



Sanctuary System Business Advisory Council Meeting Agenda/ Notes

Thursday, December 1, 2022

9:00 to 10:00 A.M. ET

Meeting Goals:

- Approve minutes from July 28, 2022 council meeting.
- Elect Co-Chairs.
- Hear updates from the Office of National Marine Sanctuaries (ONMS) director and members.

Meeting Resources:

- [Council Member Bios](#) and Name Pronunciation Guide (attachment)
- Meeting Minutes from July 28, 2022 (attachment)

Action Item - Approve Minutes:

- Betsy López-Wagner motioned to approve meeting minutes from the July 28, 2022 meeting.
- Maite Arce seconded motion.
- Minutes were unanimously approved.

Officer Election:

- Two nominees for Co-Chair: Richard Loomis and Betsy López-Wagner
- Betsy and Richard were unanimously selected to serve as Council co-chairs.
- Betsy and Richard, respectively, thanked their fellow Members for their votes and confidence.
- Betsy thanked Taishya for her previous Chair service and co-leadership support.
- Richard encouraged Members participating in the meeting to reach out to those that could not/did not participate in the retreat to touch base and highlight what they missed.

Member Updates:

- Taishya Adams:
 - **Black in Marine Science** – [BIMS Week 2022](#) is underway! This year's BIMS Week included a panel discussion celebrating the 50th Anniversary of NOAA Marine Sanctuaries. The recording is available at <https://youtu.be/jDGPUu-6oq0>. In addition to extensive educational programs, BIMS also leads research projects on microplastics and coastal community resiliency through practitioner-research partnership. BIMS currently co-leads a National Science Foundation grant with the University of South Florida on improving nitrogen management. Learn more here - https://www.nsf.gov/awardsearch/showAward?AWD_ID=2230710&HistoricalAwards=false. *CALL TO ACTION: Please share with interested colleagues, partners,*



- fundors, etc. In addition, if you are interested in meeting with BIMS leadership, please email Taishya Adams at taishya@mukuyucollective.com.*
- **National Outdoor Equity Fund/Outdoor FUTURES Initiative** - Over the last two years, the Outdoor FUTURES Initiative core members representative of marginalized people and communities have been working with US Senator Heinrich (NM) to co-develop legislation that would create a National Outdoor Equity Foundation. The foundation would support programs that provide equitable access to the outdoors, supplement existing state outdoor equity funds, and/or incentive states without outdoor equity funds to develop one. Inspired by [New Mexico's Outdoor Equity Fund](#), the Foundation would direct federal and private funds to states, tribes, and national organizations to support programs that increase equity in the outdoors for youth and their families. *CALL TO ACTION: We are actively expanding our founding group to include deeper more extensive representation particularly with ocean-based nature engagement organizations/businesses/etc. We are also interested in connecting with rural communities in the southeast (e.g. North Carolina, South Carolina, etc., If you would like to talk more or access the draft legislation, please email Taishya Adams at taishya@mukuyucollective.com.*
 - **Vipe Desai:**
 - Using his experience and position representing the surf industry, Vipe would like to use the economic force of the surf industry to build a charge for the council.
 - Environmentalism is core to the success and resilience of the surf industry. The surf industry is shifting toward focusing on more environmental outcomes.
 - In addition to environmentalism, spend a lot of time thinking about public access, specifically public access to surf spots.
 - **Maite Arce:**
 - Work focuses on catapulting the Latino community into action.
 - Similar to the surf industry, access is a key part of the work of the Hispanic Access Foundation.
 - Heads up - for the Hispanic Access Foundation 2023 vision document that will showcase how the 10,000 leaders across 50 states and territories are working to address the needs of the community.
 - There is a real need for cohesive data on our communities. Further, we need to be able to share that data with our communities.
 - Attended COP27 and released the [10 Ways Access to Nature Can Bolster Biodiversity, Communities, and Climate Report](#).
 - Through the work of the Hispanic Access Foundation, there has been an increase in Latino voices being present in the public policy space, such as [How To Fix Americans' Diminishing Access to the Coasts: A Report by Hispanic Access and Center for American Progress](#) and [Special Places that Need Protection in the New Year Toolkit](#).



- Keith Shattenkirk:
 - Excited to announce that Patagonia will be launching a global campaign on the benefits of marine protected areas in summer of 2023. Campaign will run from 2023 to 2030, in alignment with the America the Beautiful Initiative (30x30).
 - The campaign will be organized into regions and will include various products and outreach materials. A key aspect of this campaign will be leading with the community voices.

- Richard Loomis:
 - Interest in corporate social responsibility and how this council may leverage this to move the program forward.
 - There is a need to reach those communities and those advocates that are not traditionally represented.
 - Excited to share a new app that gamifies microdonations. App is currently in the beta testing phase. Goal is to connect people with brands that do good.

- Greg Jacoski:
 - [Guy Harvey Foundation](#) recently released a paper on the migratory path of billfish and sharks and the period of recovery after release.
 - Currently working with the Department of Defense and the Department of State on ways to use data on migratory paths of sharks and billfish to address issues of Illegal, Unreported, and Unregulated (IUU) fishing.
 - Currently have a K-12 marine science curriculum in 35 school districts in Florida and are looking to expand into SE Florida and Latin America.
 - Excited to announce that there is an article on the ONMS 50th Anniversary in the latest edition of the Guy Harvey Magazine.

- Betsy López-Wagner:
 - The National Ocean Protection Coalition is meeting this week in DC. Reminder of coalition event.
 - Two year anniversary of report of diversity in ocean and parks management
 - As a board member of the [Xerces Society of Invertebrate Conservation](#), I want to share that there are two board positions open. Looking for next level leadership and knowledge. Reach out to Betsy, if interested: Betsy@equitablecomms.com
 - Want to lift up the work of Azul, a grassroots organization founded in 2011 to bring Latinxs perspectives and participation to ocean conservation, and are legally organized under Multiplier. After experiencing how mainstream ocean conservation efforts and campaigns were leaving Latinxs out, Marce Gutiérrez-Graudiņš started Azul to engage her community in protecting coastal resources and marine life. She will be speaking at IMPAC5 in Vancouver in February.
 - Number of new materials and data, including first-of-its-kind Latinos & the Ocean poll, including newly-launched podcast En El Mar are available (see [HERE](#)).
 - Highlighted the work of the [Ocean Justice Forum](#), as a co-facilitator, and the California Coastal Commission win against a corporate polluter by her client



partners at the [Stop Poseidon](#) Coalition, which included Orange County Coastkeeper, Azul, Surfrider and others to stop a desalination plant in Orange County, CA.

- Over the last 18 months, the [Ocean Justice Forum](#) has worked to create a consensus-based, ambitious ocean policy agenda that promotes the goals of economic, racial, climate, and environmental justice.
- Stephanie Vatalaro:
 - The Recreational Boating and Fishing Foundation (RBFF) receives federal grant funding from the U.S. Fish and Wildlife Service. Due to this, RBFF is unable to do advocacy. Instead, RBFF focuses on research, data collection, and data sharing.
 - RBFF's main charge is to get people out and fishing. Currently working on a new strategic plan.
 - Important to reach consumers directly and support stakeholders.
 - Post-Covid, seeing a downward trend in the number of people fishing and boating.
 - Like the surf industry, clean water is key to RBFF members and stakeholders. In addition to focusing on clean water and access, really working to develop ethical anglers of the future, and to reach more diverse audiences.
 - Campaign to highlight - "[Women Who Fish](#)"

Public Comment Period:

- No public comments received.



Appendices:

A. Member Meeting Attendance

	1.14.21	4.30.21	7.7.21	10.20.21	1.19.22	7.28.22	12.1.22
Taishya Adams , Board Member, Black in Marine Science	✓		✓	✓	✓	✓	✓
Maite Arce , President and CEO, Hispanic Access Foundation	✓			✓	✓		✓
Marie Fukudome , Senior Manager, Environmental Affairs, Hyatt Hotels	✓	✓	✓	✓	✓		
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 Founder, López-Wagner Strategies (and Strategic Communications Partner for ALRAS Digital)	NA	✓	✓	✓	✓	✓	✓
Joost Ouendag , Vice-President of Product Marketing, Viking Cruises	✓			✓		✓	
Sherry Rupert , Chief Executive Officer, AIANATA	✓	✓	✓	✓	✓		
Jessica Turner , Executive Director, Outdoor Recreation Roundtable		✓	✓	✓			✓
Stephanie Vatalaro , Senior Vice President of Marketing and Communications, Recreational and Boating Fishing Foundation		✓	✓	✓	✓	✓	✓
Vipe Desai , Executive Director, Surf Industry Members Association	NA	NA	NA	NA	NA	✓	✓
Keith Shattenkirk , Program Officer, U.S. Land and Water Corporate Programs, Patagonia	NA	NA	NA	NA	NA		✓



B. Member Term Information

Name	Term
Taishya Adams , Board Member, Black in Marine Science	3 years
Maite Arce , President and CEO, Hispanic Access Foundation	3 years
Marie Fukudome , Senior Manager, Environmental Affairs, Hyatt Hotels	3 years
Greg Jacoski , Executive Director, Guy Harvey Foundation	3 years (as of 10.22)
Greg Klassen , Tourism Development Strategist Partner, Twenty31	3 years
Richard Loomis , Executive Strategic Advisor	3 years
Betsy López-Wagner , Principal and Founder, López-Wagner Strategies (And, Strategic Communications Partner for ALRAS Digital)	3 years
Joost Ouendag , Vice-President of Product Marketing, Viking Cruises	3 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
Vipe Desai , Executive Director, Surf Industry Members Association	3 years
Keith Shattenkirk , Program Officer, U.S. Land and Water Corporate Programs, Patagonia	3 years

C. Other Meeting Participants in Attendance

- ONMS participants:
 - Monique Baskin
 - Matt Stout
 - Katie Denman
 - Grace Bottitta-Williamson
 - Vernon Smith
 - Brady Phillips