



Sanctuary System Business Advisory Council Meeting Minutes

Wednesday, October 20, 2021

1:00 to 4:00 pm ET

Administrative Updates

- Vice-Chair Taishya Adams acting as Chair since Dave Bulthuis resigned.
- Please send Katie your nominations for Chair by December 1, 2021.
- Council will hold an officer election for Chair during the next meeting in January 2022.

Action Item: Approve Minutes

- Council unanimously approved minutes from April 30 and July 7 meeting

Director's Report

Speaker: John Armor, Director, Office of National Marine Sanctuaries

- [50th Anniversary](#) (Oct. 2022) campaign kickoff on Thursday, Oct. 21, 2021. This marks a year-plus long effort to raise awareness and bring attention to the National Marine Sanctuary System.
 - New landing page, update on branding with a new logo, new poster series.
- Release of ONMS [Climate Resilience Plan](#) and Road Map to Working with Indigenous Communities
- Department of Commerce to release a new Strategic Plan in Jan 2022. The plan specifically calls on the National Marine Sanctuary System to equitably support the recovery of recreation and tourism activities in coastal communities.

Questions and Discussions:

Q. How can others who are knowledgeable on the topic of indigenous community inclusion and equity be involved and have a voice with the Indigenous Communities Road Map?

- A.** Partnerships formed with others on this council to advise and review the road map
- A.** Hire indigenous community liaisons (focus on the language for engagement)
- A.** Create a communications checklist for equity

Follow Up Items:

- Coordinate a follow-up meeting between John Armor and Sherry Rupert to have a conversation regarding Road Map to working with Indigenous Communities.



[Presentation from the National Marine Sanctuary Foundation](#)

Speaker: Carol King, Director of Development, National Marine Sanctuary Foundation
50th Anniversary of National Marine Sanctuaries:

- [Save Spectacular campaign](#) with corporate partners.
 - Activities are being created for communities to connect to national marine sanctuaries.
 - Working to develop a corporate partnership program: A free conference open to the public to determine mutual benefits.
 - Partnership Pillars of Engagement: Stewardship, Sustainability, and Climate Resilience.
 - Take the Pledge: “As an Ocean Protector you commit to take action to safeguard, protect, and explore our waterways to benefit our planet now and for future generations” (for individuals).
- House Sanctuary Caucus [launched](#).
- Capitol Hill Ocean Week ([2021](#) and 2022):
 - 2021 Recap
 - CHOW has been a place to convene people who care about our ocean and Great Lakes to have meaningful conversations.
 - Was an opportunity to examine how exclusionary practices and systematic racism negatively impact conservation, science, and policy.
 - NMSF is not a leader in this space. We still have our own work to do, but we have a platform to share.
 - 2022 Planning
 - Commitment to diversity, equity, inclusion, and justice for the future.

Questions and Discussions:

Q: Is there a social media tool kit to amplify announcements for the 50th anniversary (sample posts)?

A. Yes! See [HERE](#).

Q: Are you taking sponsors and their ethics into account?

A. This is currently under development. We are working to be mindful of the ethics of potential partners.

Q: Do individuals simply take the pledge or are they also required to make a donation?

A. Depends on the corporation, but it is normally recommended to learn more about NMSF or send a donation.

Q: Is there technology to enable microdonations?

A. Yes, as well as an idea for a round up campaign at stores.



Discussion on Strategic Visioning and Team Building

Speaker: Taishya Adams, Acting Chair

- Goal 1: To maximize time we have together.
- Goal 2: Identify a 3 year vision plan to not get caught up in short-term projects and lose track of long-term goals.

Comments:

- Betsy: Can you please share a listing of members and their terms.
 - Katie: Will include in the meeting minutes.
- Sherry: We lose a lot when we are virtual.
 - Taishya: We cannot meet in person, confirmed by John, however we may be able to have informal in-person meetings. We should include our locations so we could plan where to meet.

Working Group Updates

Martin Peters, Working Group Chair, Communicating the Value of Sanctuaries

- Meetings on communication questions to understand existing communication strengths and gaps.
- Need for good data, explore possibility of research and surveys outside of ONMS. Have some existing data and may want to consider when answering questions.
- Have talked with Betsy about sharing notes and will meet monthly.
- The next meeting will be a presentation on communications from ONMS.

Betsy Lopez-Wagner, Working Group Chair, Equitable Experiences

- NOAA Recreation and Tourism Strategy meeting will be on October 21, 2021 to hear about a strategic plan.
- Committee meets monthly and the meetings have been scheduled out for the next 6 months.
- Email any resources to Betsy.

Member Updates

- Taishya Adams:
 - Virtual glamp-in to celebrate how black communities connect to nature <https://outdoorafro.com/glamp-in/>.
 - Black in marine science week, Grace has helped to connect. <https://www.blackinmarinescience.org/>
 - Ambassador program Nov 28-Dec 4.
 - Communications Toolkit: <https://docs.google.com/document/d/1079WrVG-hHKDvLSHi8kCs5kZvHdGskQprh42o5MS900/edit>



- Maite Arce:
 - Spoke at the National Ocean Protection Coalition on creating equitable access to nature as a top priority.
 - Engaged in connecting communities across the country for stewardship during Conservation week in July.
 - Celebrated first ever Our Heritage Our Planet Film Week:
<https://ourheritageourplanet.org/>
 - Film Festival Schedule: <https://ourheritageourplanet.org/festival>
 - Hispanic Access Foundation and Stellwagen Bank NMS and NOAA Fisheries - whale watching and recreational fishing clinic:
<https://sanctuaries.noaa.gov/news/oct21/ballena.html>
 - Latino Advocacy week is in the spring.
- Elissa Foster: No update.
- Marie Fukudome:
 - Hyatt World of Care platform relating to people, the planet, and governance: <https://about.hyatt.com/en/world-of-care.html>.
 - Focus is on climate change to get science based targets approved by SBTi: coalition of NGOs who manage methodology that companies can use for aligning with environmental trajectories.
- Taldi Harrison:
 - REI launched REI Cooperative Action Fund to make a public charity, inviting 20 million members to contribute to nonprofits relating to equity and justice outdoors:
<https://www.rei.com/newsroom/article/rei-launches-rei-cooperative-action-fund-to-scale-investment-in-the-outdoors>
 - You can submit nonprofit recommendations to be included on this list.
- Greg Klassen:
 - Qualitative peer review of assessment on overfishing to leverage marine protected areas for sustainable tourism.
 - Relates to Grace's work and the tourism plan. Will follow up with Betsy and Martin to determine where to best serve.
- Richard Loomis:
 - Involved with a small tech startup who have built an app for microdonations and working to link companies, nonprofits, and universities student networks in ivy league colleges, and HBCU's.



- **Betsy Lopez-Wagner:**
 - October 5, 2020 case study work on EarthEcho academy virtual space for education modules <https://bit.ly/3vv5BCG> (English) <https://bit.ly/3AZ2tjU> (Spanish) to train global youth activists released.
 - National Ocean Protection Coalition to instill values of diversity, equity, and inclusion:
https://oursharedseas.com/oss_downloads/instilling-values-of-diversity-equity-and-inclusion-into-the-national-ocean-protection-coalition/
 - Stop Poseidon Campaign to stop this company from trying to privatize water for desalination plan: <https://www.californiadesalfacts.org/>
- **Joost Ouendag:**
 - Final phases of adding balloons to Viking boats that will be collecting data from where they launch to be reported to the National Weather Service.
 - Practice, research, and science will be accessible to guests.
- **Martin Peters:**
 - Yamaha Rightwaters reinforces Yamaha's long-standing dedication to preserving the natural resources we have today so that our customers can continue to enjoy them tomorrow. We are committed to focusing efforts toward sustainability from our factory floors to the great outdoors:
<https://www.yamahaboats.com/yamaha-rightwaters/>
- **Sherry Rupert:**
 - American Indian Tourism Conference to be held in Fort McDowell, AZ in person: <https://www.ainta.org/aitc/> October 25-28, 2021.
 - Now Co-Chair for the Hospitality and Tourism Council for the A250 Foundation: Officially designated by the U.S. Semiquincentennial Commission to honor America's 250th, invites you to join us as we count down to 250 years of the American spirit. Get ready for the biggest, most inclusive commemoration in our nation's history.
 - Leave no Trace campaign around respecting tribal lands and mother earth.
- **Stephanie Vatalaro:** No update.
- **Jessica Wahl:**
 - Launched "[Together Outdoors](#)" with over 80 businesses, state and federal agencies working towards inclusiveness in the outdoors. ONMS is a participating member. Advisory council sets standards for customer experience.
 - Focus on what employees and boards can do better and make connections with a resource guide and training.



Site Spotlight: Gray's Reef National Marine Sanctuary

- Speaker: Stan Rogers, Superintendent, Gray's Reef National Marine Sanctuary
- Trying to understand visitor use through buoy cameras and acoustic recordings to manage recreation.
- Visitor center to be headquartered in Savannah, establishing a place to engage the community.
 - "Gateway Communities" surrounding the area for community engagement and tourism.
 - Working to ensure acknowledgement of the black community and honor and preserve the Gullah Geechee Cultural heritage corridor as well as tribal groups of Yamacraws and Creeks.

Questions and Comments:

Q: Are there direct contacts to descendants of the Creeks or Yamacraws?

A. As of now, we have not had any direct contact.

- Taishya: Sherry could be a resource for this collaboration

Q: Is the area of reef within the sanctuary boundary maintaining an abundance of fish populations?

A. GRNMS is a representative sample of live-bottom habitats, but does not preserve live-bottom reefs as a whole. So yes in some cases, but no in others.

Q: Are invasive species, like lionfish, a threat to the sanctuary?

A. As of now, there are not many lionfish at Gray's Reef though they are in other areas outside of the sanctuary for unknown reasons.

Public Comment

No public comments received.



Appendices:

A. Member Meeting Attendance

	1.14.21	4.30.21	7.7.21	10.20.21	1.19.22	4.6.22
Taishya Adams , Policy Director, Outdoor Afro	✓		✓	✓		
Maite Arce , President and CEO, Hispanic Access Foundation	✓			✓		
Dave Bulthuis , President, PureFishing	✓		✓	Resigned		
Elissa Foster , Senior Manager of Product Responsibility, Patagonia, Inc.	✓			✓		
Marie Fukudome , Senior Manager, Environmental Affairs, Hyatt Hotels	✓	✓	✓	✓		
Taldi Harrison , Government and Community Affairs Manager, REI	✓			✓		
Greg Jacoski , Executive Director, Guy Harvey Foundation	✓	✓				
Greg Klassen , Tourism Development Strategist Partner, Twenty31	NA	NA	✓	✓		
Richard Loomis , Executive Strategic Advisor	NA	NA	✓	✓		
Betsy López-Wagner , Principal and Chief Strategist, López-Wagner Strategies and Strategic Communications Partner for ALRAS Digital	NA	✓	✓	✓		
Joost Ouendag , Vice-President of Product Marketing, Viking Cruises	✓			✓		
Martin Peters , Yamaha Marine Division Manager, Yamaha	✓	✓	✓	✓		
Sherry Rupert , Chief Executive Officer, AIANTA	✓	✓	✓	✓		
Jessica Turner , Executive Director, Outdoor Recreation Roundtable		✓	✓	✓		
Stephanie Vatalaro , Senior Vice President of Marketing and Communications, Recreational and Boating Fishing Foundation		✓	✓	✓		



B. Member Term Information

Name	Term
Taishya Adams , Policy Director, Outdoor Afro	3 years
Maite Arce , President and CEO, Hispanic Access Foundation	3 years
Dave Bulthuis , President, PureFishing	3 years
Elissa Foster , Senior Manager of Product Responsibility, Patagonia, Inc.	2 years
Marie Fukudome , Senior Manager, Environmental Affairs, Hyatt Hotels	3 years
Taldi Harrison , Government and Community Affairs Manager, REI	3 years
Greg Jacoski , Executive Director, Guy Harvey Foundation	2 years
Greg Klassen , Tourism Development Strategist Partner, Twenty31	3 years
Richard Loomis , Executive Strategic Advisor	3 years
Betsy López-Wagner , Principal and Chief Strategist, López-Wagner Strategies and Strategic Communications Partner for ALRAS Digital	3 years
Joost Ouendag , Vice-President of Product Marketing, Viking Cruises	3 years
Martin Peters , Yamaha Marine Division Manager, Yamaha	2 years
Sherry Rupert , Chief Executive Officer, AIANTA	3 years
Jessica Turner , Executive Director, Outdoor Recreation Roundtable	3 years
Stephanie Vatalaro , Senior Vice President of Marketing and Communications, Recreational and Boating Fishing Foundation	3 years

C. Other Meeting Participants in Attendance

- Carol King, Director of Development, National Marine Sanctuary Foundation
- Jim Haussener, Executive Director, CMANC
- Grace Bottitta, National Recreation and Tourism Coordinator, ONMS
- John Armor, Director, ONMS
- Katie Denman, National Advisory Council Coordinator, ONMS
- Brady Phillips, National Outreach Coordinator, ONMS
- Matthew Stout, Chief of Staff, ONMS
- Paul Michel, Regional Policy Coordinator, ONMS
- Vernon Smith, National Media Coordinator, ONMS
- Stan Rogers, Superintendent, Gray's Reef National Marine Sanctuary, ONMS



D. Meeting Resources:

- Feedback Poll (for Council members only) [HERE](#)
- [Council Member Bios](#)
- [Background Information on the National Marine Sanctuary Foundation](#)
- Why I Am I Always Being Researched:
<https://chicagobeyond.org/researchequity/>
- Hispanic Access Foundation and Stellwagen Bank NMS and NOAA Fisheries - whale watching and recreational fishing clinic:
<https://sanctuaries.noaa.gov/news/oct21/ballena.html>
- Together Outdoors Coalition: <https://www.togetheroutdoors.com>
- Recreate Responsibly Coalition: <https://www.recreateresponsibly.org>
- Inland Ocean Coalition: <https://inlandoceancoalition.org/>
- Idea for NMSF Corporate Sponsorship Program (from Taishya Adams):
 - i. The Outdoor CEO Diversity Pledge: The Outdoor CEO Diversity Pledge connects leading outdoor brands with inclusion advocates to advance representation for people of color across the industry. We're focused on enhancing representation across staff and executive teams, media and marketing, and athletes/ambassadors. By building a relationship of support, empathy and understanding, versus external skepticism and internal stress, we're moving the outdoor industry towards authentic inclusion.
<https://www.insolidarityproject.com/the-pledge>
- Carol King Contact Information:
 - i. Email: carol@marinesanctuary.org,
 - ii. Phone: 202.538.5916
- Stan Rogers Contact Information:
 - i. Email: Stan.Rogers@noaa.gov

E. Summary of Outstanding Questions/Action Items:

- Actions for Council Members:
 - i. Send Katie your nominations for Chair by December 1, 2021.
 - ii. Complete the feedback poll [HERE](#) ASAP.
- Katie to coordinate a follow-up meeting between John Armor and Sherry Rupert to have a conversation regarding Road Map to working with Indigenous Communities.