



2015 Sanctuary System Business Advisory Council Meeting

October 19, 2015

Time

October 19, 2015, from 8:30 am to 5:00 pm EST

Location

The October 2015 Sanctuary System Business Advisory Council Meeting will be conducted as an in-person meeting in the New England Aquarium's Harborside Learning Lab (Boston, Massachusetts). The lab is located on the ground floor of the Boston Harbor Garage, which is located adjacent to the Aquarium at 70 E India Row. Participants should enter the lab at the corner of the garage that faces the harbor and is farthest from the aquarium.

Participants

Sanctuary System Business Advisory Council Representatives; President and CEO, New England Aquarium; Staff, New England Aquarium; Acting Director, ONMS; Acting Deputy Director, ONMS; Communications Director, ONMS; National Advisory Council Coordinator, ONMS; Chief of Staff for Strategic Projects and Partnerships, ONMS; Superintendent, Stellwagen Bank National Marine Sanctuary; Education and Outreach Division Chief, ONMS; Special Assistant to the Director, ONMS; and President and CEO, National Marine Sanctuary Foundation.

Purpose and Objective for the Meeting

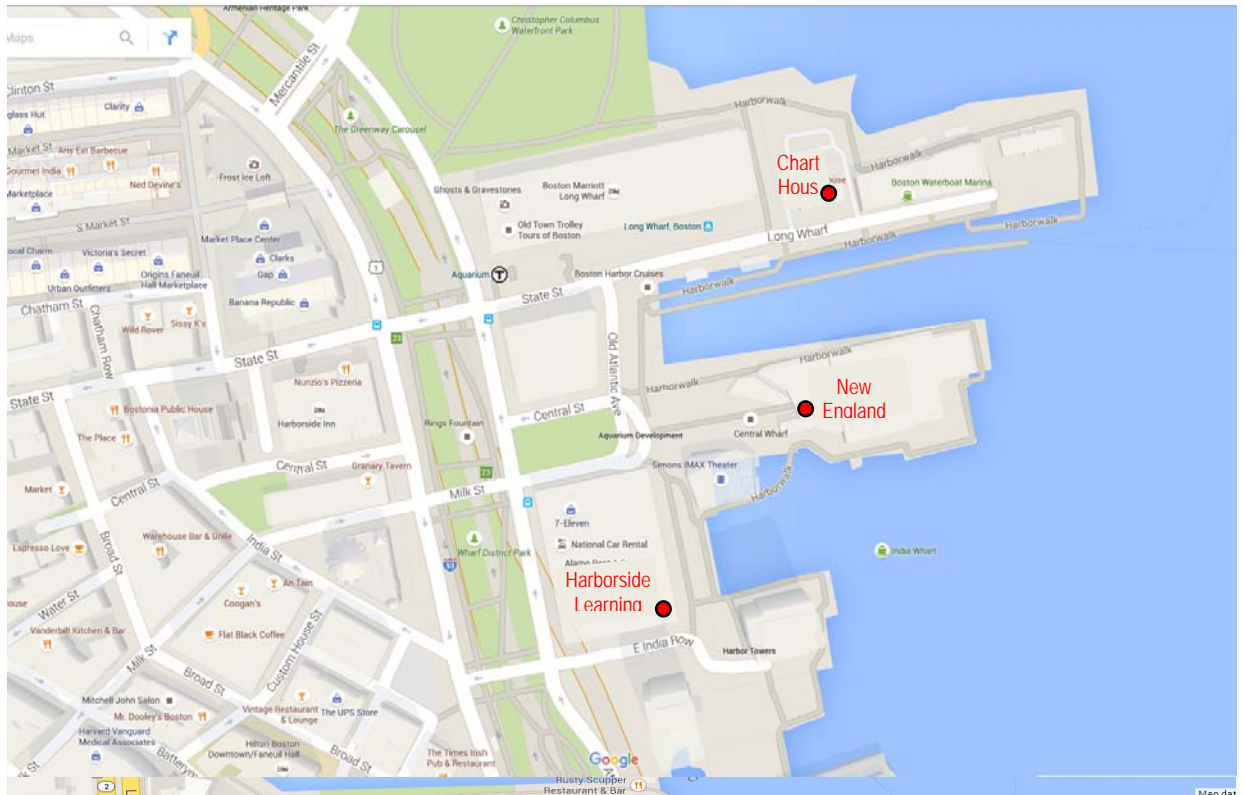
The second 2015 in-person meeting of the Sanctuary System Business Advisory Council will provide an opportunity for council representatives to hear how the Office of National Marine Sanctuaries in defining its strategic vision, planning for its 50th anniversary, and continuing on a path to engage users and the public in general through new initiatives, techniques, and content.

Preparing for the Meeting

A portion of the 2015 Sanctuary System Business Advisory Council Meeting will be dedicated to considering and potentially approving the meeting summary of the previous Sanctuary System Business Advisory Council meeting. To facilitate approval, and inform participants of earlier discussions, all are encouraged to review the April 22-23, 2015, Sanctuary System Business Advisory Council Draft Meeting Summary. Additionally, participants are encouraged to review the session descriptions included within the agenda prior to the start of the meeting.

Parking

The New England Aquarium does not operate its own parking facility. The closest facility to the Aquarium's Harborside Learning Lab is the Boston Harbor Garage, located at 70 E India Row, Boston, Massachusetts 02110. An estimated breakdown of the costs for this and other nearby parking options can found on the aquarium's website at: http://www.neaq.org/visit_planning/maps_directions_and_parking/parking/index.php.



Courtesy of Google Maps (<https://www.google.com/maps/@42.3591315,-71.0495815,17z>)

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.

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Session times are noted in Eastern Standard Time.

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

[Location: Harborside Learning Lab, New England Aquarium](#)

The entrance to the Harborside Learning Lab is on the corner of the Boston Harbor Garage that faces the harbor and farthest from the aquarium. Participants will be greeted upon entering and asked to sign-in at the registration table. Coffee and light refreshments will be available upon arrival in the meeting space.

9:00 Opening and Introductions (10 minutes)

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

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 for the meeting.

9:10 Introducing the New England Aquarium President and CEO (5 minutes)

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

The Acting Director of the Office of National Marine Sanctuaries will introduce the New England Aquarium President and Chief Executive Office, Dr. Nigella Hillgarth.

9:15 Welcome Address (15 minutes)

[Dr. Nigella Hillgarth, President and Chief Executive Officer, New England Aquarium](#)

The President and CEO of the New England Aquarium will welcome participants to the Sanctuary System Business Advisory Council Meeting and share her views on combining education, entertainment and action to address the most challenging problems facing the ocean.

9:30 Understanding Our Direction (25 minutes)

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

This session will provide the Acting Director an opportunity to share his perspective on the evolution and growth of the program, including how the Office of National Marine Sanctuaries has been building on the advice and recommendations of the Sanctuary System Business Advisory Council.

9:55 Defining A Path Forward (35 minutes)

[Matt Brookhart, Acting Deputy Director, Office of National Marine Sanctuaries](#)

This session will introduce participants to recent efforts by Office of National Marine Sanctuaries' leadership to evaluate and revise elements of its current (2005-2015) strategic plan. Advisory council members will be asked to provide advice and recommendations – both as stakeholders or users of national marine sanctuaries and as experienced professionals – on the timeframe, content, utility, and approach to developing a strategic plan.

10:30 BREAK

10:45 Aligning with Our Foundation (30 minutes)

[Jason Patlis, President and Chief Executive Officer, National Marine Sanctuary Foundation](#)

Description forthcoming.

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- 11:15 Leveraging Our 50th** (45 minutes)
[Elizabeth Moore, Chief of Staff for Strategic Partnerships, Office of National Marine Sanctuaries](#)
In 2022, the National Marine Sanctuary System will be celebrating its 50th anniversary. In recognition of the importance of this upcoming anniversary, staff have been laying the groundwork for how to best leverage the anniversary for the next fifty years. This session will provide a brief overview of ideas that have already arisen from internal discussions and conversations with advisory council members, and engage members in a brainstorming session to determine how to best capitalize on the 50th anniversary for the long-term future of the system.
- 12:00 TRAVEL**
- 12:15 LUNCH**
[Location: Chart House, Long Wharf](#)
Lunch is provided for invited guests (courtesy of the National Marine Sanctuary Foundation).
- 1:30 TRAVEL**
- 1:45 Experiencing National Marine Sanctuaries through Aquaria** (15 minutes)
[Location: Main Lobby Near Information Desk, New England Aquarium](#)
[Matthew Stout, Communications Director, Office of National Marine Sanctuaries](#)
This session will provide a brief overview of ongoing and proposed collaborations (e.g., exhibits, signage, kiosks) with aquaria like the New England Aquarium.
- 2:00 Experiencing the New England Aquarium** (50 minutes)
[New England Aquarium Staff \(Proposed\)](#)
Participants will be provided a behind-the-scenes look into what goes into caring for and increasing public awareness of the living marine resources at the New England Aquarium.
- 2:50 TRAVEL/BREAK** (10 minutes)
- 3:00 Revisiting *Earth is Blue*** (45 minutes)
[Kate Thompson, Education and Outreach Division Chief, Office of National Marine Sanctuaries](#)
This session will more formally introduce the *Earth is Blue* campaign discussed at the April 22-23, 2015, meeting. Advisory council representatives will hear why this campaign was launched on October 24, 2014, the 42nd anniversary of the National Marine Sanctuary System and how daily photos and weekly videos are being used to highlight the wonder and beauty of these special places. They will also have an opportunity to provide valuable feedback in how this social media awareness campaign can be tailored or improved to expand its reach.
- 3:45 A Glimpse into Corporate America: Learning from TripAdvisor** (30 minutes)
[Maura Welch, Director, Brand Marketing, TripAdvisor \(Invited\)](#)
This session will provide an opportunity for participants to learn about TripAdvisor, their fellow advisory council member, Ms. Welch, and the interest and connection between this company and national marine sanctuaries.

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4:15 Potential Administrative Actions (10 minutes)

[Advisory Council Members](#)

Advisory council members will be asked to consider adopting the meeting summary from the April 22-23, 2015, Sanctuary System Business Advisory Council meeting and a proposed schedule for 2016.

4:25 Public Comment (15 minutes)

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

4:40 Looking Ahead (20 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 to propose ways forward for the collective group and for individuals.

5:00 ADJOURN MEETING

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