



Council Meeting

Wednesday, June 18, 2014

Delta Halifax Hotel
Bluenose Ballroom, 8th Floor
1990 Barrington Street
Halifax, Nova Scotia

Briefing Book, Version 1

The June 2014 GOMC Council Meeting is being held in collaboration with Coastal Zone Canada 2014.

Registration, schedule and program information for CZC 2014 is available at:

<http://www.czca-azcc.org/czc-zcc2014/home.htm>

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Gulf of Maine Council on the Marine Environment
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(All times are ADT)

Tuesday, June 17, 2014 • World Trade and Convention Centre • Halifax, NS	
1:30 PM SUITE 301	Gulf of Maine Council 25th Anniversary - Special Session at CZC 2014 Council members are encouraged to attend this special session, <i>Voices of Our Ocean and Coastal Treasure: The Gulf of Maine</i> , featuring a multi-media exhibit, informative presentations, and panel discussion regarding actions needed to ensure a sustainable Gulf of Maine in the future. One day conference registration required.
5:00 PM	GOMC 25th Anniversary Reception and Awards Ceremony <u>Joint reception</u> in conjunction with CZC 2014 poster session begins at <u>5:00 p.m.</u> in <u>Room 100</u> . <u>Awards ceremony</u> begins at <u>6:30 p.m.</u> in <u>Room 101</u> . Open to the public – no conference registration needed.

Council Meeting • Wednesday, June 18, 2014 • Delta Halifax Hotel • Bluenose Ballroom, 8th Floor		
7:30 AM	Gulf of Maine Association Breakfast and Meeting <i>All Councilors are invited to this meeting</i>	
9:00 AM	GOMC Council Meeting - Welcome, Introductions and Overview of Meeting Objectives <i>Lorrie Roberts, Executive Director of Policy, Nova Scotia Environment</i>	
9:10 AM	Consent Agenda <ul style="list-style-type: none"> • December 2013 Council meeting summary acceptance (pp. 4-8) • GOMA Report (Financial and Fund Development Summary) (p. 9) • GOMC Fund Development Report (pp. 10-11) • GOMA Contractor Fee Report (p. 12) • GOMC Plans for 2014-2015 NH Secretariat Year (p. 13) • State of the Gulf of Maine Update (p. 14) • GOMC 25th Anniversary Update (pp. 15-18) • ESIP Committee Update (pp. 19-20) • GOMC / GOMA Website Upgrade (p. 21) 	✓ For Decision
9:15 AM	Climate Change Presentation and Discussion <ul style="list-style-type: none"> • State of the Region's Climate and Major Trends (Bill Appleby) • Councilor discussion about role of GOMC and Climate Change • Turning to Face Climate Challenges / Perspectives from GOMC WG Chairs 	✓ For Information ✓ For Direction <i>pp. 22-24</i>
10:30 AM	Break	
10:45 AM	GOMC Strategic Planning Session <i>Council members will participate in a facilitated session to discuss and provide direction regarding organizational structure, role of the Council, priority focus areas, and other issues associated with charting the future direction for GOMC.</i>	✓ For Direction ✓ For Decision <i>pp. 25-31</i>
12:00 PM	Lunch	
1:15 PM	GOMC Strategic Planning Session (continued)	✓ For Direction ✓ For Decision
2:30 PM	Break	
2:45 PM	GOMC Strategic Planning Session (continued)	✓ For Direction ✓ For Decision
3:45 PM	Review of Key Decisions / Accomplishments from the Meeting <i>Joan LeBlanc, GOMC Council Coordinator and / or session facilitator</i>	
4:00 PM	Plans for Next Council Meeting, Closing Remarks, and Passing of the Gavel <i>Lorrie Roberts, Executive Director of Policy, Nova Scotia Environment</i>	
Adjourn		

Wednesday, June 18, 2014 • World Trade and Convention Centre • Halifax, NS	
6:30 PM SUITE 200	Oceans Gala Dinner and Reception * <i>This special event is part of Coastal Zone Canada 2014 (CZC 2014). Cost is \$60 to \$75 depending upon conference registration status. Reception begins at 6:30 PM / Dinner at 7:30 PM</i>

GOMC Draft Council Meeting Summary • Halifax, NS • December 3, 2013

Meeting Participants

Council Members: Jennifer Anderson, NOAA Marine Fisheries Service (via conference call); Priscilla Brooks, Conservation Law Foundation (via conference call); Bruce Carlisle, MA Office of Coastal Zone Management (via conference call); Elizabeth Cody, Nova Scotia Environment (for awards); Mel Cote, US Environmental Protection Agency (via conference call); Terry Holman, US Department of the Interior (via conference call); Don Hudson, The Chewonki Foundation; Kathleen Leyden, Maine Department of Conservation (via conference call); Geoff Mercer, Environment Canada; David Millar, Department of Fisheries and Ocean; Lorrie Roberts, Nova Scotia Environment; Lee Sochasky, New Brunswick; and Rob Stephenson, Department of Fisheries and Oceans St. Andrews (via conference call).

Others participants: Bill Appleby, Environment Canada; Heather Breeze, Department of Fisheries and Oceans; Sophia Foley, NS Department of the Environment; Tim Hall, Department of Fisheries and Oceans; Cindy Krum, GOMA Executive Director; Joan LeBlanc, GOMC Council Coordinator; Kevin Lucey (for Steve Couture), NH Department of Environmental Services; Ellen Mecray, National Oceanic and Atmospheric Administration (via conference call); Slade Moore, Maine Coastal Program; Rebecca Newhall, National Oceanic and Atmospheric Administration (via conference call); Kathryn Parlee, Environment Canada; Emily Rideout, Nova Scotia Department of Fisheries and Aquaculture; Susan Russell-Robinson, US Geological Survey/ US Department of the Interior (via conference call); Ashley Sprague, Nova Scotia Department of Fisheries and Aquaculture; Theresa Torrent, Maine Department of Agriculture, Conservation and Forestry; Peter Wells, Dalhousie University/Bay of Fundy Ecosystem Partnership; and Bill Whitman, Nova Scotia Department of Fisheries and Aquaculture.

Guest speakers: Dr. Patricia Manual, Janice Keefe, Judith Gaudet – Dalhousie University School of Planning

Opening Remarks

Lorrie Roberts, Executive Director of Policy, Nova Scotia Environment welcomed participants, outlined objectives for the meeting and asked participants to introduce themselves.

Consent Agenda

The following consent agenda items were accepted:

- June 2013 Draft Council Meeting Summary
- Upcoming Working Group and Council Meeting Dates
- Gulf of Maine 2014 Awards – Call for Nominations
- Fund Development Process/ Roles Flow Chart
- CZC 2014 – Logistics Recommendations
- State of the Gulf Report – Aquaculture Theme Paper

GOMC 25th Anniversary Planning

Heather Breeze, Susan Russell-Robinson, and other members of the ad-hoc GOMC 25th Anniversary Committee provided an update regarding the following activities:

- A new publication highlighting GOMC accomplishments will be used as a tool for outreach and fund development purposes.
- A multi-media display will be launched at CZC 2014 and displayed in other locations after June 2014.
- GOMC special session at CZC 2014 will highlight the value of the Gulf of Maine ecosystem and promote a vision for future protection of the resources.

- Geocaching will engage families in exploring and learning about the Gulf of Maine ecosystem – project will launch in June 2014.

Kelly Cowper of Environment Canada offered to provide assistance with overarching messaging and communications strategies for the 25th Anniversary. Theresa Torrent noted that the outreach committee is also working on communications strategy and outreach activities associated with the 25th Anniversary.

Key Decisions / Action Items

- Council members expressed support for 25th Anniversary activities.
- Committee will follow up with specific tasks for Council participation.
- Council members were asked to identify outreach / communications staff to assist with 25th Anniversary activities.
- Council asked 25th Anniversary Committee to prepare a budget with specific requests and deadlines for each project component.
- Kelly Cowper of Environment Canada will coordinate development of an overarching communications strategy to promote outreach and messaging for the GOMC 25th Anniversary.

GOMC / CZC 2014 Collaboration

Tim Hall provided a brief update and reminder about plans to coordinate the GOMC's June meetings with Coastal Zone Canada 2014 conference. Coastal Zone Canada 2014 will be held in Halifax, NS on June 15 – 19, 2014. This is the 20th anniversary year of this biennial series which is the major Canadian coastal management conference. It is an international conference which attracts delegates from Canada, the US and many other countries in Europe and Southeast Asia in particular. Conference registration system is expected to become live next week.

This conference is concurrent with the 25th Anniversary of the Gulf of Maine Council and the Council is planning a significant presence and several activities. Additionally the June meeting of the Council and Working Group will be held in Halifax as Nova Scotia is the Chair for 2014. This presents opportunities for the GOMC members to participate in the conference and to draw additional attention to the work of the Council. GOMC events will take place from June 17 – 20, 2014 as follows:

- June 17 – GOMC Special Session
- June 17 – GOMC Reception and Awards Ceremony
- June 18 – GOMC Council Meeting
- June 19 & 20 – GOMC Working Group Meeting

Key Decisions / Action Items

- Abstracts are due by December 16.
- Tim will forward registration fees and schedule to Joan.
- Joan will develop combined information for GOMC and CZC 2014 and circulate to WG and Council in December for early travel requests.

Climate Network Update

Ellen Mecray and Bill Appleby provided an update regarding recent Climate Network activities. The Climate Network hosted a successful meeting in September drawing 60 professionals from around the Gulf to discuss cross-sectoral, cross border climate issues and help identify needs that the Network can meet. The meeting was

made possible by a \$15,000 NOAA contribution as well as federal in-kind support. One of the underlying concepts emerging from the meeting was to extend the GOMC focus area to have a broader 'watershed' definition.

Councilors provided feedback regarding the following key emerging themes for the Climate Network.

- Community-level technical assistance (mini-grants)
- Knowledge-sharing including an information clearinghouse (NExUS)
- Data sharing across the region (quarterly outlooks)
- Monitoring (GulfWatch)
- Mapping (detailed maps and forecasting, proposals)
- Socio-economic analysis and the case for adaptation

Presentations from the September 2013 Climate Network meeting are available at:
<http://www.gulfofmaine.org/2/committees-and-programs/climate-change-network/>.

Bill Appleby noted that one of the ongoing challenges is convincing decision makers to rebuild differently following disasters. Promoting the value of 'cost avoidance' is important – spend more now to avoid future costs associated with climate impacts. Rob Stephenson noted that quantification of socio-economic impact is another important aspect of climate change that requires collaboration. Jen Anderson noted that the Northeast Fisheries Science Center is currently evaluating the vulnerability of fishing stocks and will have the results of their assessment next year. Don Hudson noted that municipalities are in need of technical assistance to address climate change adaptation.

Marina Schaffler has recently been hired as the new Climate Network coordinator. She is currently entering Canadian data into www.neclimateus.org. The Climate Network submitted three grant proposals since the meeting, and planning is underway for a Quarterly Gulf of Maine Climate Outlook.

Guest Presentation

Dr. Patricia Manual of the Dalhousie University School of Planning provided a presentation highlighting the implications of sea level rise and extreme flooding impacts in rural coastal communities in Nova Scotia with aging populations (Lunenburg and Annapolis).

GOMA Budget, Management and Administrative Rate, and Financial Reports

Cindy Krum provided an informational update regarding the GOMA Operating Budget for Fiscal Year ending June 30, 2014. Based upon current estimates, the budget year is expected to end with a net operating surplus of \$53,954. Unrestricted net assets were \$103,319 as of June 30, 2013 and are estimated to be \$157,273 at June 30, 2014. There are still a few items in the current year budget showing up as unsecured because they are not confirmed at this time. For example, an additional \$30,000 from Environment Canada is expected from the Health of the Oceans Program. There are also a few items, such as NOAA funding for the GOMC publication, which will likely be added into the budget.

Luncheon Awards Ceremony

Deputy Elizabeth Cody, Nova Scotia Environment presented 2013 Gulf of Maine Council Awards to local recipients from Nova Scotia who were not able to attend the June ceremony in Salem, Massachusetts.

Fiscal Year 2014-2015 Budget Estimates

Cindy Krum and Don Hudson provided an update regarding future budget estimates. Without new funds, the overall structure and contract amounts for GOMA / GOMC will be significantly different next year. Total income and expenses for the FY2015 budget are currently estimated to be \$922,787, as compared with \$2.2 million for the current fiscal year ending on June 30, 2014.

Key Decisions / Action Items

- Dues will continue to support core functions, while fundraising will support programs / projects.
- The FY2015 budget will be front-loaded to ensure adequate funding for legally required audit and contract management functions.

Fund Development Update

Cindy Krum reported that Jim Boyle has just been hired as the new fund development contractor. He will spend 75% of his time identifying public and private funding, and approximately 25% seeking larger amounts of funding for endowment / mitigation.

Key Decisions / Action Items

- Jim Boyle will develop initial list of potential funders by early January.
- Potential funders list will be circulated to M&F and WG for feedback / potential concerns by mid-January
- Committees will forward useful background / messaging materials to Jim (Fact Sheets etc.).
- Jim Boyle will ensure sufficient funds for administrative management are incorporated into all funding proposals.

GOMC Action Plan Updates, Priority Projects, and Core Funding Needs

GOMC Committee Co-Chairs provided brief updates regarding key accomplishments, core funding needs, and priority projects in need of funding. Key points are noted below - detailed committee reports are available at: <http://www.gulfofmaine.org/2/about-the-council/meetings/>

Coastal and Marine Spatial Planning - Tim Hall

- CMSP is not seeking any new funding at this point.
- CMSP is planning a webinar jointly sponsored by BIO and NROC to evaluate data sets and information of joint US / Canadian interest.

State of the Gulf of Maine - Heather Breeze

- SOG released a commercial fisheries theme paper on December 3rd.
- Paper on watershed status is under development.
- SOG is not planning to submit any projects for potential funding at this time.

EcoSystem Indicator Partnership (ESIP)- Kathryn Parlee

- Recently released a new and more user friendly webpage.
- Releasing monthly updates, most recently on status of Right Whales in Bay of Fundy.
- From July to November, over 1,000 views of journal entries.
- Will release indicator workshop on contaminants in next couple of months.
- Exploring possibility of a Smartphone App to support ground-truthing and uploading data.
- May develop project ideas for fund developer later this winter.

Habitat Restoration - Slade Moore

- Over the years, NOAA has partially funded 114 GOMC habitat restoration projects.
- With loss of NOAA funds, committee is seeking new funding to support core committee services and new restoration programs / projects.
- Projects funded by Royal Bank of Canada grant will close out next year.

Councilors provided the following feedback and direction:

- Councilors raised concerns about GOMC acting as middle manager for 'on-the-ground' projects when responding to RFPs. GOMC then competes with local project managers without adding enough value.
- Need to ensure GOMC is adding value to any project before applying for funds.
- Develop GOMC habitat restoration projects that provide tools or resources to address jurisdiction and region-wide priorities – similar to 'salt marsh restoration guide'.
- Meet directly with potential funders (outside of RFP process) to pursue large \$ for new grants program.

Gulfwatch Contaminants Monitoring - Peter Wells

- A joint Canadian / US meeting is needed to develop consensus for future program direction.
- Committee is seeking in-kind and / or monetary support of up to \$5K for meeting.
- Additional program needs include metals analysis, preparation of two data reports, development of a fact sheet, and funding for a program coordinator.

Other Business

- Council supported proposal by Nova Scotia Environment to provide thank you letters to Coastal Zone Canada 2014 and to David Keeley.

Plans for June 2014 Council Meeting

Council members were reminded of the following plans for the June Council Meeting, awards ceremony and Working Group meeting.

- 17 June 2014 – GOMC Awards Ceremony
This event is being held the evening before the Council meeting at the World Trade and Convention Centre in Halifax, Nova Scotia in conjunction with Coastal Zone Canada (CZC).
- 18 June 2014 - Council Meeting
This event is being held at the Delta Halifax Hotel, Halifax, Nova Scotia, in conjunction with CZC.
- 19 and 20 June 2014 Working Group Meeting
Nova Scotia Environment Offices, Halifax, Nova Scotia

Closing Remarks

Lorrie Roberts, Executive Director of Policy, Nova Scotia Environment provided closing remarks.

Meeting adjourned at approximately 4:00 p.m.

Meeting summary prepared by Joan LeBlanc, Council Coordinator.

Presentations, committee reports, and detailed briefing notes from the December 2013 Council meeting are available at: <http://www.gulfofmaine.org/2/about-the-council/meetings/>

Gulf of Maine Council on the Marine Environment Meeting Briefing Note				
Title of Agenda Item: Consent Agenda – GOMA Report				
Submitted by: Cynthia Krum				
Type of Item (place X in appropriate box)	For Decision	For Direction	X	For Information (internal GOMC) X
For Information (External)				
<p>Background (required): The Gulf of Maine Association (GOMA) meets prior to the Council meeting at 7:30 AM on June 18, 2014. All Councilors are invited to attend the GOMA meeting, as non-voting participants, where more detailed documents will be available for review and finances and fund development will be covered in more depth. This document is provided as a summary of financial reports, budget and fund development. For more information please see the GOMA June 18, Meeting Briefing Packet and associated attachments.</p> <p>Financial Summary:</p> <ol style="list-style-type: none"> 1. Fiscal Year July 2013 – June 2014 year end: Actual expenditures July 1, 2013 – April 30, 2014 = \$1,217,414 Total predicted expenditures for entire fiscal year – July 1, 2013 – June 30, 2014 = \$1,768,225 Unrestricted net assets balance at June 30 estimate = \$119,659 2. Fiscal Year July 2014 – June 2015 Budget Operating budget for July 1, 2014 – June 30, 2015 = \$1,075,086 GOMC portion of budget = \$292,670 Fiscal agent portion of budget = \$782,416 Budget for GOMC contracts starting July 1, 2014 from confirmed sources = \$186,789 <p>Please note that NROC is assisting GOMC by covering GOMA costs. Please also note that unspent NROC funds that were predicted to be spent in FY 2013-2014 have been moved into the next fiscal year.</p> <ol style="list-style-type: none"> 3. Fiscal Year July 2015 – June 2016 Budget Current July 2015 – June 2016 prediction = \$530,704 <p>Please note, to be conservative, that \$432,486 of current NROC funding has been moved into the Fiscal Year 2015-2016 budget (as many grants end September, 2015 and additional extensions are still possible). The remaining \$98,218 funds are predicted GOMC dues and unconfirmed USGS funding for ESIP.</p> <p>Fund Development Summary: After researching over 200 sources, the current master list of funding prospects includes 35 private foundation, 21 corporations and 12 public funding sources. Initial outreach to funders was carried out by James Boyle and two concept papers and three more in depth proposals were submitted. Currently, the only outstanding proposal is the Davis Conservation Foundation for \$20,000. The Fund Development coordinator and GOMA Executive Director continue to work with committee co-chairs and committee contractors to develop project ideas that address GOMC and funder interests.</p> <p>An Ad Hoc Committee on Special Body of Water has met twice, to formulate a rationale and strategy for achieving this designation. The Fund Development Coordinator believes that the mitigation endowment concept is the best hope for substantial private support for operating future GOMC/GOMA programs. The intent is to extend the current Fund Development contract through September, 2014 with no additional contractor fee.</p>				
<p>Supporting Documentation (If applicable, list additional documents included in the Briefing Book following this Briefing Note): GOMA Financial and Meeting Briefing Packets</p>				

Gulf of Maine Council on the Marine Environment Meeting Briefing Note				
Title of Agenda Item: GOMC Fund Development Update and Next Steps				
Submitted by: James Boyle, Fund Development Contractor				
Type of Item (place X in appropriate box)	For Decision	For Direction	For Information (internal GOMC) X	For Information (External)
Background (required): Fund Development Report, James J. Boyle, Fund Development Contractor, GOMA December 2013 – May 2014				
I. Research				
<ul style="list-style-type: none"> • Approximately 200 private foundations and corporate funders were researched via Foundation Directory, IRS 990 returns, and individual websites to assess funder priorities. • Federal government grant opportunities that related to Council programs were researched regularly, as new funding announcements were made over the past 6 months. • Those funders with priorities aligned with GOMA/GOMC program priorities were included in a Master Prospect table and discussed with GOMA Executive Committee. • The current master list of funding prospects includes 35 private foundation, 21 corporations and 12 public funding sources. 				
II. Outreach to Funders				
<ul style="list-style-type: none"> • In depth discussions were conducted with program officers or foundation CEOs at 6 foundations that make significant grants to environmental or marine-related organizations; two major energy corporations were also contacted but did not respond to repeated requests for discussions. • Interviews were also conducted with Ad Hoc Fund Development Committee members, and former contractors and Councilors with fund development or foundation expertise. • Funder feedback was shared with GOMA Executive Director, Board Chair and relevant contractors, plus a comprehensive summary to all for the cross-cutting initiative calls. • Other funder contacts were suspended due to slow committee responses and inability to quickly develop compelling proposals which matched funder interests. Those key interests, as reported in cross-cutting call briefing, were: citizen science, climate change adaptation, sea level rise, ocean acidification, environmental education, demonstrated impacts of data gathering & monitoring, assisting municipal officials, and providing corporate funders with vehicles for positive publicity. 				
III. Proposals Submitted & Results				
<ul style="list-style-type: none"> • Two concept papers/letters of interest were submitted and funding was declined; Geo Connections Canada (ESIP), and Barr Foundation (CN). • More in depth proposals were submitted to Davis Conservation Foundation (CN), RBC Blue Waters renewal grant (HR) and Quimby Family Foundation (HR). These were developed via a team approach, with the committee contractors and Executive Director. • As of this report, Quimby and RBC have declined funding; no decision as yet from Davis Conservation Foundation. 				
IV. Program Development Process				
<ul style="list-style-type: none"> • Some major potential funders have “left the door open” for proposal submissions: Maine Community Foundation, New Hampshire Charitable Foundation, Elmina Sewell Foundation. These funders have requested innovative cross-cutting program ideas that better match their missions. • GOMA Executive Director and GOMC Coordinator suggested cross-cutting meetings as an impetus for program development, held March 26 & 31, with a dozen participants. Result was to focus on climate network initiatives that included components from other GOMC program areas. • Program development discussions are continuing with contractors and committee leaders. List of potential funders and their priorities have been shared with these parties. • All contractors will have fund development duties as part of their scopes of work on July 1. Fund 				

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Development Coordinator will work with contractors on grant opportunities over next four months, but his priority focus will be on major endowment/mitigation funding and special body of water designation.

V. Mitigation Endowment and Special Body of Water Designation Initiatives

An Ad Hoc Committee on Special Body of Water has met twice, to formulate a rationale and strategy for achieving this designation. The consensus is that on the US side Congressional advocates (primarily US Senators: King, Collins, Ayotte, Shaheen, Warren & Markey) need to support an approach to the Department of the Interior, without initial funding “strings attached.” Canadian representatives have been included in discussions to map out this multi-year strategy. More discussion needs to take place to determine cross-border designation.

The Fund Development Coordinator believes that the mitigation endowment concept is the best hope for substantial private support for operating future GOMC/GOMA programs. A concept paper has been developed and will shortly be discussed with GOMA’s Executive Committee. It will focus on energy companies operating in the Gulf as the primary prospects for funding this initiative. Without that multi-million dollar endowment, or significant new federal funding, small grants from foundations and corporations will not be able to sustain the organization’s annual operating needs; however, private grants will help to develop or enhance important Council programs which address the urgent need to safeguard the Gulf of Maine ecosystem.

VI. Recommended Strategies & Next Steps for Fund Development

Challenge	Recommended Solution
Stale programs that lack innovative approaches & committee structure inhibits internal collaboration	Program development (underway) with CN focus, citizen science, new technology, emerging issues, future orientation
Council culture has been inward looking, not focused on meeting the needs of external funders or interacting in funding marketplace	If committee structure remains, each contractor should have assigned development duties and each committee should set annual fund goals
“Convening” goal not a priority to private funders	Clearly demonstrate actions/programs resulting from meetings, important program impacts that otherwise would not have occurred
Data sharing must demonstrate impacts, benefits to end-users, and #s to document use	PR initiative: issue press releases about data findings, launch a Speakers Bureau on data
Perception that GOMA is “government,” not a true NGO needing private financial support	Demonstrate what important projects would not have happened without private giving; have a physical presence at funders’ meetings
Funders asking for a “Strategic Plan” focused on future vision and priorities – current Action Plan does not suffice	Ask Working Group to lead the drafting of a plan, then get endorsement from GOMA Board and Councilors who will advocate for it
Too many “Gulf of Maine” organizations, resulting in confusion, duplication and lack of “brand” recognition for GOMC/GOMA	Communications campaign needed to differentiate from GMRI, GOMI, MERI with nearly similar missions, but not bi-national
Lack of a culture of philanthropy: no individual donors; prior engagement and stewardship of foundation grantors was infrequent; donors do not perceive that their gift will make a difference aside from replacing former public funding	Either align with an organization with an established fund development program, or fast track personal membership & board giving, corporate engagement via programs to benefit them via sponsorships, recognition & advisory group involvement
Gulf of Maine not considered “impaired” by most – lacking the sense of urgency needed to inspire grant making and gift giving	Communicate the real threats looming for the ecosystem if no monitoring is done and if current Council programs are discontinued
Stable source of operational funding needed annually, and to accomplish longer range planning & vital program development	Mitigation endowment initiative discussions are underway internally; no outreach to funders as yet

Gulf of Maine Council on the Marine Environment Meeting Briefing Note				
Title of Agenda Item: GOMA Contractor Fee Report				
Submitted by: W. Donald Hudson				
Type of Item (place X in appropriate box)	For Decision	For Direction X	For Information X (internal GOMC)	For Information (External)
<p>Background (required):</p> <p>At the Council meeting in December I, Don Hudson, volunteered to gather information for a review of compensation for three core contractors of the Gulf of Maine Association, who do work central to the vision and goals articulated by the Gulf of Maine Council on the Marine Environment.</p> <p>All of the contractors (GoMA's Executive Director and Finance Manager, and the Council Coordinator) work in Maine. Due to this fact I decided to focus my research on Maine.</p> <p>I relied on confidential surveys prepared by others, which saved considerable time and computational effort. Suffice it to say, the help of colleagues in other organizations willing to share these confidential surveys has been invaluable.</p> <p>The compensation for our contract employees is different than that for a typical NGO: typical employees draw a salary and their benefits are provided elsewhere in the operational budget of the organization, as are indirect carrying costs of providing an office for an employee. The value of benefits varies widely, from as little as 20% of salary to as high as 30% or more, looking across the landscape of state-wide organizations. Those benefits routinely include federal income taxes (7.65% of salary), disability and life insurance (1-2%), health insurance (variable; 5 -10 or 12%), and retirement contributions (0-7% or higher). Indirect expenses include the institutional carrying costs of an office and all of the related expense that comes with it. These expenses also vary widely, from as little as 7 or 8% of salary to as high as 15 or 20% depending on the institution.</p> <p>Given the wide variability of fringe benefits and indirect expenses across the spectrum, I chose to use the figure of 27%--the lowest end of the range--with which to compare the total compensation provided to our contractors. Thus, I adjusted the three contractor fees by reducing each by 27% before comparing them to the surveys.</p> <p>Finally, it must be noted that no two organizations are alike. One survey to which I was privy ranked salaries for organizations with fewer than 25 employees and those for organizations with more employees (at three different levels of budget). GoMA's budget has routinely been higher than most organizations with more employees. I looked at both comparisons to see where our adjusted compensation falls.</p> <p>Looking first at organizations with fewer than 25 employees, our compensation right at the average for the Executive Director (\$68,620 adjusted as compared with \$68,500 in the survey) and is below average for the Finance Manager (\$54,020 adjusted as compared with \$57,450 in the survey). Council Coordinator adjusted (based on same level of effort as Executive Director) would be \$62,380 and fits within the average for this position.</p> <p>Since GoMA is not a typical organization with a typical work plan, it made sense to me to also look at the relevant tier of statewide organizations with an overall budget the size of GoMA's. In this case, our compensation for all positions is well below average, falling within the 25th percentile of those included in the survey. Mean salary in the relevant tier for Executive Directors is \$78,925 (which also applies to the Council Coordinator in our case because she is paid a little less than the ED); for Finance Directors it is \$67,086.</p> <p>In summary, I conclude and submit that compensation for GoMC's Council Coordinator and GoMA's Executive Director and Finance Director are in line with comparable non-profit organizations in Maine, and below average (in the 25th percentile) of organizations with a similar budget and comparable complexity of program.</p>				

Gulf of Maine Council on the Marine Environment Meeting Briefing Note				
Title of Agenda Item: GOMC Plans for the 2014 - 2015 NH Secretariat Year				
Submitted by: Steve Couture, Incoming Working Group Chair, NH DES				
Type of Item (place X in appropriate box)	For Decision	x	For Direction	For Information (internal GOMC)
				For Information (External)
Background (required):				
<p>The June 2014 Council meeting will include a strategic planning session aimed at identifying shared jurisdictional priorities, as well as assessing GOMC's role, organizational structure, and funding. Council members will provide direction at the June meeting for Working Group members to follow up on throughout the NH Secretariat year. Interim organizational changes are needed to streamline operations, reduce travel costs, and free up time to conduct important tasks associated with organizational assessment and planning for the future of GOMC.</p>				
Possible Activities / Next Steps (optional):				
<p>The NH Secretariat recommends the following 2014-2015 meeting plans and strategies to facilitate organizational assessment activities and promote efficient operations with limited budgets.</p> <ul style="list-style-type: none"> • Council Coordinator will spend additional time working with WG, Council, M&F and Secretariat to follow up on Council direction from the June 2014 strategic planning session. Organizational assessment work will be conducted throughout the NH Secretariat year. • Council will meet only once during the NH Secretariat year. The next Council meeting will take place in New Hampshire during June 2014. In addition to the June meeting, Council members will be briefed and asked for feedback regarding organizational assessment activities on an as needed basis. • Working Group will meet three times. • Management and Finance Committee will meet on a quarterly basis. • Secretariat Team calls will take place on a monthly or as needed basis. • GOMC Awards program will be temporarily placed on hold due to budget constraints. 				
Actions, Outcomes or Decisions Requested (optional):				
Council members are asked to approve the proposed recommendations for the 2014-2015 NH Secretariat Year as a Consent Agenda item.				
Supporting Documentation (If applicable, list additional documents included in the Briefing Book following this Briefing Note):				

Gulf of Maine Council on the Marine Environment Meeting Briefing Note					
Title of Agenda Item: State of the Gulf Reporting Committee: Update					
Submitted by: Heather Breeze, Fisheries and Oceans Canada; Rebecca Newhall, NOAA (co-chairs, State of the Gulf Reporting Committee)					
Type of Item (place X in appropriate box)	For Decision	For Direction	For Information (internal GOMC)	X	For Information (External)
Background (required):					
<p>The State of the Gulf Reporting Committee continues to complete the theme papers initially identified when the project began. Two theme papers remain. At the last Council meeting, it was agreed to suspend the Aquaculture theme paper indefinitely due to the difficulty in completing the paper. The other remaining theme paper, Watershed Status, is in the drafting stage by a team of authors from the U.S. EPA, Environment Canada and the International Joint Commission. The authors are providing their time as in-kind support to the project.</p> <p>Each theme paper contains an Actions and Responses section, which describes some of the actions taken to respond to the issues described in the paper. Often this section is very brief and does not include the full suite of possible actions and responses. Committee members were interested in supplementing the information in the theme papers by looking into best management practices/preferred practices related to the issues identified in the theme papers. A funding opportunity was identified and Environment Canada funding was secured to work on this project. A contractor developed a compendium of existing, web-based best management practices, operating procedures, guidelines and codes of conduct related to each theme paper. The contractor identified a very large number of documents initially. This number was reduced by focusing on the ones most relevant to our region.</p> <p>A subset of the “preferred practices” list of documents was reviewed by the Working Group prior to posting on the State of the Gulf website (see: http://www.gulfofmaine.org/2/sogom-homepage/actions-and-responses/). A caveat noting that these are not endorsed by the Gulf of Maine Council is provided on each page.</p> <p>The committee continues to have a core of active members; however, new committee members are always welcome.</p>					
Possible Activities / Next Steps (optional):					
<ul style="list-style-type: none"> • The remaining list of preferred practices will be reviewed by the Working Group prior to posting to the Gulf of Maine Council website. The committee will continue to update the website with new best management practices. • In the coming months, the committee will identify theme papers that need updating and/or new theme paper topics. Peter Wells (BoFEP and Gulfwatch Committee) continues to track Emerging Issues in the Gulf of Maine Region. The committee will draw on his work in determining if new theme paper topics are needed. 					
Actions, Outcomes or Decisions Requested (optional):					
n/a					
Supporting Documentation (If applicable, list additional documents included in the Briefing Book following this Briefing Note):					
n/a					

Gulf of Maine Council on the Marine Environment Meeting Briefing Note				
Title of Agenda Item: Gulf of Maine Council 25 th Anniversary Events				
Submitted by: Ad hoc 25 th Anniversary Committee: Heather Breeze, Fisheries and Oceans Canada; Susan Russell-Robinson, USGS; Ann Rodney, EPA; Sophia Foley, Nova Scotia Environment; Kathryn Parlee, Environment Canada; Theresa Torrent, Maine Coastal Program; Joan LeBlanc, Council Coordinator				
Type of Item (place X in appropriate box)	For Decision	For Direction	For Information (internal GOMC)	X For Information (External)
<p>Background (required):</p> <p>The ad hoc committee has been working on several activities related to the 25th anniversary:</p> <ul style="list-style-type: none"> • a 25th anniversary logo; • a 25th Anniversary publication; • a special GOMC session at Coastal Zone Canada (CZC) 2014 in Halifax, NS; • GOMC awards ceremony at CZC that will highlight the 25th anniversary of the Council; • a display at CZC 2014, including 4 bookmarks to hand out; • a multimedia presentation (to be used at CZC 2014 and other venues); • a geocaching event, to be launched in June 2014 and continue over the next year. <p>These activities are in addition to the overall communications related to the 25th anniversary activities, for example: development of messaging related to the GOMC, press releases in each jurisdiction, encouraging GOMC committees to present on their work at CZC.</p> <p>Ann Rodney is the lead on the development of the publication, working with a subcommittee.¹ The publication will be available at the Gulf of Maine Council display at Coastal Zone Canada. .</p> <p>Kathryn Parlee and Sophia Foley are the leads for the geocaching activity. Twenty-five sites (five in each jurisdiction) have been identified; many are previous partners of the Council. The activity will not be a traditional geocache. Instead, participants will have to go to a site to be able to answer a question about it. The Gulf of Maine “geocache passport” will be available on the GOMC website. Participants will print it off themselves. Once they’ve visited a certain number of geocache sites and are able to answer a number of questions, participants can send in their passport and receive a limited edition geocoin (a prize often used in geocaching). The geocoin has the 25th anniversary logo on one side and crossed Canada-U.S. flags on the other. It is expected that this activity will raise awareness about the GOMC, partner organizations and the Gulf of Maine generally.</p> <p>Susan Russell-Robinson and Heather Breeze are co-chairs for a special theme session at CZC2014. The theme session will be held Tuesday afternoon, immediately before the GOMC awards ceremony and the day before the Gulf of Maine Council meeting. Speakers from the Gulf of Maine Council will present on habitat restoration, reporting on the health of the Gulf (a joint ESIP/State of the Gulf effort), and the climate network. A multi-media presentation will open the session (discussed below), followed by the speakers and then an invited panel with participants from diverse backgrounds. The panel will discuss what they see as the value of the Gulf of Maine, and what is needed to ensure that those values continue into the future.</p> <p>A multi-media presentation, developed by Susan Russell-Robinson, will be shown in Halifax at CZC and can be shown at other venues. The multimedia presentation includes videos, sounds, photos, and maps, familiarizing people with the setting of Gulf of Maine Region. A GOMC exhibit panel, that mimics the 25th anniversary publication, will be displayed during CZC2014 and available for use at other venues. The ad hoc committee has worked on identifying other materials (e.g., Action Plan, ESIP fact sheets, State of the Gulf postcards, etc.) for the display.</p>				

¹ For ease of writing, the working groups associated with the ad hoc 25th Anniversary Committee are referred to as subcommittees.

Gulf of Maine Council on the Marine Environment

June 18, 2014 • Council Meeting • Briefing Book, Version 1

Possible Activities / Next Steps (optional):

Outreach will be needed throughout the summer to continue to raise awareness of the geocaching event, the new publication, and the Gulf of Maine’s 25th anniversary generally. Some funding for communications was secured through the USGS grant and the committee is looking into developing a summer contract for communications services.

The committee made a short-term push on social media communications (Twitter) immediately prior to CZC. They will be evaluating the effectiveness of this and making recommendations for social media use in the future.

Actions, Outcomes or Decisions Requested (optional):

1. Councilors may be asked to participate in 25th anniversary activities throughout the summer and fall (e.g., announcing geocaching events, introducing the multi-media presentation at a venue in their area, etc.).

Supporting Documentation (If applicable, list additional documents included in the Briefing Book following this Briefing Note):

Detailed description of GOMC Special Session at CZC 2014

GOMC Special Session at Coastal Zone Canada 2014

TUESDAY, 17 JUNE, 1:30 to 3:00 p.m.

Voices of Our Ocean and Coastal Treasure: The Gulf of Maine – Part 1 (S13A) <i>Moderators:</i> Heather Breeze, Fisheries and Oceans Canada, and Susan L. Russell-Robinson, U.S. Department of the Interior/U.S. Geological Survey <i>Suite 301</i>		
1:30-1:45 Introduction to the Session and Multimedia Presentation		
1:45-3:00 Presentations and Discussion		
1:45-2:10	MOORE, Slade, HUDSON, Don	Habitat Restoration in the Gulf of Maine Watershed: Past Experience and Challenges Ahead (S13A.1)
2:10-2:35	TILBURG, Christine, BREEZE, Heather	Reporting on the Health of the Gulf of Maine (S13A.2)
2:35-3:00	MECRAY, Ellen, APPLEBY, Bill	Addressing Changing Conditions in the Gulf of Maine: Establishing a Regional Climate Network (S13A.3)

TUESDAY, 17 JUNE, 3:30 to 5:00 p.m.

Voices of Our Ocean and Coastal Treasure: The Gulf of Maine – Part 2 (S13B) <i>Moderators:</i> Heather Breeze, Fisheries and Oceans Canada, and Susan L. Russell-Robinson, U.S. Department of the Interior/U.S. Geological Survey <i>Suite 301</i>	
3:30 – 4:45 pm Panel Discussion: What are the top priorities and needs for the Gulf of Maine? <i>Panel Moderator:</i> Lee Sochasky, GOMC Councilor, New Brunswick	
Panelists Alexandra Duchemin, Tantramar Wetlands Centre and Gulf of Maine Institute Richard Getchell, Aroostook Band of Micmacs, Maine Marianne Janowicz, Chair, Bay of Fundy Ecosystem Partnership Rob Snyder, President, Island Institute, Maine TBD, Nova Scotia	
4:45 – 5 pm Session Wrap-up	

GOMC Special Session - Abstract: S15A&B

Voices of Our Ocean and Coastal Treasure: The Gulf of Maine

Heather Breeze, Fisheries and Oceans Canada, heather.breeze@dfo-mpo.gc.ca

Susan L. Russell-Robinson, U.S. Department of the Interior/U.S. Geological Survey, srussell@usgs.gov

Participate in a special session about the rich natural resources, scientific research, and challenges to the coastal and marine environment of the Gulf of Maine. This special place stretches from Cape Cod Bay to the Bay of Fundy, including parts of the shorelines of three states and two provinces. Organized by the Gulf of Maine Council on the Marine Environment (GOMC) as recognition of 25 years of commitment to the health and sustainability of the Gulf of Maine, this three-part session (multi-media presentation, invited speakers and invited panel) allows participants to better understand this unique cross-border area, its social and economic value, the collaboration needed to protect and sustain its natural heritage, its use by communities and industries, and its ecosystem services.

The session will open with a multi-media-presentation that sets the scene: the ecologically rich, yet vulnerable, Gulf of Maine. Next, speakers representing the Gulf of Maine Council on the Marine Environment (GOMC) will give three papers on current issues facing the Gulf. Fitting with the overall theme of the conference, all speakers will be asked to identify future opportunities and challenges for the area and the roles of the GOMC and other organizations in addressing them. Following this, a panel will discuss top priorities and needs for the Gulf of Maine from a variety of perspectives—Aboriginal people, natural resource industries, scientists, youth and non-governmental organizations.

Part 1 (1:30 pm – 1:45 pm) Introduction to the Session and Multimedia Presentation

The opening multi-media presentation visualizes the beautiful, yet fragile setting of the Gulf of Maine. The Gulf of Maine is one of the world's most biologically productive environments. It has supported subsistence fishing for millennia and commercial fisheries for hundreds of years. How can we continue to benefit from its resources while protecting its health? The visually-rich production includes still photography, film clips, artwork and inspirational quotes about the Gulf's history, use as a place to live, work and visit, and the scientific concerns for the long term sustainability of ecosystems and ways of life.

Part 2: Presentations (1:45 pm – 3pm)

Habitat Restoration in the Gulf of Maine Watershed: Past Experience and Challenges Ahead (S13A.1)

Speakers: Slade Moore, Habitat Restoration Coordinator, Gulf of Maine Council and Don Hudson, Chewonki Foundation and Councilor, Gulf of Maine Council

Reporting on the Health of the Gulf of Maine (S13A.2)

Speakers: Christine Tilburg, Program Manager, EcoSystem Indicator Partnership and Heather Breeze, Fisheries and Oceans Canada/Editor, State of the Gulf of Maine report

Addressing Changing Conditions in the Gulf of Maine: Establishing a Regional Climate Network (S13A.3)

Speakers: Ellen Mecray, Regional Climate Services Director, Eastern Region, NOAA and Bill Appleby, Director, Meteorological Service of Canada-Atlantic, Environment Canada

Part 3: Panel Discussion (3:30 – 5:00 pm)

Panelists will address questions about what they see as the greatest concerns and needs for action within the Gulf of Maine. The moderator will encourage and foster an exchange of thoughts and ideas between the presenters and the audience about how to inspire residents and visitors to protect the natural treasures of the Gulf of Maine while still using its resources sustainably. The panelists are:

Alexandra Duchemin, Tantramar Wetlands Centre and Gulf of Maine Institute, New Brunswick

Richard Getchell, Aroostook Band of Micmacs, Maine

Marianne Janowicz, Chair, Bay of Fundy EcoSystem Partnership

Rob Snyder, President, Island Institute, Maine

TBD, Nova Scotia

Moderator: Lee Sochasky, GOMC Councilor, New Brunswick



ESIP and the Delivery of Ecosystem Indicators

Fact Sheets Out and About
 ESIP has now released five indicator theme fact sheets since 2009. Each fact sheet is a stand alone product yet contains the essentials of ESIP: our branding and focus on unbiased delivery of indicator information. The table below shows both hard-copy and downloads from the ESIP webpages. Our newest fact sheet (focused on contaminants) was released in April.



Fact Sheet	Original Release*	Total
General ESIP Sheet	July 2009	2,420
Aquaculture Fact Sheet	January 2011	2,187
Climate Change Fact Sheet	February 2011	1,882
Aquatic Habitats Fact Sheet	October 2011	1,690
Eutrophication Fact Sheet	May 2012	1,365
Contaminants Fact Sheet	April 2014	116

** The AwStats program used by GOMC's IT team does not have downloads available pre-August 2011.*

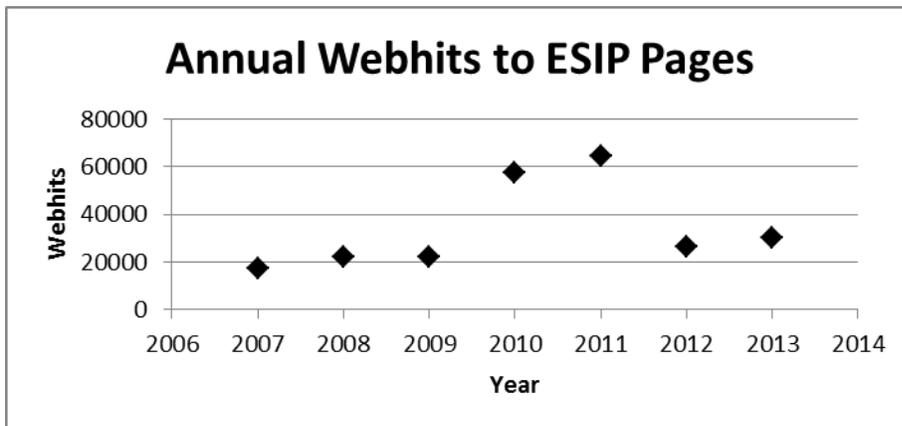
Summary of Other ESIP Subcommittee Work

The last two ESIP Subcommittees have been hard at work analyzing datasets for the selected indicators. The Coastal Development Subcommittee has drafted their fact sheet and is in the review process. That fact sheet should be released in Fall/Winter of 2014. The Fisheries Subcommittee has also been at work and hope to release that fact sheet in 2015.

ESIP is now moving into a new phase focused on looking at holistic indicators for the Gulf of Maine and Bay of Fundy. A new subcommittee has been formed and will be working throughout summer and fall 2014.

ESIP's Web Presence

Along with the ESIP fact sheets ESIP's web presence has become a vital part of ESIP's information delivery. Monthly journal articles focused on a wide variety of subjects have helped bring visitors to the ESIP webpage on a regular basis.



Gulf of Maine Council on the Marine Environment Meeting Briefing Note				
Title of Agenda Item: Gulf of Maine Council Website				
Submitted by: Prassede Vella and Jim Cradock, Yellahoose				
Type of Item (place X in appropriate box)	For Decision	For Direction X	For Information X <small>(internal GOMC)</small>	For Information <small>(External)</small>
Background (required):				
<p>As the GOMC is celebrating its 25th anniversary, an assessment of its role within the Gulf of Maine is taking place, based on its resources and capabilities to meet the needs and challenges of a changing environment. In a world where the internet and social media have gained importance in communicating and reaching out to audiences, it is important that the GOMC has a dynamic and up-to-date vehicle for communicating its mission to protect the Gulf of Maine’s ecosystem, and to ensure the wellbeing of the communities within its coastal watershed. Ultimately the goal is to have a product that meets the needs of an organization with an evolving role and serves as a viable tool that will highlight the strengths of the organization.</p> <p>Over the last few months work has been ongoing on revising and enhancing the GOMC and GOMA websites. Jim Cradock has been coordinating with the committees to revise the program websites, in look and content and to embed it in the main website. At the same time the main website has been undergoing extensive revision, rebuilding it using a design that the working group agreed should be adopted.</p>				
PHASE	DESCRIPTION	STATUS		
1	Develop the design and create the GOMC home page and decide on the tabs and structure (minimap)	COMPLETED		
2	Develop content of main GOMC website and incorporate new logo and social media links Develop GOMA webpage Create a microsite for the GOMC 25 th anniversary	MOSTLY COMPLETED COMPLETED COMPLETED		
3	Develop and migrate committee webpages	ESIP – COMPLETED		
		STATE OF THE GULF – COMPLETED		
		CLIMATE NETWORK – COMPLETED		
		GULFWATCH - COMPLETED		
		CMSP - COMPLETED		
		HABITAT RESTORATION - COMPLETED		
Possible Activities / Next Steps (optional):				
<ol style="list-style-type: none"> 1) Committee co-chairs and contractor/s to review content closely and inform Jim of any edits needed 2) Committees need to think about the best way to keep their content current (i.e. coordinate with Jim; update certain content themselves?) 3) Discuss the need of a small group (2-3 people) that will work with IT manager to keep content of main page current (more details will be provided during meeting) 4) Address some questions that we have regarding certain pieces of the website that need to be completed (questions to be asked during the meeting). 				
Actions, Outcomes or Decisions Requested (optional):				
<ol style="list-style-type: none"> 1) Answers to questions/decisions made regarding certain aspects of the website. 2) If possible decide on who will be involved in keeping the content of the man website current. 				
Supporting Documentation (if applicable, list additional documents included in the Briefing Book following this Briefing Note):				

Gulf of Maine Council on the Marine Environment Meeting Briefing Note				
Title of Agenda Item: Climate Network Committee Update				
Submitted by: Ellen Mecray and Bill Appleby, Co-Chairs				
Type of Item (place X in appropriate box)	For Decision	For Direction	For Information (internal GOMC) X	For Information (External)
Background (required):				
<p>The Climate Network is continuing to upgrade and expand its new web pages on the Gulf of Maine Council website, which include a community toolkit (with adaptation guidance for municipal officials); climate training videos; case studies of regional climate initiatives; climate-related web links; and details of the September 2013 Climate Network meeting.</p> <p>A key part the Climate Network’s informational outreach involves distribution of a new quarterly e-bulletin that incorporates the Gulf of Maine Region Climate Impacts and Outlook (newly developed by a bi-national team, supporting an MOU established by NOAA and EC). The <i>Outlook</i>, featured on the Climate Network web pages, provides a snapshot of recent weather events and anomalies; discusses regional weather impacts on the region’s ecosystems and economy; and provides a forecast for the coming three months. In addition to the <i>Outlook</i>, the bulletin includes notice of climate-related events, research and Climate Network web features.</p> <p>By September, the Network’s Outlook page will be upgraded to include a climate information dashboard—containing multiple links to recent and real-time data sources (<i>e.g.</i>, including temperature, precipitation, stream flow, drought, sea temperature, sea wave height, snow, soil temperature, heat stress forecasts, and storms s). The Climate Network Coordinator is helping develop this dashboard content with input from climate experts in various sectors throughout the region.</p> <p>The Coordinator is also working to improve the functionality of the NeclimateUS.org (NExUS) online database, which now includes extensive reports, studies and tools from around the Gulf of Maine region. The Climate Network completed its study of municipal climate adaptation strategies around the Bay of Fundy, and that report is now on the Climate Network web pages at: http://www.gulfofmaine.org/2/wp-content/uploads/2014/03/Bay-of-Fundy-Adaptation-Report.pdf.</p>				
Supporting Documentation (If applicable, list additional documents included in the Briefing Book following this Briefing Note): Gulf of Maine Council and Climate Change				

Gulf of Maine Council and Climate Change

Climate is fast becoming the most powerful ecological and economic driver for our region and our world. The Gulf of Maine region is particularly vulnerable to climate disruptions in its marine and coastal ecosystem:

- Over the past decade, the Gulf of Maine has warmed faster than 99.9 percent of the global ocean.
- The recent US National Climate Assessment reports that sea-level rise along most of the coastal Northeast is expected to exceed the global average rise due to local land subsidence, with the possibility of even greater regional sea-level rise if the Gulf Stream weakens as some models suggest.
- The Assessment concluded that the Northeast has experienced a greater recent increase in extreme precipitation than any other region in the United States (between 1958 and 2010, the Northeast saw more than a 70 percent increase in the amount of precipitation falling in very heavy events).

As climate dramatically and irreversibly changes the context for environmental management, regional information-sharing and collaborative planning become critical. The Gulf of Maine Council, a successful binational partnership for 25 years, is well-suited to facilitate more extensive public outreach concerning climate impacts and to foster regional adaptation work across borders and sectors—helping Gulf watershed communities respond constructively to ecological disruptions (and resulting economic and health challenges).

The Gulf of Maine Council can play a significant role in four primary ways:

1. Compiling and widely promoting (across sectors and borders) accurate “downscaled” information about likely climate impacts within the region. Examples include the new Gulf of Maine quarterly *Climate Impacts and Outlook* (www.gulfofmaine.org/2/climate-network-climate-outlook/); a planned dashboard of real-time climate data for the Northeastern US and Atlantic Provinces (due out in August); and a planned “King Tides” regional web page with regional sea-level rise projections, anticipated impacts, and stories about community planning for sea-level rise.
2. Identifying critical data gaps and convening regional experts to determine how to most efficiently gather and disseminate that information. For example, there is a widely acknowledged dearth of cost-benefit analyses to help guide municipal climate adaptation decisions. GOMC’s Climate Network could convene focus groups of community leaders to clearly identify the types of economic data they need. The Network could then gather a group of environmental economists to determine what work has been done to date and what further studies are needed, and raise funds for that research.
3. Engaging more citizens in tracking the impacts of climate change and transmitting those data to the municipal and regional managers who can best use that information to strengthen community resilience. The Gulf of Maine Council could play a valuable role increasing the capacity of communities with limited staff and resources by engaging citizens to help identify vulnerabilities (e.g., to sea-level rise or intense storm events) and provide municipal officials with photo-documentation.

4. Catalyzing more coordinated and efficient approaches to adaptation by disseminating successful strategies and models. While each community in the watershed will need to assemble a suite of adaptation strategies specific to place, many tools and practices from other settings can be adopted and customized. Pioneering approaches are already underway in parts of the Gulf of Maine region, but lessons from these initiatives are not yet widely shared. This could be done through increased use of training videos/webinars and web-based resources.

Gulf of Maine Council on the Marine Environment Meeting Briefing Note				
Title of Agenda Item: GOMC Strategic Planning Session				
Submitted by: Joan LeBlanc, Council Coordinator				
Type of Item (place X in appropriate box)	For Decision	For Direction	x	For Information (internal GOMC)
			x	For Information (External)
<p>Background (required): During 2014, the Gulf of Maine Council is celebrating 25 years of successful US / Canadian cooperative efforts to ensure a healthy and sustainable Gulf of Maine ecosystem. During the past two and half decades, the Council has provided an invaluable forum for bi-national communication and has coordinated numerous successful projects aimed at monitoring environmental conditions, restoring habitat, and providing resources and tools for decision makers throughout the region.</p> <p>As part of the June 2014 meeting, Council members will participate in a strategic planning session to help ‘chart the course’ for the future direction of GOMC. The need for GOMC to conduct this organizational assessment now is underscored by the following factors:</p> <ul style="list-style-type: none"> • Following an economic downturn, Council member agencies and organizations have found it increasingly difficult to dedicate adequate staff and funding to support the Council’s work. • Recent changes in strategic direction at NOAA have resulted in a shift away from channeling grant funds for habitat restoration through the Gulf of Maine Council resulting in a significant reduction in funding for grant programs and administrative management. • Programs and initiatives of other regional organizations such as NROC, NERACOOS and RARGOM have put pressure on already limited agency staff time and financial resources for Gulf of Maine regional protection and planning efforts. • Following a fund development planning exercise in 2013, GOMA hired a fund development coordinator to pursue foundation and mitigation funds for GOMC work. To date, new fund development efforts have not been successful. 				
<p>Possible Activities / Next Steps (optional): Council members will hold a strategic planning session at the June 2014 Council meeting to conduct an organizational self-assessment and develop a shared consensus for the future direction of GOMC. Council members will discuss key issues and provide clear direction for the Working Group and / or Management and Finance Committee members to follow up on during the 2014-2015 Secretariat Year. Because this is only a one day session, it is anticipated that Council will provide broad directives, while more detailed follow up, organizational assessment, and recommendations will be developed during the coming year.</p>				
<p>Actions, Outcomes or Decisions Requested (optional): Council members will discuss and provide direction regarding the following key questions:</p> <ol style="list-style-type: none"> 1. Which shared jurisdictional priorities should GOMC work on? 2. What should the role of GOMC be going forward? 3. What is the most effective organizational model for future success of GOMC? 4. How will GOMC’s work be funded? 				
<p>Supporting Documentation (additional documents included in the Briefing Book following this Briefing Note):</p> <ul style="list-style-type: none"> • Key Questions to Address During Facilitated Session • Summary of Council Member feedback from Spring 2014 telephone interviews with J. LeBlanc 				

Key Questions to Address during Facilitated Session

1. What shared jurisdictional priorities should GOMC work on?

Issues / options to explore:

- Identify key shared jurisdictional priorities for promoting a sustainable Gulf of Maine ecosystem.

Priorities identified during interviews with Council members:

- Climate change and related issues such as coastal resiliency, climate change adaptation, sea level rise, ocean acidification, impact on habitat, migratory birds, and fisheries;
- Management of offshore areas; or
- Aquaculture best practices.

- Determine how shared priorities dovetail with Action Plan and / or require alternate work plans.

Goals in 2012-2017 GOMC Action Plan

- Protect and restore habitats
- Foster environmental and human health
- Support vibrant communities

Desired outcome:

- Council will identify and provide direction regarding priority areas of focus.

2. What should the role of GOMC be going forward?

Issues / options to explore:

- Evaluate GOMC Role as Forum for Communication and / or Vehicle for Project Implementation.
 - **Forum** for bringing US / Canadian agencies together to discuss priority issues while promoting a sustainable Gulf of Maine ecosystem (promote cooperation, learn from each other, network, build collaboration and international trust)
 - Vehicle for coordinating bi-national **projects** or **programs** aimed at achieving Action Plan and other jurisdictional priorities
- Discuss GOMC role in relationship to partner organizations.
 - NROC, NERACOOS, RARGOM

Desired outcome:

- Council will provide direction regarding appropriate GOMC role going forward.

3. What is the most effective organizational model for future success of GOMC?

Issues / options to explore:

- Consider potential options / models for GOMC organizational structure.

- Begin SWOT Analysis for GOMC.
 - Strengths
 - Weaknesses
 - Opportunities
 - Threats

Desired Outcomes:

- Council will provide Working Group with direction regarding organizational models / or characteristics of models to explore.
- Council will provide direction to Working Group regarding key strengths to build upon, weaknesses to address, opportunities to incorporate, and threats to address.

4. How will GOMC's work be funded?

Issues / options to explore:

- Brief overview of GOMA's role, current status of budget and fund development activities.

- Direction regarding need for external fundraising.

- Dues structure and Council member capacity to provide staffing, membership dues, and / or other resources to support short and long-term work of GOMC.

- Opportunities to improve / ensure GOMC 'value' for jurisdictional contributions.

Desired Outcomes:

- Council members are made aware of current budget and fund development status.
- Council provides feedback regarding dues structure and jurisdictional capacity to support GOMC.
- Council provides direction on need for GOMA external fundraising.

Summary of Feedback Received from 2014 Calls with Councilors

Background

In preparation for the June 2014 Council meeting, Council Coordinator Joan LeBlanc conducted a series of telephone interviews to get advice from Council members about strategies that would ensure a productive June meeting that reflects Council priorities and interests. The following set of questions for use during the calls was prepared by LeBlanc with input from the Working Group.

Questions Regarding Plans for June 2014 Council Meeting:

- What key Gulf of Maine policy issues or decision points would you like to include on the agenda for discussion among Councilors at the June meeting?
- Given the Council's 25th anniversary, would you like to have a discussion about 'charting a course' for the next 25 years? If yes, as part of the Council Meeting or in a separate session?
- Given the significant changes in funding status would you like to include a discussion regarding GOMC / GOMA structure for the future? If yes, as part of the Council Meeting or in a separate session?
- Do you think the current format for including brief updates from committee co-chairs at Council meetings works well? Any suggestions? What type of information you would like to hear from committee co-chairs?
- With the June 2014 meeting taking place in conjunction with CZC 2014, many of our colleagues from other organizations will also be in Halifax. Would you like to take advantage of this opportunity by including collaborative discussion with colleagues, award winners and / or other outside guest presenters as part of the Council meeting?
- Do you have any recommendations / suggestions for making the Council meeting(s) more useful to you, more effective, more compelling?
- During June 2014, are you interested in being involved with 25th anniversary outreach activities such as speaking with media? Which days during the week of June 16 will you be in Halifax?
- Do you have any additional comments or recommendations that you would like the Council Coordinator and Working Group to consider as we plan for the June 2014 Council meeting?

Individual Call Participants

The following Council members or representatives participated in telephone interviews or in one case provided written feedback.

- Jennifer Anderson, NOAA
- Priscilla Brooks, CLF
- Bruce Carlisle, MA CZM
- Mel Cote, US EPA (for Stephen Perkins)
- Steve Couture, NH DES (for Rene Pelletier)
- Perry Haines, NB Environment and Local Government

- Terry Holman, US DOI
- Don Hudson, Chewonki
- Geoff Mercer, EC (written comments only)
- David Millar, DFO
- Lorrie Roberts, NS Environment (for Elizabeth Cody)
- Bill Whitman, NS Dept. of Fisheries and Aquaculture (Council seat currently vacant)
- Jack Wiggin, Urban Harbors Institute

Feedback Received from Council

GOMC – Strategic Vision Session - Where do we go from here?

- General consensus regarding the need for self-assessment at June meeting
- 25th Anniversary is opportune time for honest evaluation and reflection with goal of identifying strategy for the future
- Session at June meeting should lay the groundwork for strategic vision and smooth transition to NH year
- Majority recommended a session for ‘charting the course’ (one Councilor recommended the entire meeting focus on this issue / while one recommended only a very brief item with referral to a separate session)
- Consider having a ‘facilitated’ session
- Provide clear parameters, options, and / or recommendations to be effective (no open-ended ‘what do you think?’ questions)

Priorities for Developing a Strategic Vision

- Need to streamline operations / focus on getting things done with less bureaucracy
- GOMC does not need to operate with the same level of complexity as all of its government members
- Work of the Council needs to reflect jurisdictional priorities
- Focus on ‘value’ of the Council as a forum for bringing agencies and organizations together to build collaboration and international trust
- Focus on GOMC value as the best example of informal, ‘non-treaty’ cooperation among two countries focused on one shared resource
- Need to consider GOMC niche in relationship to other organizations (NROC / RARGOM / NERACOOS etc.) / (large scale NROC funding may end after next year)
- Given funding constraints, it is important to identify baseline operational needs (GOMC/GOMA)
- Dynamic nature of the Council has been lost / need to go back to learning from each other
- At its inception, GOMC had value of providing a forum for communications – today that need is reduced
- GOMC no longer has urgency to exist / if the organization is to continue, unique value must be redefined / It is OK to ask “Is the Council Necessary?”
- Need to determine the most effective organizational ‘model’ for the future

- GOMC is spread too thin with numerous committees / programs / initiatives – need a more lean organization to be effective and focused
- Hosting just one Council meeting per year is valuable / most Council members cannot justify two meetings per year
- Having just one meeting per year would also increase the potential for all jurisdictions to be represented at the table at the same meeting

Key Gulf of Maine Issues - #1 Climate Change

- Majority of Councilors identified climate change as the most pressing issue that requires binational dialogue
- Majority of Councilors would like to include a session regarding climate change at June 2014 meeting
- An update from the Climate Network would be helpful, but the Council session should have a broader focus

Important issues / themes associated with climate change

(1st three on the list were identified by the most Councilors):

- Coastal resiliency
- Climate change adaptation
- Ocean acidification
- Impact on migratory birds, lobster and other fisheries
- Habitat
- Impact on oceanographic and coastal changes

Other Gulf of Maine Issues for Potential Discussion at Future Council Meetings

Councilors identified interest in discussing the following additional issues at future Council meetings:

- Aquaculture monitoring and best practices
- Updates regarding other trans-boundary binational watershed initiatives such as St. Croix River / St. John River
- Managing offshore areas

What should we be doing?

- Councilors agree that the first step is streamlining operations and developing overall organizational strategy
- Determining programmatic focus should come second
- With limited funding, GOMC needs to prioritize what we are doing
- Eliminate committee work that doesn't fill an important niche
- The Council's #1 value is providing a venue to bring forward items and issues for US / Canadian discussion
- GOMC needs to regain focus, become more effective and lean

- Reduce the # of programs and committees / fundraising for new programs may not be the right direction
- Consider increasing mapping focus
- Evaluate needs for science coordination in relationship to RARGOM and other entities
- Committees should update their efforts at implementing the Action Plan and the 'so what' (i.e. value of activities, who uses the work, etc...)

Council Meeting - General Recommendations

- Council meetings should not focus on micromanagement of GOMC operational issues – this is not a valuable use of Council members time
- Ensure that there is time for useful dialogue / discussion / Q&A regarding climate change or other significant issue (not just presentations)
- Need to increase efforts to get adequate participation from each jurisdiction at Council meetings
- Best meetings focus on a topic that includes discussion among Councilors
- Desire for less feedback from WG at Council meetings
- Less process / more substance
- Briefing package / briefing notes are professional and efficient

Committee Updates / Reports

- Opinions ranged from desire to have committee reports only on Consent Agenda to some Councilors wanting in-person reports so they could ask questions
- Committee updates should be very short
- Only provide in-person committee updates if there is a significant accomplishment or news
- Committee reports in Briefing Books are useful – but limited information provided by some committees doesn't help their case
- Committee reports should communicate how their work supports jurisdiction / agency mandates
- Aggregate US / Canadian information is useful but data related to jurisdictional value will help keep agencies at the table
- Best to incorporate visuals in committee presentations

Consensus for June Meeting

- Include session to begin developing strategic vision for the future (to the extent feasible, identify near term recommendations to streamline operations /promote efficiency)
- Include session regarding climate change with ample time for dialogue / Q&A
- Limit committee reports / budget reports / WG updates / other 'process' items to Consent Agenda – only include where absolutely necessary

Summary prepared by Joan LeBlanc, Council Coordinator