



Sanctuary System Business Advisory Council Meeting Agenda

Wednesday, December 6th, 2023

12:00 to 1:30 pm ET

Meeting Goals:

- Approve minutes from August 25, 2023 council meeting.
- Hear updates from members, provide a program update, and discuss potential work plan activities for 2024.

Meeting Resources:

- [Council Member Bios](#) and Name Pronunciation Guide (attachment)
- [Meeting Minutes](#) from August 25, 2023

12:00 pm - Call to Order and Reading of Council Agreements

Richard Loomis and Betsy López-Wagner, Co-Chairs, Sanctuary System Business Advisory Council

- Council Agreements:
 - **Listen Deeply** - Listen Deeply and be open to being changed by what we hear
 - **Default to Inquiry over Judgment** - We agree to be curious and ask questions before making judgements.
 - **Share the Air** - We agree to share our perspective, ideas, and narratives while allowing space for others to share their perspective, ideas, and narratives.
 - **Believe People's Narratives** - We agree to believe each other's perspective, ideas, and narratives.
 - **Reflection Intent/ Impact** - We agree to reflect on how our intent and impact may differ or align.
 - **Repair Work** - When our intent and impact do not align, we agree to acknowledge harm, make a commitment to improve, and ask what is needed to move forward.
 - **Self-Compassion** - When our intent and impact do not align, we agree to be compassionate with ourselves, understanding we are all lifelong learners.
 - **Invitation for Laughter** - We agree to laugh and have fun together.
 - **Continual Learning** - Everyone's a teacher, everyone's a learner.

12:05 pm - Action Item: Approval of Minutes

Richard Loomis and Betsy López-Wagner, Co-Chairs, Sanctuary System Business Advisory Council

- Due to not enough members present, this will be approved at the next public meeting.

12:10 pm - Member Updates

- Members shared their updates and highlights include:



- Historic Ocean Action: [Three Federally-Recognized California Tribal Nations Declare First U.S. Indigenous Marine Stewardship Area](#)
- [Surf Industry Member Association](#) surpassed funding goal and will be producing a [report](#) on diversity in surfing.
- Patagonia will be working on a project with the Pacific Remote Islands that includes storytelling and educating the public.

12:25 pm - Office of National Marine Sanctuaries Program Update

Monique Baskin, ONMS Deputy Director

- 2023 AC Summit
 - During the last week of September, ONMS hosted an Advisory Council Chairs Summit along the shoreline of the proposed Lake Ontario National Marine Sanctuary. Advisory council representatives and advisory council coordinators from all designated and proposed sanctuaries, along with NOS and National Marine Sanctuary Foundation leadership and BAC co-chairs, met to discuss and present relevant topics that impact our protected areas through council actions, membership, and community interaction and engagement. Attendees were able to collaborate and discuss council successes and challenges while also learning about offshore wind, tribal and indigenous engagement, and sanctuary designation expansion.
- NOS Strategic Plan
 - For the first time, NOS released a strategic plan which represents an opportunity for NOS to refresh our priorities, track our progress toward our goals, and align with the Department of Commerce and NOAA strategic plans. Connecting these efforts across the agency and with partners will allow us to achieve a greater impact through collaboration and information sharing.
 - NOS identified four strategic priorities that will prepare our organization to serve our nation's growing needs: increase U.S. coastal resilience, make equity central to our mission, accelerate the growth of the ocean enterprise and blue economy, and conserve, restore, and connect healthy coastal and marine ecosystems.
- Climate Resilience Plan 2024-2026
 - ONMS has just released the 2024-2026 Climate Resilience Plan. By building on the previous 3-year plan, the new plan describes actions the office will take over the coming three years to address and adapt to the impacts of climate change on the sanctuary system.
- Indigenous Engagement and involving Indigenous Knowledge
 - To aid in building capacity and to provide a diversity of training, the ONMS Indigenous Community Engagement Team is facilitating Indigenous Speaker Series in partnership with the National Marine Sanctuary Foundation.



- The Indigenous Speaker Series is a platform for centering Indigenous Peoples' voices, knowledge, approaches, and solutions through training and discussions. The speaker series demonstrates ONMS's commitment to building our internal capacity and working toward being stronger partners with Indigenous Peoples. We are grateful to the Indigenous Leaders who have been generous and able to share with us.
- Designation Updates
 - With six ongoing designations, there's a lot to keep track of. There are no major updates since we all met in August. Except ONMS leadership did travel to American Samoa for workshops about the Pacific Remote Islands designation process. If anyone does have any questions on the designations, feel free to ask.
 - Lake Ontario
 - In early 2023, NOAA released a proposed rule for the Lake Ontario NMS, and is now preparing a final management plan, final environmental impact statement, terms of designation, and final rule, with an estimated release date of early 2024.
 - Chumash Heritage
 - The public comment period closed on October 25, 2023, and we received 2,221 submissions to Regulations.gov totaling 102,782 oral, electronic, mailed comments, and petition signatures. Staff will be spending the next few months responding to comments and making appropriate edits to the draft designation documents. NOAA anticipates developing final designation documents with an estimated release date of summer 2024.
 - Hudson Canyon
 - On June 8, 2022, NOAA announced the start of the designation process for the proposed national marine sanctuary around Hudson Canyon off the coast of NY/NJ. We recently announced a pre-designation Sanctuary Advisory Council for designation, and are in the process of analyzing scoping comments received in 2022 as we prepare draft designation documents.
 - Pacific Remote Islands
 - NOAA has initiated the process to consider designating the Pacific Remote Islands as a national marine sanctuary under the National Marine Sanctuaries Act. The public comment period for the proposed Pacific Remote Islands NMS designation closed on June 2nd, and NOAA is in the process of analyzing those comments to determine the next steps.
 - Lake Erie
 - The Notice of Intent to conduct scoping and draft a DEIS for the proposed Lake Erie NMS was open for public comment through July 18th. The



results of this scoping process will assist NOAA in determining whether and how to designate the area as a national marine sanctuary.

- Papahānaumokuākea
 - NOAA is conducting an analysis of the public comments to develop draft designation documents (different sanctuary alternatives and a draft management plan) for the proposed Papahānaumokuākea NMS, with an estimated release date of spring 2024.
- Florida Restoration Blueprint
 - NOAA is working on the Restoration Blueprint for Florida Keys National Marine Sanctuary to improve the condition of habitats that have been degraded as a result of long term environmental change (including climate change), acute stressors, and unsustainable patterns of human use. We are aiming to publish the final EIS next year.

12:40 pm - Overview of Protecting Blue Whales and Blue Skies Program

Sean Hastings, Policy, Information and Management Officer at Channel Islands National Marine Sanctuary

- Protecting Blue Whales and Blue Skies (BWBS) is a globally-recognized vessel speed verification program along the coast of California that incentivizes shipping companies and cargo owners to incorporate sustainable shipping practices across global supply chains. By verifying speeds in seasonal and predictable vessel speed reduction (VSR) zones, this program helps protect endangered whales, reduce ocean noise, lessen fuel use and regional greenhouse gas emissions, and improve air quality near coastal communities.
- Ship strikes are one of the leading causes of mortality for endangered whales. Whales are a vital part of the marine ecosystem. Ship emissions compromise air quality, the health of coastal populations and our planet.
- Just like cars, ships transiting at reduced speeds are more efficient, use less fuel, and emit fewer air pollutants. Ships that travel at 10 knots or less reduce underwater noise and fatal ship strikes to endangered whales.
- Approach
 - Engage with global shipping lines
 - Verify vessel speeds and routing in VSR zones
 - Promote sustainability across supply chain
- Ambassador Program
 - The Ambassador initiative aims to engage the cargo owners – corporate America, think Home Depot, Target, Walmart, etc. to send a demand signal to the shipping companies that cargo owners (and their customers / American consumers) support VSR. Hardest part is getting in contact with the right people (i.e. sustainability managers) in these larger corporations.



- The Ambassador Program helps increase shipping industry engagement and demand for sustainable shipping practices. Ambassadors receive benefits as part of the program, helping them to communicate their environmental commitment to their shipping carriers as well as their customers and stakeholders.
- Benefits include:
 - Data: breakdown of carrier emissions reductions
 - Recognition: in popular corporate sustainability and logistics media outlets, on the Protecting Blue Whales and Blue Skies website/reporting
 - Communications: Toolkit and program logo
 - Value: demonstrate environmental commitment to customers and stakeholders
- Future expansion
 - Geographic Expansion
 - To wherever whales, commerce, and people intersect - Northwest and East Coast
 - Expand Ambassador Membership
 - Certification Program
 - Certification for ambassadors and consumers that the products and commerce is more sustainable
- How you can help
 - Contact amber@californiamsf.org to enroll your company as an Ambassador
 - [Share information](#) with your corporate sustainability/logistics contacts
 - Connect us with your corporate sustainability/logistics contacts
 - Follow us on [LinkedIn](#)
 - Follow us on our new [Instagram](#)
 - Sign up for our quarterly [newsletter](#)
 - Visit bluewhalesblueskies.org/community for more information

12:55 pm - Discussion of 2024 Work Plan Priorities

Richard Loomis and Betsy López-Wagner, Co-Chairs, Sanctuary System Business Advisory Council

- Betsy gave an overview of the 2023 accomplishments including the public comment letter that the council submitted to the White House Office of Science and Technology Policy on the National Strategy for a Sustainable Ocean Economy public comment letter to be submitted to the White House Office of Science and Technology Policy.
- The council discussed the hopes of having a retreat in 2024.

1:15 pm - Public Comment

Sage Riddick, National Advisory Council Coordinator



- Ernie Weiss of the Aleutians East Borough National Resources Department shared their [website](#) and said to keep up the good work.

1:30 pm - Adjourn