenda.
- 4:00 Potential Administrative Actions (15 minutes)**  
**Location:** Bloomberg Room, The National Press Club  
**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; confirm any action items resulting from this meeting; and cover the proposed date and agendas for future in-person council meetings.
- 4:15 Looking Ahead (15 minutes)**  
**Location:** Bloomberg Room, The National Press Club  
**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.
- 4:30 ADJOURN MEETING**