

**Sanctuary System Business Advisory Council**  
**May 28, 2014 Meeting Minutes**  
**Virtual via *GoToWebinar***

Participants

- Ms. Barbara Messing, Travel and Tourism Seat #1
- Ms. Andrea Pinabell, Travel and Tourism Seat #3
- Mr. Joseph Stella, Recreation Seat #1
- Ms. April Crow, Other Business Seat #1
- Dr. Mark Penning, Other Business Seat #2
- Dr. Fred Boltz, Foundation Seat #1
- Mr. Daniel Basta, NOAA
- Mr. John Armor, NOAA
- Mr. Matthew Brookhart, NOAA
- Ms. Cirse Gonzalez, NOAA
- Ms. MaryLee Haughwout, NOAA
- Ms. Alyssa Hausman, NOAA
- Dr. Rebecca Holyoke, NOAA
- Ms. Rosemarie McKeeby, NOAA
- Mr. Matthew Stout, NOAA
- Ms. Lauren Wenzel, NOAA
- Ms. Chiara Zuccarino-Crowe, NOAA

Members of the Public

- Mr. Brent Greenfield, National Ocean Policy Coalition
- Mr. Steve Scheiblaue, Harbormaster, City of Monterey
- Mr. Ed Welch, Passenger Vessel Association
- Ms. Jean Fundakowski, Office of Rep. Julia Brownley (CA-26)
- Ms. Kiya Gornik, Office of Rep. Lois Capps (CA-24)
- Mr. Michael Kearns, National Ocean Industries Association
- Mr. Andy Radford, American Petroleum Institute
- Dr. Kristine Lynch, Shell Exploration and Production Company

Welcome

The webinar convened at 2:00 p.m. EDT. Daniel J. Basta, Director of NOAA's Office of National Marine Sanctuaries (ONMS), welcomed members and other participants to the second meeting – first virtual meeting – of the Sanctuary System Business Advisory Council (council). He spoke briefly about the purpose of the council's first few meetings and how it's important to build our relationships and learn about each other.

Webinar Overview

Rebecca Holyoke confirmed that each of the expected participants were on the conference call and webinar, and asked additional participants to announce themselves. She also provided an

overview of logistics for the webinar, ensured that all participants had the attachments distributed as background, and walked through upcoming sessions.

### Your National Marine Sanctuaries

This session was designed to introduce participants to the purpose, approach, and future directions of the National Marine Sanctuary System. Matt Brookhart, ONMS Policy and Planning Division Chief, provided an overview of the system, noting fiscal and staffing levels, as well as the connection national marine sanctuaries have with communities (e.g., 440 advisory council members and seven visitor centers) and its more than 400 partners. The presentation focused on five key themes related to relevance, partnerships and collaborative opportunities, resource conservation and economic stimulation, system expansion, and maximizing potential through lessons learned. Within these themes, Matt highlighted recent and proposed boundary expansions associated with National Marine Sanctuary of American Samoa and Thunder Bay, Gulf of the Farallones, Cordell Bank and Hawaiian Islands Humpback Whale national marine sanctuaries. He also discussed interest in new national marine sanctuaries, the proposed process by which the public may nominate areas for consideration as national marine sanctuaries, and how this process can be a significant step towards a more robust “conversation about our coasts.”

### Setting Our Course: Overview

This session provided an overview of the document, *Proposal to the Sanctuary System Business Advisory Council: Operations and Priorities*, which was prepared in response to the January 29, 2014, meeting. It was meant to initiate dialogue with the council regarding how to move forward, and offer insights into ONMS philosophy on how best to improve our understanding of each other. John Armor, ONMS Deputy Director for Programs and Policy, described the purpose of the council, the importance of engaging the corporate sector, and how to assess, express and leverage the value of national marine sanctuaries. He noted why it’s important to build foundational knowledge amongst members and ONMS and how this could be used to foster a coalition of support that recognizes and understands that sanctuaries are good for business and are important places to invest. He asked for feedback on the purposes and associated outcomes outlined in the proposal, as well as the operational aspects for future council meetings (e.g., membership, meeting schedule, and public meetings). John followed up his presentation by noting how the council and other ONMS efforts to engage the corporate sector (especially as they relate to recreation and tourism) connect to NOAA, Department of Commerce and Administration’s priorities, such as America’s Great Outdoors.

Council members raised the following questions during this session:

*What is NOAA’s goal/target with respect to the Sanctuary System Business Advisory Council?*

*Response:* The fundamental goal is to increase awareness regarding the value of national marine sanctuaries and other marine protected areas, particularly to the corporate sector. This feeds into other larger efforts by the NOAA and the Department of Commerce related to recreation, travel and tourism, and similar administration priorities.

*Has ONMS done an assessment of public perception of national marine sanctuaries?*

*Response:* No. ONMS staff have not completed market surveys, but we do have anecdotal perceptions of sanctuaries in the fishing and recreational communities. For example, one perception is that sanctuaries are inaccessible; however, we want folks to know that in reality, sanctuaries are places that people can go to recreate responsibly. Our program has evolved to become a destination for sustainable recreation. We want the BAC's help in achieving this new perception. [Although John Armor noted that ONMS staff have not completed market surveys related to public perception of sanctuaries, we are aware of at least one instance where others have included questions related to national marine sanctuaries in their surveys. One such example is an Ocean Project public perception survey (slides 24-26): [http://marineprotectedareas.noaa.gov/pdf/helpful-resources/wei\\_ying\\_hear\\_me\\_now\\_researchtools\\_oceancomm.pdf](http://marineprotectedareas.noaa.gov/pdf/helpful-resources/wei_ying_hear_me_now_researchtools_oceancomm.pdf).]

*Which seats are currently vacant, and which were recently filled, on the Sanctuary System Business Advisory Council?*

*Response:* Since our inaugural meeting on January 29, 2014, Ms. Andrea Pinabell, Director of Sustainability, Global Citizenship for Starwood Hotels and Resorts Worldwide, Inc., has been appointed to the council. Additionally, Ms. April Crow, Global Director, Sustainable Packaging for The Coca-Cola Company, who was unable to attend in January due to inclement weather joined today's webinar. Unfortunately, Arthur "Gene" Brooks, Senior Director, Technical Organization, Maersk Line, Limited, submitted his resignation from this council, because he is leaving Maersk Line, Limited, in June 2014. As such, the current vacancies on the council are as follows: *Recreation* (one of two); *Fishing* (one of one); *Transportation* (one of one); *Foundation* (one of two); and *Other Business* (two of four).

#### Setting Our Course: Sharing Joint Experiences

ONMS Director, Daniel J. Basta, explained how sanctuaries are about *places*, how these places articulate meaning, and how we provide a window of opportunity for the world around us. We described why it's important for corporate America to be engaged with addressing the issues facing all of us, and how we would like all council members to experience firsthand what national marine sanctuaries are about. To do this, he proposed that council members arm themselves for the next meeting by taking advantage of an open invitation to visit any ONMS office, site, facility or event. He walked through a series of events (see *Office of National Marine Sanctuaries and Partner Events, May through November 2014*) that will occur from June through November 2014, and encouraged council members to contact Rebecca Holyoke if they would like to visit or attend any ONMS-related event.

#### Setting Our Course: Budding Opportunities

Matt Stout, ONMS Chief of Staff for Communications, reminded participants of the "charge" that came out of the January 29, 2014, inaugural meeting and provided an overview of related ONMS efforts. He reiterated the Administration's goals related to travel and tourism and noted how ONMS Headquarters is offering a few, small grants to its sites to foster continued engagement in this effort. Matt also spoke to the value of national marine sanctuaries to maritime heritage and associated media coverage surrounding: the discovery of the Steamship *Planter*, the *Chester*, sandlance (a fish belonging to the family *Ammodytidae*) in Stellwagen Bank National Marine Sanctuary, and a potential piece related to work Bob Ballard is doing in

Florida Keys National Marine Sanctuary. He spoke to recent estimates for a report to the Federal Interagency Council on Outdoor Recreation (FICOR) regarding the amount of money contributed to local economies by national marine sanctuaries and how the National Marine Sanctuary System, which was created 100 years after the National Park Service, is hoping to share in a similar growth. Matt went on to highlight an ongoing collaboration with *TripAdvisor* that was initiated by Travel and Tourism Representative, Barbara Messing. He discussed how they are working to standardize national marine sanctuary site listings and collaborate on interpretive signage. He concluded by encouraging council members to think about they might be able to suggest or engage with us on projects of mutual interest and to contact him (or Rebecca Holyoke) if they would like to brainstorm together.

### Public Comment

During the public comment period, the following two questions were raised by Mr. Steve Scheiblauber, Harbormaster for the City of Monterey, California:

*How do sanctuaries decide if an activity within a sanctuary is acceptable/compatible with resource protection?*

*Response:* It is a process; there are regulatory and non-regulatory actions. We use the sanctuary management plans, which can be updated through an iterative, public process. We can also seek recommendations from national marine sanctuary advisory councils. We take compatibility issues very seriously and, in fact, most activities are allowed in national marine sanctuaries, unless otherwise noted, as opposed to the contrary, which is how most national parks operate.

*What metrics are used to evaluate the economic value of a sanctuary?*

*Response:* We conduct evaluations via our in-house economist or through collaborations with partner institutions. It is also important to note that anytime we move forward with a regulatory process, we are required to assess its economic impact, including any economic detriment to a community and small businesses. Daniel J. Basta noted that the most straightforward situation regarding economic impact is Thunder Bay National Marine Sanctuary (Alpena, Michigan) but that Florida Keys National Marine Sanctuary is, perhaps, the site with our most comprehensive case study.

Mr. Michael Kearns, Vice President, Government Relations, for National Ocean Industries Association asked the following question, which was also asked as part of a larger question by one of the council members (see *Setting Our Course: Overview*):

*Which seats are currently vacant on the Sanctuary System Business Advisory Council?*

*Response:* The current vacancies on the council are: *Recreation* (one of two); *Fishing* (one of one); *Transportation* (one of one); *Foundation* (one of two); and *Other Business* (two of four).

Looking Ahead

Daniel J. Basta concluded the webinar by noting some of the challenges associated with virtual meetings and outlining the take-away messages from the day's discussion. He described how there is great interest in corporate America for engaging in marine conservation, and how there are people out there interested in business and conservation. He mentioned that he would like us to be able to demonstrate that: what is good for business; is good for the public; is good for government; is good for the environment; is good for culture. He encouraged everyone to get excited for the upcoming meeting and warned them that we would make deliberate efforts to flood their inboxes.

Adjourn Meeting

Rebecca Holyoke adjourned the meeting at 4:05 p.m. EDT by thanking all council members, presenters and public participants for their interest and engagement in webinar topics and their national marine sanctuaries.