

**Sanctuary System Business Advisory Council  
January 29, 2014 Meeting Minutes  
Washington, D.C.**

Participants

- Ms. Barbara Messing, Travel and Tourism Seat #1
- Mr. Rich Pruitt, Travel and Tourism Seat #2
- Mr. Joseph Stella, Recreation Seat #1
- Mr. Gene Brooks, Transportation Seat
- Ms. Elizabeth L. Cheney, Energy Seat
- Mr. Terry Garcia, Communications and Marketing Seat
- Dr. Fred Boltz, Foundation Seat #1
- Dr. Mark Penning, Other Business Seat #2
- Mr. Jason Patlis, National Marine Sanctuary Foundation
- Ms. Jamie Welsh, Red Willow Group
- Mr. Daniel Basta, NOAA
- Mr. Matthew Brookhart, NOAA
- Ms. Rebecca Holyoke, NOAA
- Ms. Elizabeth Moore, NOAA
- Mr. Paul Orlando, NOAA
- Mr. Matthew Stout, NOAA
- Ms. Lauren Wenzel, NOAA

Members of the Public

- Mr. David Krop, The Mariners Museum

Welcome

The meeting was convened at 9:00 a.m. EST. Daniel J. Basta, Director of the National Oceanic and Atmospheric Administration's (NOAA) Office of National Marine Sanctuaries (ONMS), welcomed the members to the inaugural meeting of the Sanctuary System Business Advisory Council (Council). An overview was presented of the agenda and logistics for the day.

Introductions

The members and NOAA staff were asked to introduce themselves with a brief overview of their background and sharing what was their most memorable ocean experience. The ninth member was unable to attend due to the weather problems in Atlanta.

Overview of the National Marine Sanctuary System

This session was designed to help the members learn about the sanctuary system. Members were shown a short video entitled *National Marine Sanctuaries: Invest in the Future* (<http://youtu.be/V5T3W8yUbA>). ONMS staff then made a series of presentations designed to describe the current impact, reach, and growth of the sanctuary system and the National Marine Protected Areas (MPA) Center. The emphasis of the presentations was on the value of special places, the importance of place-based stewardship, and the ability of the sanctuary system to reach into and be a part of local communities. Members asked a number of clarifying questions, such as how

the different parts of NOAA related to each other, the differences in how NOAA and other agencies (such as the National Park Service and the Fish and Wildlife Service) approached the management of protected areas, and the difference between MPAs and marine spatial planning. During a subsequent discussion session, members raised a number of issues related to the impact of regulations on cruise ships and other vessels within sanctuaries and other MPAs, and how local communities are or can express their interest in possible future sanctuaries.

#### Presentation on the Formation of the Business Advisory Council

A video entitled *Your National Marine Sanctuaries*

(<http://sanctuaries.noaa.gov/pgallery/welcome.html>) was shown and then Mr. Basta spoke to the Council about why the Council was formed. His remarks touched again on the value of special places, using the example of the process of creating the Papahānaumokuākea Marine National Monument and the national and international impacts the creation of this very large, remote MPA has had. Mr. Basta also spoke of the serious issues facing the ocean and the need to work together to help address those issues, and of the importance of engaging the corporate sector in those efforts.

#### Lunch Remarks

A number of speakers made short remarks welcoming the members, including Dr. Mark Schaefer, Assistant Secretary of Commerce for Conservation and Management; Mr. Jason Patlis, President of the National Marine Sanctuary Foundation, and Chef Xavier Deshayes of the Reagan Building and International Trade Center. Mr. Patlis also shared a video about the Foundation's work with Capitol Hill Ocean Week (<http://nmsfocean.org/CHOW-2014>).

#### Afternoon Discussions

The afternoon was devoted to a series of facilitated discussions with the Council to start engaging them on important sanctuary issues. A set of questions were used to help prompt discussion (What do you as a member hope to gain from being on the Council? What is the one thing the sanctuary system must do to engage the corporate sector? What can the sanctuary system do to ensure success with corporate partners at the World Parks Congress? How should the Council operate?) but the discussion was more free-flowing than anticipated. The highlights of the discussion were:

- Council members were interested in understanding the vision of success for their efforts, i.e., what did the sanctuary system hope to see in five or ten years from the Council.
- Ideas of what success looked like as discussed among the members and staff included increased travel and tourism in sanctuaries and other MPAs, the establishment of new sanctuaries, increased trust and transparency between the government and the corporate sector, and a changed view of MPAs as a wise investment and not as an impediment to business.
- Members stressed the importance of needing to see the benefit of MPAs for their businesses, for example the importance of rich, healthy habitats for cruise ship passengers and divers to visit.

Other discussions and topics raised included:

- The importance of maritime heritage and how to use that as way to share information and tell stories about the broader marine environment.
- The importance of sharing the true economic values of sanctuaries and other marine protected areas, especially for ecosystem services that aren't currently well known or communicated.
- The international standardization and legal regime for marine protected areas. Staff informed members that there were no international standards or single international legal authority for marine protected areas.
- The value of certification programs in promoting sustainable business practices (e.g., Whale Sense for whale watch operators who follow best practices). Mr. Basta shared some of ONMS's experiences, but members weren't certain of the value of such programs.

Members discussed the future operations of the Council and agreed that:

- The remaining vacant seats, particularly the fishing seat, need to be quickly filled;
- Meetings should be both in person and teleconference/web-based meetings (quarterly meetings were proposed);
- The discussion of electing a Chair should be deferred until all members are appointed; and
- ONMS should propose priorities for the Council members to review and discuss, as well as propose details for future Council operations.

#### Opportunity for Public Comment

The meeting was attended by one member of the public (Mr. David Krop). No comments were offered during the public comment opportunity.

#### Closing Remarks from Members and Director

The last part of the meeting was reserved for remarks by members and the Director. Members expressed their appreciation for being invited to join the Council and attend the first meeting, and reiterated their commitment to helping ONMS forge stronger links with the corporate sector. They expressed a desire to see ONMS's proposal in short order to help decide the future meeting topics for the Council. A video *What Will You Do* (<http://sanctuaries.noaa.gov/pgallery/welcome.html>) was shown. Mr. Basta's closing remarks repeated his earlier comments regarding the need to work together and his excitement to be working with the members of the Council.

The meeting was adjourned at 5:00 p.m. EST.