



## New England Fishery Management Council

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John F. Quinn, J.D., Ph.D., *Chairman* | Thomas A. Nies, *Executive Director*

### MEMORANDUM

**DATE:** July 21, 2020  
**TO:** EBFM Committee  
**FROM:** John Pappalardo, EBFM Committee Chair  
**SUBJECT:** Purpose and agenda for meeting

The **Ecosystem Based Fishery Management (EBFM) Committee** will meet by conference call beginning at 9:30 am on July 21, 2020. The meeting will break for lunch and at other times, as needed.

**Purpose:** The Committee should

- Provide feedback to [Green Fin Studio \(GFS\)](#) and Council staff on draft presentation and other outreach material. The Committee should
- Provide additional guidance as needed on the PDTs work to develop Tangible Worked Examples.
- Provide guidance to staff on a public outreach workshop framework.

Following the Council's completion of an example Fishery Ecosystem Plan (eFEP), the Council convened a [Management Strategy Evaluation Steering Committee](#) (MSE SC) to advise the Council on how initiate the next step and to roll out the eFEP to the public. Their [primary advice](#) was to begin a strategic outreach program involving a professional science communicator and a more tangible worked example.

The Council issued a [request for proposals](#) (RFP) and a team of Council staff and one MSE SC member chose GFS as our science communicator and the Council negotiated a statement of work, with outreach material deliverables expected to be presented at the Council's June 2020 meeting. The statement of work includes the development of 8 key stakeholder profiles, two infographics, one brochure for each stakeholder group, four workshop presentations with feedback mechanisms to engage stakeholders, a 3-5 minute introductory video, and a summary presentation at the June Council meeting. The Committee and PDT have reviewed the first infographic and provided input and guidance about the focus of the four presentations and the second infographic. Several of the remaining deliverables will be presented to the Committee by GFS.

The PDT is working on developing tangible worked examples during the summer, intending to complete the work by September. The tangible worked examples may include a more thorough,

plain language version of Hydra, a Kraken visualization, and an interactive four-species stock complex interactive model-based demonstration of the eFEP catch framework.

During July and August, the Council will focus on finalizing the public outreach products, developing tangible worked examples as learning tools for public outreach, and identifying a framework and focus for workshops to be held late this year. Committee recommendations will be made at the September Council meeting.

**Meeting materials.** A PDF of each document will be posted to [www.nefmc.org](http://www.nefmc.org). Staff will provide access to additional meeting materials that are not included in this package. If you have any questions about the documents, please contact Andrew Applegate ([aapplegate@nefmc.org](mailto:aapplegate@nefmc.org) ; 978-465-0492 ext. 114). Although the Council is not currently staffing the office, phone calls to the office will ring through to many staffers.

1. Meeting memo and agenda (this memo)
2. Draft public outreach materials
  - a. GFS presentation
  - b. Draft version of infographic 2
  - c. Stakeholder brochure framework
  - d. A guide to the eFEP outline
  - e. Draft glossary
3. Summary of Tangible Worked Example tool development
  - a. Presentation
  - b. Video viewing instructions for attendees
4. Presentation: Public Outreach Workshop Planning

**AGENDA**

**ECOSYSTEM BASED FISHERIES MANAGEMENT COMMITTEE**

**Conference call**

**July 21, 2020**

- 9:30 am Agenda and purpose of meeting (Document 1).....(Pappalardo)
- 9:45 GFS presentation and draft outreach materials (Document 2) .....  
..... (David and Paula Jasinski, [Green Fin Studio](#))
- 1:30 pm Tangible worked example progress report by the PDT (Document 3)..... (Applegate)
- 3:00 Discussion about public outreach workshop framework (Document 4) .... (Applegate)
- 4:00 Adjourn