



UNITED STATES DEPARTMENT OF COMMERCE
National Oceanic and Atmospheric Administration
NATIONAL OCEAN SERVICE
Office of National Marine Sanctuaries
Stellwagen Bank National Marine Sanctuary
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42nd SANCTUARY ADVISORY COUNCIL
29 May 2014 9:30 am-2:30 pm
NOAA Fisheries Greater Atlantic Regional Office, Gloucester MA
MINUTES of MEETING

Present:

Bill Adler	Primary:	Fixed Gear Commercial Fishing
Jennifer Anderson	Federal:	NOAA Fisheries GARFO
Michelle Bachman	Federal:	New England Fisheries Management Council
Priscilla Brooks	Primary:	Conservation
Todd Callaghan	State:	MA Coastal Zone Management
Alyssa Catalano	Alternate:	Education
Deborah Cramer	Primary:	At Large
Tracey Dalton	Primary:	Research
Rich Delaney	Primary:	Education (Chair)
Susan Farady	Primary:	Education
Christine Guinee	Primary:	Youth (Non-Voting)
Lt Roger Thurlow	Federal:	Mass Environmental Police
Heather Knowles	Primary:	Diving (Vice Chair)
John Galluzzo	Alternate:	Maritime Heritage
Whit Manter	Primary:	At Large
Rob Moir	Primary:	Conservation
Frank Morton	Alternate:	Marine Transportation
Rick Murray	Primary:	Research
Kevin Nicolai	Alternate:	Youth (Non-Voting)
Wayne Petersen	Alternate:	Conservation
Michael Pierdinock	Primary:	Recreational Fishing
Kevin Powers	Alternate:	At Large
Charlie Rasak	Primary:	Business Industry
John Williamson	Primary:	At Large (Secretary)

SBNMS Staff:

Craig MacDonald	Leila Hatch	Elizabeth Stokes
Ben Cowie-Haskell	Matthew Lawrence	

I. Welcome, Review of Agenda and Approval of 41st SAC Minutes (Rich Delaney)

The Agenda was reviewed and approved. The 41st SAC Minutes were reviewed and accepted with one correction: *Section II.iv. No Discharge Zone Discussion - Reference page 3: "Option 2: Prohibit discharges from cruise ships and/or vessels greater than 300 tons."*

II. Discussion Topics (Rich Delaney)

i. Welcome New SAC Members (Craig MacDonald)

Council Introduced Charlie Rasak, the SAC's new Business Industry Alternate. Charlie is the President of Creative Resources Group, a Business Marketing firm based in Plymouth MA.

SAC Recruitments are now on a quarterly basis sanctuary wide. So there may be some delays in the recruitment process.

Rob Moir did not reapply for his position as Conservation Primary Member on the Advisory Council. Craig acknowledged Rob for his contributions to the SAC and noted that Rob has done more than just attends meetings. Rob will continue to be involved in sanctuary issues.

ii. Council "Round Robin"

SAC members and alternates introduced themselves and provided brief updates on issues within their respective organizations.

iii. No Discharge Zone in Sanctuary (NDZ) Update (Ben Haskell)

In response to request from the SAC, staff prepared an analysis of potential regulatory options to address vessel discharge within the sanctuary. After consultation with EPA, Mass DEP and other sanctuaries that have dealt with the issue, the staff prepared an options paper for presentation to the SAC. Staff continues to pursue discussion with the Cruise Line International Association (CLIA) to learn more about the types of treatment systems used by vessels that transit SBNMS, as well as the amounts, types, and locations of any discharges that occur in or near SBNMS. (Due to loss of recorded audio comments were not captured.)

III. SAC Updates (Craig MacDonald)

Elections for SAC Executive Committee. SAC Executive Committee terms are up. The SAC unanimously voted to reelect the present SAC Executive Committee:

Chair: Rich Delaney (2-year term)
Vice Chair: Heather Knowles (2-year term)
Secretary: John Williamson (1-year term)

The Mobile Gear Commercial Fishing Alternate seat remains vacant and is being advertised in the next SAC recruitment FRN which closes on June 30th.

The following SAC recruitment FRN will be published on August 15th. Deadline for applications will be September 30th. Incumbents whose seats are up for renewal are listed below. It is hoped that the incumbents will reapply for their seats. Notices of upcoming recruitment will be sent out once the FRN is published.

John Galluzzo - Maritime Heritage Alternate
Jonathan Grant - At Large Alternate
Chris McGuire - Conservation Alternate
Wayne Petersen - Conservation Alternate
Dave Robinson - Maritime Heritage Primary

SAC members are asked to provide their bios for the website, if they haven't already done so. Visit the revamped SAC website at <http://stellwagen.noaa.gov/management/sac/sachome.html>.

IV. ONMS Campaign of Engagement: Subcommittee on Business and Tourism Outreach and Partnerships Update (John Galluzzo and Craig MacDonald)

Craig MacDonald presented to the SAC the recently developed SBNMS Draft Business and Tourism Marketing Plan. He summarized and provided background on the Business and Tourism Subcommittee which the SAC established. This was a result of one of Dan Basta's (Director, National Marine Sanctuary Program) "Campaign of Engagement" efforts to connect sanctuaries and begin advocating more closely with coastal economies using the assets they have available and working with constituents.

Discussion/Comments (Bill Adler, Deborah Cramer, Craig MacDonald, Priscilla Brooks, Heather Knowles, John Galluzzo, Rob Moir, Michael Moore, Rick Murray, Michael Pierdinock, Wayne Petersen, Charlie Rasak). (Due to loss of recorded audio, only general comments are provided below.)

A lot of related actions from higher level including DOC/NOAA/ONMS are aligned and it's time to move.

Document gets into details where we should be in the tourism world.

Cache is Stellwagen Bank National Marine Sanctuary as opposed to Stellwagen Bank. The Sanctuary has a logo and this needs to be incorporated into cross-branding.

Didn't see any mention of Town of Scituate Board of Selectmen. They are very interested in getting involved. Municipalities themselves on Cable TV. Grassroots in getting the word out there.

Great document. Nuts and bolts on how the Sanctuary functions on a daily basis is super important. Sanctuary staff capacity? National Marine Sanctuary Foundation support. Mass Marine Educators Association is very active.

Great product but it doesn't come free. Will need additional resources. Internally doing social networking through staff. Sanctuary cannot advertise or endorse individual businesses, but it can perform outreach. Want businesses to feel that this is their sanctuary. Need to avoid encouraging over promotion and over use.

Looking at making recommendations that would increase recreation and tourism in SBNMS. Embracing it but all the while managing sustainability. Maybe add to document a goal on stewardship. To what end do we want to do all this marketing? Support national marine sanctuaries and develop a generation of stewards. Document needs to have an objective that specifically talks about that. Let's get partnerships, more people out there, but begs questions about carrying capacity. How sanctuary is being used now.

Don't turn it in to a Government document. Keep it as a marketing document. Ways to achieve the goal without encumbering the document. Education outreach within purvue of the sanctuary.

Important that a marketing plan being put forth is approved by the SAC. One of the goals of any outreach plan is to develop a sense of stewardship that builds an appreciation for the sanctuary and supporting it in general. It's an important concept. It's not a negative to businesses that the

sanctuary is interested in protecting the resources, but getting more people out there. Stewardship shouldn't be buried.

Dan's (Basta) original objective is to instill stewardship. An ecologically healthy park or sanctuary is good for business.

Opportunity to build constituency for the sanctuary. This is important. Too many goals. This is not a management plan. This is a document to engage the business community. Context can be enlarged to take in more considerations. Achieve a single goal with a context. Targeted to business and industry community. Not arguing with perspective, struggling with how to incorporate it.

How does this document fit in with the Management Plan? It's critical to tie it in with the Management Plan. Compatible use. Don't need every goal of the Management Plan in this, but certain components are necessary. A lot of time was invested.

Big investment in Management Plan. Sanctuary is abstract unlike national parks. Brand sanctuary and its Management Plan. Identity of this place is that it is bounded and has a purpose and we're managing a resource. Good framework but would be more useful to mobilize SAC. Need for specificity. Have some discussion as to what staff needs to do over the next 12 months to make something happen.

Define objectives within the framework document. Have stewardship right up front. Make it a very specific action to build general public awareness. Put that at least in the document.

Seafood is huge. People really care about this. Connect seafood to SBNMS. Stewardship is huge. Have to help the public not feel conflicted about eating seafood. People need to feel proud about where they are getting their food.

Agreement with concept. There is other more recent data that can be used. Promotion is a double-edged sword. We're not promoting the fact that we are fishing. Recreational fishermen are dodging the bullet on fishing. Need healthy levels. Don't have sustainable fishing. This is educational; inform the public. Promoting everything that is seen out there. Lots of clients visit from the Midwest and it's a very unique experience for them.

Does SAC need to approve this for Sanctuary to do this? Management Plan tells you to go do this. Not sure if it's a great or necessary use of our time. This is great info. But does the SAC need to do anything?

Seems to be some fear that stewardship hurts business opportunities. Why is wanting a healthy sanctuary in conflict with marketing it? Don't want to lose the concept of stewardship. Where in the document should it be emphasized? Maybe put it right up front. Don't forget the essence of stewardship. Maybe play it that way. There would be more consensus for support.

Link stewardship to the Management Plan. Maybe just wordsmithing can take care of this.

Partnerships leads to stewardships. Double-edged sword. Stewardship is a behavior – name recognition is getting the word out; get a logo out. Need to work with businesses.

Reconvene subcommittee and take into consideration these comments and revise document.

Varies by business and industry. Marketing Plan needs to be a byproduct of the Sanctuary Management Plan with heavy emphasis on stewardship.

Timing -- Don't wait on SAC to start reaching out to businesses. Subcommittee will forge ahead and work with the SAC Executive Committee. This will be discussed at the SAC Summit. Curious to see what discussions other sanctuaries are having. These are big picture, philosophical themes.

SAC members presently serving on the Business and Tourism Subcommittee:

John Galluzzo, Chair
Vito Giacalone
Jonathan Grant
Rob Moir
Michael Pierdinock
Charlie Rasak
Chad Smith

V. *Charles W. Morgan's 38th Voyage* (Ben Haskell)

i. Ben Haskell presented on *Charles W. Morgan's* upcoming 38th Voyage and related events that will take place during early Summer 2014. Contact Ben.Haskell@noaa.gov for more information regarding the *Charles W. Morgan's* upcoming events or for a copy of his presentation.

ii. Unmanned Aircraft System (UAS) Demonstration (Ben Haskell)

In May, SBNMS served as a demonstration site for the capabilities of the *Puma* unmanned aircraft. The mission had two objectives: (1) establish a methodology for counting fixed gear from UAS and compare counts with shipboard observations and (2) determine infrared camera capabilities for detecting human beings on board or detecting different water masses depending on sea surface temperatures. For two days, the aircraft was launched and recovered from the *RV Auk*. Pilots from the NOAA Office of Marine and Aviation Operations flew the aircraft with the assistance of Matt Pickett, ONMS Flight Operations Manager. Assistant Superintendent Ben Haskell served as the principal investigator and all mission objectives were achieved.

iii. Shipboard Scientific Computer System (SCS) Environmental Data Acquisition on *R/V Auk* (Craig MacDonald and Ben Haskell).

The Scientific Computer System (SCS) was installed on the *RV Auk* in 2013/14. The SCS is a computer system that collects, processes, displays, and archives data from the navigational and scientific sensors on NOAA ships. NOAA developed this system in 1989 to modernize and standardize data collection on its primary ocean and coastal research vessels. The SCS data stream on the *RV Auk* includes data from oceanographic, atmospheric, navigational, and fisheries data instruments. The ability of the SCS to integrate and display both raw and processed information is vital to safe navigation and scientific applications both during and after the mission. Just as importantly, selected data are sent electronically to NOAA data centers where they are integrated in weather and sea-state forecasts and distributed to the public.

VI. Working Lunch: “Listening To Our Sanctuaries -- understanding and reducing the impacts of underwater noise in marine protected areas” (Leila Hatch)

Increasing levels of human activity are contributing increasing levels of underwater noise to the world’s aquatic places. In the U.S., the National Oceanic and Atmospheric Administration (NOAA) is the federal agency that holds the most responsibility for preventing harm to aquatic animals and their habitats, through a variety of legal mandates. This presentation will first discuss NOAA’s interest in broadening the agency’s management goals and actions to address the conservation of acoustic habitat quality in addition to the minimization of adverse physical and behavioral impacts to specific species. The presentation will then focus on the role that U.S. sanctuaries are playing in support of developing a broadened NOAA’s ocean noise strategy, through both science and management initiatives, many of which are focused within Stellwagen Bank National Marine Sanctuary.

VII. Agency/Government Reports

i. NEFMC Report (Michelle Bachman)

The New England Fishery Management Council met in April in Mystic, CT. The next meeting is June 17-19 in Portland, ME. The meeting will be broadcast via webinar (see www.nefmc.org for details).

- Ecosystem Based Management Committee met in May 2014; will provide an update on results of that meeting on the first day of the June Council meeting. Committee is in early phases of developing a work plan/vision for ecosystem based fishery management in region. Andrew Applegate on our staff is the contact for the Ecosystem Based Management Committee.
- Also on the first day of the June meeting, the Council will be discussing their recommendations on Magnuson Stevens Fishery Conservation and Management Act reauthorization
- Council and Groundfish Committee/Plan Development Team/Advisors are working on alternatives for Amendment 18 to NE Multispecies FMP related to fleet diversity and accumulation limits. The plan for the June Council meeting is to approve a range of options for analysis in an Environmental Impact Statement. A preceding committee meeting to discuss options will be held June 9 in Warwick, RI. SAC members interested in inshore/offshore fishing distribution issues are encouraged to follow this amendment.

Omnibus Essential Fish Habitat Amendment 2: a preliminary Draft EIS is posted on our website and the document undergoing NMFS review at the moment. Should publish an approved version of the DEIS mid-summer (August) and will start comment period and hearings after that. Before DEIS is published, Council will hold informational question/answer meetings in late June/July (details forthcoming; one session scheduled for June 18 at Portland Council meeting). Public hearing schedule and comment period information will be distributed once the timeline for DEIS publication is more certain. Committee meetings will follow the public comment/hearings and final Council action is anticipated at the November Council meeting. There will be additional comment periods next year on the Final EIS, proposed rule (regulations), and final rule.

ii. NOAA Fisheries GARFO Report (Jen Anderson)

Atlantic Large Whale Take Reduction Plan

The final Environmental Impact Statement for the Atlantic Large Whale Take Reduction Plan has published (http://www.nero.noaa.gov/stories/2014/25_new_whale_protection_measures.html). Comments are being accepted through June 16, 2014. All comments will be reviewed and considered as part of NMFS record of decision.

Mariner Alert

There has been a recent increase in the number of whales spotted close to shore. Mariners are reminded that vessels 65 feet or greater in length must travel at 10 knots or less in certain areas and during certain seasons. For further information, please visit <http://www.nero.noaa.gov/shipstrike/>

VIII. Constituent Reports (Craig MacDonald for Anne Smrcina)

i. Stellwagen Bank E-Notes is the new on-line outreach tool for the sanctuary (replacing Stellwagen Soundings and Banknotes). The newsletter (ranging from 4-8 pages, and potentially larger issues in the future) has been issued approximately every two to three months, although issues can be produced on an as needed basis for more immediate distribution. This web-based publication provides a mix of feature stories about sanctuary science, education and conservation programs as well as notices about upcoming events. If there are stories you would like to see covered in the publication, please contact editor Anne Smrcina (anne.smrcina@noaa.gov). Emails are sent to individuals who have expressed an interest in obtaining sanctuary news with the direct link to the online newsletter as soon as it is posted. Recipients are encouraged to forward the information on to others who may have an interest in New England's national marine sanctuary.

Another outreach tool is our Constant Contact email notice. **Stellwagen Sounding Lines** provides important and timely news to our entire email list (approx. 4,000). Information may include news of a new E-Notes, a SAC meeting, a science workshop and/or other sanctuary-related events. These publications are posted on an as needed basis. The Constant Contact notices are provided through funds from the National Marine Sanctuary Foundation.

ii. SAC Feedback -- SAC members are encouraged to contact Anne Smrcina if they have potential content for the E-Notes newsletter and Sounding Lines notices.

iii. OffShore Wind Development Update. John Williamson gave an update on the Bureau of Ocean Energy process for offshore wind power development and designation of 2000 square nautical miles zoned for offshore renewable energy development between Massachusetts and Virginia. He also reviewed progress by the New England Regional Planning Body, and the Mid-Atlantic Regional Planning Body, both operating under direction of the National Ocean Policy.

IX. New Business. None.

X. Public Comment. None.

XI. Adjourn: 2:40 pm.