

SANCTUARY SYSTEM BUSINESS ADVISORY COUNCIL
MAY 18, 2017 MEETING MINUTES
Webinar

Participants:

- Ms. Elizabeth L. Cheney, Sanctuary System Business Advisory Council Member
- Ms. Elissa Loughman, Sanctuary System Business Advisory Council Member
- Ms. Sophia Leonora Mendelsohn, Sanctuary System Business Advisory Council Member
- Mr. Martin Peters, III, Sanctuary System Business Advisory Council Member
- Ms. Andrea Pinabell, Sanctuary System Business Advisory Council Member
- Ms. Lisa M. Swanson, Sanctuary System Business Advisory Council Member
- Ms. Maura Welch, Sanctuary System Business Advisory Council Member
- Mr. John Armor, NOAA
- Ms. Kate Spidalieri, NOAA
- Mr. Matt Stout, NOAA
- Mr. William Tyburczy, NOAA

Members of the Public:

- James M. Haussener, California Marine Affairs and Navigation Conference
- Katie Almeida, The Town Dock

Opening and Introductions

Kate Spidalieri, National Advisory Council Specialist, Office of National Marine Sanctuaries (ONMS) opened this virtual meeting of the Sanctuary System Business Advisory Council and welcomed representatives and invited guests. Ms. Spidalieri then facilitated participant introductions, and gave a brief overview of the webinar's two-hour agenda and intended outcomes.

Updates from Across the National Marine Sanctuary System

John Armor, Director, ONMS seconded Ms. Spidalieri's welcome and introduced the council's newest member, Mr. Martin Peters, III. Mr. Armor began by highlighting Wilbur Ross's recent appointment as Secretary of the Department of Commerce and that, to date, only two political appointments have been made at the National Oceanic and Atmospheric Administration (NOAA), neither of which include a new NOAA Administrator.

Continuing with updates in the new administration, Mr. Armor discussed two executive orders that affect the National Marine Sanctuary System. First, Executive Order 13792—Review of Monuments Under the Antiquities Act, directs the Secretary of the Interior to review of all presidential designations or expansions of designations under the Antiquities Act made since January 1, 1996, where the designation covers more than 100,000 acres to determine whether the designation or expansion was made without adequate public outreach and coordination with relevant stakeholders. The Secretary of Interior is to submit a report within 120 days. The final

report shall include recommendations for such presidential actions, legislative proposals, or other actions consistent with law as the Secretary may consider appropriate.

Second, on April 26, 2017, the administration issued Executive Order 13795—Implementing an America-First Offshore Energy Strategy that, among other actions, called for the review of 11 national marine sanctuary and marine national monument designations and expansions since April 26, 2007. This review must be completed by October 2017.

Pursuant to Section 4(b) of the order, this review will include:

- (A) an analysis of the acreage affected and an analysis of the budgetary impacts of the costs of managing each national marine sanctuary or marine national monument designation or expansion;
- (B) an analysis of the adequacy of any required Federal, State, and tribal consultations conducted before the designations or expansions; and
- (C) the opportunity costs associated with potential energy and mineral exploration and production from the Outer Continental Shelf, in addition to any impacts on production in the adjacent region.

Additionally, Executive Order, Section 4(a) directs the Secretary of Commerce to refrain from designating or expanding any national marine sanctuary unless the proposal includes a full accounting from the Department of the Interior (DOI) of any energy or mineral resource potential within the designated area. This includes potential impacts to offshore energy from wind, oil, natural gas, methane hydrates, and any other sources that the Secretary of Commerce deems appropriate. This accounting exercise by DOI should be completed within 60 days of receiving a notification of intent to propose any such national marine sanctuary designation.

Next, Mr. Armor briefly mentioned the recent launch of ONMS's virtual reality program. Thanks to the wonders of 360° photography and virtual reality, at least some of the nation's national marine sanctuaries are available to "dive" on ONMS's virtual dive gallery, complete with immersive 360° views of five national marine sanctuaries: American Samoa, Florida Keys, Flower Garden Banks, Gray's Reef, and Thunder Bay.

Mr. Armor concluded his updates by announcing the National Marine Sanctuary Foundation's new President and Chief Executive Officer, Kristen (Kris) Sarri. Mr. Armor summarized her past career experience on both Capitol Hill and in federal executive agencies, and praised her renewed focus on development at the foundation. Lastly, Mr. Armor said that Ms. Sarri and the foundation are in charge of Capitol Hill Ocean Week, which will happen again this year on June 13-15, 2017 at the Ronald Reagan Building and International Trade Center in Washington, D.C.

Council members and participants had the following questions and comments during this session:

- *Did you have the opportunity to plan for the monument announcement? Who is behind the proposition?*
 - *Response:* Generally, propositions are initiated by non-governmental organizations (NGOs) and then brought to the administration through different means.

- *Could the Northeast Canyons and Seamounts Marine National Monument become a sanctuary?*
 - *Response:* It could, but it would be more difficult than for Papahānaumokuākea Marine National Monument, given each monument’s proclamation text.
- *With regards to both of the executive orders, will the entire sanctuary be opened to review or just the expanded area?*
 - *Response:* Ultimately, the answer depends on the requirements of each executive order.
- *Comment:* My concern is if post review, it is deemed that an expansion area should be decreased in size or de-designated, I would hope that it will not affect the entirety of the site. Department
- *Just to clarify, who is performing the reviews?*
 - *Response:* The Department of the Interior is charged with the review under Executive Order 13792, in consultation with the Department of Commerce, among other federal departments. Under Executive Order 13795, the Department of Commerce is charged with the review under Section 4(b), in consultation with the Departments of the Interior, Defense, and Homeland Security.
- *When will the reviews completed?*
 - *Response:* The deadlines are August 2017 and October 2017 for Executive Orders 13792 and 13795, respectively.
- *How is either review affecting the attainment of ONMS’ mission and projects?*
 - *Response:* We are still focused on and able to fulfill our daily mission. At all levels of our system, staff members are contributing to each review, in addition to maintaining their current job functions.

Communicating the Value of Sanctuaries

William Tyburczy, Analyst, Formulation and Planning Division, National Ocean Service (NOS), presented on NOAA’s approach to risk assessment and asked participants to brainstorm how ONMS can strategically communicate the multiple types of value national marine sanctuaries and marine national monuments contribute to the American people, economy, and environment.

Mr. Tyburczy began by defining risk as “the effect of uncertainty on objectives.” He stated that risks can be identified in advance and can be positive or negative. Furthermore, he noted that the early discussions on risk can lead to results that avoid negative risks and maximize and promote beneficial risks.

Mr. Tyburczy continued by providing examples of risk in national marine sanctuaries and outlined NOAA and the broader administration’s goal to improve risk management throughout the federal government. He acknowledged that the private sector has been engaging in risk management for a long time and the government is learning from corporate examples. NOS has established a framework in order to (1.) increase awareness; (2.) avoid surprises; and (3.) increase mitigation discussions in management decisions. Specifically, Mr. Tyburczy said that NOS wants to identify and articulate risk in order for it to be communicated and incorporated as a factor in the agency’s decision making processes.

Currently, NOS is at the stage of identifying and assessing risks within that framework. Mr. Tyburczy concluded by noting that NOS would like to connect risks to the benefits ONMS and the National Marine Sanctuary System provide the nation to higher-level outcomes in order to achieve programmatic objectives. Accordingly, Mr. Tyburczy asked the council for feedback.

Council members and participants had the following questions and comments during this session:

- *What are the top two pieces of advice you would offer about identifying and communicating risk?*
- *I have a clarifying question about the distinction between risk and risk assessment. In business, when I think of risk assessment, we are usually looking at threats, things that we need to be aware of; however, what you are looking for what is the risk of what happens when things go away, correct?*
 - *Response:* We want to make sure that at a high-level, we are looking at the value of what we provide the public, as the public views it.
 - *Response:* Basically, we are looking at both risk and risk assessment. This conversation is not intended to focus on every or all risks, but focus on the higher-level question of what is the public value of sanctuaries. In order to articulate that value to the public, we have to account for potential risks or threats first.
- *How do sanctuaries and monuments benefit the economy and businesses? Local communities? The nation? In other words, what is the value of sanctuaries and monuments?*
 - *Response:* I can see some opportunity here that would drive home the value of sanctuaries and monuments and benefit economies and businesses. First, from a recreational fishing perspective, it would be helpful to understand which of the existing sanctuaries are open to recreational fishing; second, and most importantly, engage rec recreational organizations in the dialogue. Recreational anglers are the best proponents of conservation, but they need to be engaged and feel like participants.
 - *Response:* We could not agree more. ONMS is working on ongoing efforts to engage recreational fishermen. All sanctuaries allow fishing. In December 2016, we hosted our first National Marine Sanctuary Advisory Council Recreational Fishing Summit.
 - *Response:* You should reach out to the commercial fishermen as well.
- *How can sanctuaries and monuments become more relevant to an increased number of people?*
 - *Response:* You should manage scale and be able to use that when communicating to others, in particular when quantifying facts (e.g., how many new research projects, how many fish, how many acres, etc.). You should think in terms of the quantity of value or good you are providing the public. I would encourage you to think outside of the box and once you get an initial brainstorm of ideas, you can see how to group said ideas and then reach out to relevant audiences with effective messaging.

- *Response:* We have been investing in socioeconomic studies, including the recreational value of sanctuaries to local economies and the value of marine science curricula.
- *Is there a broad preference today for qualitative or quantitative content?*
 - *Response:* While I think both are important, quantitative data is better for shorter pieces or sound bites, especially for purposes of demonstrating and communicating economic benefits.
 - *Response:* Education and outreach provide huge benefits that show the value of sanctuaries. You can build a strategy around that in order to contribute to the social value discussion in places that are helping to inform larger national discussions.
 - *Response:* I agree. Communicating the value of our education and outreach programs can contribute to our ability to reach new audiences, and we are looking for new ways to continue to do that.
 - *Response:* I just wanted to note that, although worthwhile, arriving at these types of values can be a challenging and large time commitment.
 - *Response:* I agree that these studies require a lot of work and are not clear cut.
- *Are you aligning risk management with your new strategic plan?*
 - *Response:* We have not finalized our new strategic plan. We recently put it out for public comment and are in the process of reviewing comments in order to focus our program around a clear set of goals and objectives, which contemplate elements of what we are discussing today.
- *Comment:* I know there are standard ways to measure the impacts of social media. You should consider additional ways to bring sanctuaries to people inshore, which will significantly increase your reach and add value to the system; however, I do not know if there are good ways of quantifying that yet.
- *Comment:* We have a variety of ongoing projects to “bring the place to the people,” with some that are more targeted at specific audiences and others that are broader. We are evaluating ways to reach inshore stakeholders including expanding our new virtual dive gallery that currently allows people to take virtual dives in five sanctuaries.
- *Comment:* We saw the new website prior to this meeting; it is fantastic. Additionally, you are hitting on some great social media ideas through your *Earth is Blue* campaign. You might consider looking at universities with a focus in ocean research, like the University of Colorado at Boulder, or establish new public-private partnerships.
- *Comment:* I agree that the new virtual dive webpage is wonderful; however, I think you could feature it more prominently on your website.
- *How can the value of sanctuaries and monuments be communicated to broader existing and new audiences? Specifically, what are the best types of content and media to communicate this value to different audiences with varying levels of interest in and knowledge of the National Marine Sanctuary System?*

- *Response:* In order to connect people to sanctuaries, you could build on your *Earth is Blue* campaign with live streaming video, like an underwater camera; however, I am not aware of the associated costs or any technological limitations.
- *Response:* Although we do not currently have a consistent live streaming presence in sanctuaries, we often feature live streaming events, like research cruises on the ship, the Nautilus. Additionally, we are investing in and realize the benefits of creating polished, professional videos with a personal touch, like our *Stories from the Blue*, that, as you said, connect people to sanctuaries.

Public Comments

One comment was received during the opportunity for public comment. Mr. James M. Haussener, Executive Director of the California Marine Affairs and Navigation Conference (CMANC), proposed that ONMS connect with stakeholders, for instance, in non-coastal areas throughout the country and the U.S. National Park Service, in order to evaluate shared values across different audiences. Additionally, Mr. Haussener stated that future economic analyses could demonstrate the value of sanctuaries; however, such analyses would have to quantify benefits before and after a sanctuary designation, which can be difficult.

Potential Administrative Actions

Advisory council representatives were asked to consider adopting the meeting summary for the September 27, 2017, Sanctuary System Business Advisory Council in-person meeting in Washington, D.C. No revisions or objections were noted. As such, the draft meeting summary will be updated to reflect that it is a final meeting summary.

Looking Ahead

John Armor, Director, ONMS concluded by thanking everyone for their time and proposed holding the council's next in-person meeting in Washington, D.C. in August or September 2017.