

MONTEREY BAY NATIONAL MARINE SANCTUARY
ADVISORY COUNCIL MEETING

Friday, September 27, 1996
MBARI, Pacific Lecture Forum
7700 Sandholdt Road
Moss Landing, CA

PROPOSED AGENDA

8:30 AM: Coffee and Sign-in

9:00 AM: Call to Order, Roll Call, Approval of Previous Meeting Minutes

9:15 AM: Public Comments on Items not on the Agenda

9:30 AM: Announcements from Council Members

9:45 AM: Discussion: Revision of SAC Charter to Clarify the Authority of
the Council

10:30 AM: Presentation: MBNMS Public Relations Strategies for Marketing
the Sanctuary License Plates -- John Robinson

10:45 AM: Approval of SAC Comments on the Coastal Stewardship Task
Force Report

11:00 AM: Discussion: Proposed Underwater Park

11:15 AM: Sanctuary Managers¹ Report

11:45 AM: Working Groups¹ Report: - Conservation
- Research
- Education
- Business & Tourism

12:15 PM: Update: WQPP

12:30 PM: Presentation of Sanctuary Video -- Kip Evans

1:00 PM: Adjourn to Lunch (Phil's Place)

FINAL 9/26/96

MONTEREY BAY NATIONAL MARINE SANCTUARY
ADVISORY COUNCIL

Meeting Minutes

Friday, September 27, 1996

Monterey Bay Aquarium Research Institute
Moss Landing, California

The Monterey Bay National Marine Sanctuary Advisory Council met on Friday, September 27, 1996 at the Monterey Bay Aquarium Research Institute in Moss Landing, California. Public categories and government agencies present and representing a quorum were as indicated:

AMBAG: Katherine Beiers	Enforcement: Roy Torres
AMBAG Alternate: Ruth Vreeland	U.S. Coast Guard: LCDR Dean Lee
CA Resources Agency: Not Represented	Research: Gregor Cailliet
Agriculture: Richard Nutter	At Large: Karin Strasser Kauffman
Business & Industry: Steve Abbott	At Large: David Iverson
CA Coastal Commission: Tami Grove	At Large: Not Represented
Conservation: Rachel Saunders	CA EPA: Not Represented
Diving: Ed Cooper	Fishing: Dave Danbom
Education: Dorris Welch	Tourism: Not Represented
Ports & Harbors: Joe Townsend	Recreation: Thomas La Hue

The following non-voting members were present as indicated:

Monterey Bay NMS: Terry Jackson	GFNMS/CBNMS: Not Represented
Channel Islands NMS: Not Represented	ESNERR: Not Represented

I. CALL TO ORDER

The Chair called the meeting to order at 9:15 AM.

After welcoming Council members to the September meeting, the Chair conveyed information about the retirement of Les Strnad from the California Coastal Commission. Les has been an outstanding advocate, not only, for the Monterey Bay National Marine Sanctuary, but for marine education and conservation in general. Les¹ devotion to sensible, creative, and sensitive use of our natural resources has resulted in tremendous advances in public support for marine protection.

Council members agreed that an event honoring his 23 years of work on behalf of the California Coastal Commission and his service to the MBNMS and the Advisory Council would be appropriate.

The Chair then related the details of a recent telephone conversation with Stephanie Thornton, Chief of the Sanctuaries and Reserves Division (SRD). The topic of discussion centered on questions surrounding Advisory Council authority. The conversation was a direct response to the Advisory Council's letter requesting a written explanation for SRD decisions restricting Council authority.

According to the Chair, SRD respects the contributions of the Council and is committed to resolving this issue favorably. Ms. Thornton and other SRD officials agreed to meet with the Advisory Council on Monday, October 28 to discuss the matter in more depth.

In general, Council members were encouraged with the pending meeting and suggested that a reception in honor of the delegation's visit be scheduled for the evening of October 28. The Advisory Council also requested that a special press release be produced in hopes that the visit will educate the public about the Sanctuary Program's organization and leadership.

Finally, the Chair informed Council members that she had been asked by SRD to sit on the initial screening committee for the MBNMS Manager. She explained that she will be helping to review the applicant pool and selecting final candidates who will be required to undergo personal interviews and make presentations to the MBNMS and SRD staff. The interviewing process is expected to take place in late October.

Council members made the following comments regarding the Manager selection process:
... There should be some kind of forum to allow the public to ask questions and interview the final candidates; and,
... Council members should be encouraged to write individual letters of support for specific candidates.

According to Karin, the Chief of SRD will make the final decision.

II. APPROVAL OF PREVIOUS MEETING MINUTES

Approval of the August 23, 1996 meeting minutes was postponed until the October 25 meeting.

III. PROPOSED 1997 ADVISORY COUNCIL MEETING SCHEDULE

Advisory Council members approved a six-month meeting schedule for 1997. As agreed at the August 23 meeting, the Advisory Council will meet every six-weeks rather than the fourth Friday of each month, as has previously been the norm. The proposed meeting dates are listed below; locations are to be determined. Please mark your calendars.

... Friday, January 10 -- Monterey
... Friday, February 21 -- Santa Cruz
... Friday, April 4
... Friday, May 16
... Friday, June 27

IV. PUBLIC COMMENTS ON ITEMS NOT ON THE AGENDA

There were no comments from the public.

V. ANNOUNCEMENTS FROM COUNCIL MEMBERS

1) Dave Danbom, Fishing -- Dave and his wife were honored recently and their pictures are displayed at the Smithsonian's Ocean Planet Exhibit at the Presidio in San Francisco.

2) Katherine Beiers, AMBAG -- The Santa Cruz City Council voted to comply with and enforce Sanctuary regulations inside the Santa Cruz Harbor.

3) David Iverson, At-Large -- Angela Kalmer, the Save Our Shores Coordinator in San Mateo County, has arranged a field trip to the Ocean Planet Exhibit. She is also working on a volunteer training program to teach people how to present the Sanctuary to school children.

David also gave a presentation about the Sanctuary to the Lyons Club in Burlingame. He reported that the response was very positive.

4) Ed Cooper, Diving -- Ed attended a recent meeting of the American Cetacean Society and reported that Andrew DeVogelaere, MBNMS Research Coordinator, did a fantastic job

presenting MBNMS research activities.

The Dive Festival and the Nikonos Shoot Out will be October 19-20 in Monterey. Contact Ed for more information at 375-2200.

The proposed Edward F. Ricketts Underwater Park is expected to be heard by the Monterey and Pacific Grove City Councils in mid-November.

5) Greg Cailliet, Research -- The Moss Landing Marine Labs Open House is scheduled for October 19-20.

6) Tami Grove, CA Coastal Commission (CCC) -- Les Strnad is on permanent medical leave from the CCC. Tami and others are planning a special event to commemorate 23 years of outstanding service to the CCC.

7) Rachel Saunders, Conservation -- The next BAY NET class will begin training on October 30. Council members are asked to send Rachel names of individuals they know that might be interested in participating in the BAY NET program.

The Monterey Bay National Marine Sanctuary Citizen's Stewardship Guide has been sent to the printer. Copies will be included in the next mailing to the Advisory Council.

8) Thomas La Hue, Recreation -- Tom reported on the Regional Water Quality Control Board (RWQCB) and scheduled activities and meetings for the near future. He promised to keep Council members informed on RWQCB meeting dates and locations.

The MBNMS Water Quality Protection Program (WQPP) is planning to meet with the CCC and the RWQCB to discuss methods for strengthening ties on Friday, October 4.

9) Ruth Vreeland, AMBAG Alternate -- Commended the Sanctuary on its 4th Anniversary Birthday Celebration and commented that it was one of the nicest events to date.

Ruth and others are developing an educational package for cruise ship visitors to the Sanctuary. She will be working with Sanctuary staff to compile available material.

10) Dorris Welch, Education -- The Long Marine Lab Open House will be October 13 from 10:00 AM - 4:00 PM. The celebration will focus on research at the lab, the University of California, Santa Cruz campus, and the institution's global impacts. There will be good food, good music and a lot of fun.

The proposed Education Facility at Long Marine Lab will be on 2.4 acres; the building design is to go ahead in October 1996 and construction should begin in 1997.

The Marine Research Development Park is currently in the Environmental Impact Review and public planning process.

There will be a symposium at the Monterey Bay Aquarium on November 4-6, 1996. Please contact the Aquarium for more information.

Long Marine Lab has been tagging blue whales as part of a project partially funded by the MBNMS. Dorris will report more details at the next meeting.

11) Karin Strasser Kauffman, Chair -- Karin has received an invitation from

Congressman Sam Farr's office to attend a conference on Economic Sustainability for Monterey Bay in the 21st Century. The meeting will take place on October 11 in the Ferrante Room at the Monterey Conference Center.

A Conference on World Oceans will be held in San Diego, March 24-27, 1997. Karin is working with Ann Notthoff to produce a panel addressing governance and public involvement in marine resource protection and management. Contact Karin directly to become involved.

12) Roy Torres, Enforcement -- Roy announced that he will be serving on the Council as an alternate and that Capt. Tom Pedersen from the California Department of the Fish and Game will replace Roy as the permanent representative.

Roy is working with Terry Jackson and the MBNMS office to draft a penalty schedule for infractions of Sanctuary regulations. The penalty schedule will be distributed through the Federal Register.

13) Steve Abbott, Business & Industry -- Steve expressed serious reservations about the safety of the jet ski zones and raised questions about the Council's moral responsibility to the Sanctuary's recreational users. Council members concluded that the best course is to test the effectiveness of the zones first before re-opening the Federal process to make any changes.

VI. DISCUSSION: REVISION OF SAC CHARTER TO CLARIFY THE AUTHORITY OF THE COUNCIL

Per the direction of the Council at the August 23 meeting in Santa Cruz, the language of the DRAFT Charter has been revised to better define the role of the Advisory Council as a broad-based public forum, able to address issues and determine action based upon what the situation requires. The revised document also provides a mechanism for the Advisory Council to take advantage of opportunities to support and assist the MBNMS in addition to providing advice.

Council members discussed the options presented by outside legal counsel, which supported the Advisory Council's desire to contact entities beyond the Department of Commerce. The only instance where there might be a conflict of interest would be a situation where the Council asked Sanctuary staff to write a letter concerning Sanctuary appropriations. Given the comments related to the legality of Council activity, Council members supported suggestions that representatives of the National Oceanic and Atmospheric Administration's General Counsel be urged to accompany Stephanie Thornton when she visits Monterey in October.

In general, Council members agreed that the revised Charter was a good place from which to start positive negotiations with SRD. The revised Charter was approved unanimously.

Council members requested that the DRAFT Protocols be completed as quickly as possible so that they may be presented to SRD and used as a reference in discussions about the Charter revisions and Council authority.

VII. PRESENTATION: PUBLIC RELATIONS STRATEGIES FOR MARKETING THE SANCTUARY LICENSE PLATES - JOHN ROBINSON

John Robinson, Public Relations Coordinator for the MBNMS, briefed the Council on his

efforts to promote the Sanctuary license plates in the local media. Highlights of his report included:

... Confirmation that two surfing magazines will feature color images of the plates in their next issues. The magazines enjoy a large circulation of over 1/4 of a million people.

... A recent press release to the MBNMS¹ media list described incentives to buy the plates offered by local businesses such as the Monterey Bay Aquarium and the Santa Cruz Boardwalk.

Nick Papadakis from AMBAG introduced Dave Armanasco, the new marketing consultant hired by AMBAG to promote the plates. According to Nick, AMBAG has spent over \$100k in the past two years on the license plate program. Nick described the final two months of 1996 as critical for the program to succeed and suggested that AMBAG is optimistic about the Sanctuary's chances for meeting the DMV requirement of 5,000 purchased plates. Advisory Council members are encouraged to help sell the plates whenever possible.

The Chair requested that AMBAG provide a monthly update to the Council on the status of license plates sales.

The Advisory Council also requested that John Robinson provide a report on his overall media plan for promoting the Sanctuary. The report will be an agenda item for the November 22 meeting in Marin.

VIII. APPROVAL OF SAC COMMENTS ON THE COASTAL STEWARDSHIP TASK FORCE REPORT

The comments on the Coastal Stewardship Task Force Report were approved as amended. (Final document is attached).

IX. DISCUSSION: PROPOSED UNDERWATER PARK

Rachel Saunders and Ed Cooper reported on the latest developments surrounding the proposed underwater park in Monterey and Pacific Grove. Hearings before the Parks and Recreation Commissions of both cities are finished and a final recommendation from the commissioners is expected to be presented to the City Councils in November. Major decisions from the hearings included: 1) a prohibition on commercial fishing in the proposed park with an exemption for the squid fishing industry; 2) a prohibition on spear fishing and hook and line fishing from a skiff and from shore (Pacific Grove is still considering this issue and may allow hook and line fishing by children from shore.); 3) to support the status quo for kelp harvesting subject to the harvesters¹ compliance with existing California Department of Fish and Game regulations, and on the establishment of a cooperative to help regulate and monitor harvesting in the area; and, 4) to allow scientific and education collection with a permit.

Council discussion of concerns over the recommendations centered around kelp harvesting. All agreed that it was a complex issue, given the concerns for resource protection and, the already familiar, Socio-economic issues at stake.

In response to earlier requests for a more detailed proposal on the park, the Center for Marine Conservation (CMC) prepared a set of recommendations that will be attached to the original document presented by Ed Cooper and Kevin McDonald. The CMC recommendations have been reviewed by interested members of the Research Activity Panel and their comments are presently being incorporated. When finished, Rachel will provide Council members with a copy of the recommendations.

Interested Council members are urged to please attend City Council meetings whenever possible. In order for the proposed park to become a reality, strong public support is needed.

X. SANCTUARY MANAGER'S REPORT

Terry Jackson, MBNMS Manager, provided a written report on Sanctuary activities. (Please see Attachment A). In addition, he briefed the Council on the Sanctuary Managers¹ meeting recently held in Savannah, Georgia, and the National Marine Sanctuary Program's VISION and MISSION Statement that was developed during the meeting. Council members requested that a copy of the VISION and MISSION Statement be included with the next mailing.

With respect to other issues raised in the Manager's report, Council members requested that following actions:

- 1) Rachel Saunders to draft a letter to the U.S. Coast Guard regarding the Vessel Traffic Safety Study asking them to help complete the signature process as soon as possible within the Department of Transportation.
- 2) To provide a demonstration of the new Watershed/Urban Run-off Model at the October meeting.
- 3) To draft a letter to SRD emphasizing the prudence of completing the jade cove rule making process before the October 25 Council meeting.
- 4) To write to Lori Arguelles in the NOAA Public Affairs Department, expressing the Council's appreciation for her support in obtaining a full-time Public Relations Coordinator for the MBNMS. The Council also wished the letter to reiterate the importance of the position and to respectfully request that NOAA continue its support of the position.

XI. WORKING GROUP REPORTS

Conservation Working Group (CWG) -- Rachel Saunders, CWG Chair, provided a report on the group's activities. Highlights included:

... The CWG met in Half Moon Bay on September 9. Agenda topics included a presentation by Dr. Holly Price, Director of the MBNMS Water Quality Protection Program (WQPP); a discussion of issues in the Northern MBNMS; and an update on the use of personal thrill craft in the MBNMS.

... The CWG requests that the Council seek to resolve several long standing issues affecting the MBNMS such as, overflight regulations.

The Chair agreed that Council action was appropriate and suggested that the Council develop a list of unresolved Sanctuary related issues to discuss with Stephanie Thornton. Sanctuary staff will help draft the list.

Discussion of the list will be an agenda topic item for the October 25 meeting.

Research Activity Panel (RAP) -- Greg Cailliet, RAP Chair, provided a written report of the group's activities. (Please see attachment B).

Sanctuary Education Panel (SEP) -- Dorris Welch, SEP Chair, provided a written report of the group's activities. (Please see attachment C).

Business & Tourism Activity Panel (BTAP) -- Steve Abbott, BTAP Co-Chair, provided a written report of the group's activities. (Please see attachment D).

Mark Verbonich, from the Pebble Beach Company, added that he has volunteered to host the Monterey sub-group meeting and will be coordinating with Steve Abbott, Ed Brown, and Sanctuary staff on a date in mid-November.

XII. UPDATE: WQPP

Tami Grove, CA Coastal Commission Representative, briefed Council members on recent developments with the WQPP. Highlights of the report included:

... The WQPP is developing a ³Clean-Business Award² that would: 1) provide a technical training program for businesses; 2) develop criteria for clean business practices; and 3) encourage partnerships with the other existing Council working groups;

... The WQPP has begun its meetings with agriculture: there will be a strategic development meeting on October 4. Council members are invited to attend all WQPP planning meetings and should contact Holly Price at (831) 647-4247 for more information;

... The CEQA checklist has been developed. The WQPP is trying to revise the CEQA review so that urban runoff and water quality issues are improved;

... The WQPP will be meeting with the Regional Water Quality Control Board;

... The technical training package for boaters and harbor staff, along with a boaters education card is finished.

... The WQPP is working with CSUMB and the Central Coast Joint Data-Sharing Committee to assemble water quality data and make it available to the public.

XIII. PRESENTATION OF SANCTUARY VIDEO -- KIP EVANS

Kip Evans, Education and WQPP Outreach Coordinator for the MBNMS, gave a report on outreach efforts for the WQPP. Highlights included:

... A watershed educators meeting was well attended. Participants agreed to begin restructuring the Earth Day celebrations to revolve around actually cleaning something up and then celebrating the accomplishment;

... Production is beginning on production of a MBNMS Watershed video;

... There will be a new Urban Runoff brochure this Fall;

... The MBNMS general brochure is being reprinted;

... Production is beginning on a poster featuring the MBNMS watersheds; and,

... Kip is developing an agriculture education program.

Due to time limitations, the presentation of the Sanctuary video was postponed until the October meeting. (Please see attachment E for a description of the video.)

The Meeting adjourned at 1:20 PM.

Respectfully submitted,

Jane M. DeLay
MBNMS Advisory Council Coordinator