



## **Working Group Meeting June 19 – 20, 2014**

**Offices of Nova Scotia Environment  
Barrington Tower, Suite 1800  
1894 Barrington Street  
Halifax, Nova Scotia**

**Briefing Book, Version 1**

*The June 2014 GOMC Working Group 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**

June 19 - 20, 2014 • Working Group Meeting • Briefing Book, Version 1

*Please note: GOMC Working Group meeting begins at 12:15 p.m. AT so that Working Group members may attend closing sessions for Coastal Zone Canada 2014 during the morning of Thursday, June 19<sup>th</sup>.*

Registration, program schedule, and information about CZC 2014 are available at:

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

<b>Thursday, June 19, 2014 –Draft Meeting Agenda v3</b> <b>Nova Scotia Environment, 1894 Barrington St., Barrington Tower, Suite 1800, Halifax, NS B3J 2P8</b>		
12:15 PM	<b>Lunch</b> Lunch will be pre-ordered and available in the meeting room for a working lunch.	
12:30 PM	<b>Welcome, Introductions, and Overview of Objectives for the Meeting</b> <i>Sophia Foley, Working Group Chair, Nova Scotia Environment</i>	
12:40 PM	<b>Consent Agenda</b> <ul style="list-style-type: none"> <li>• March 5, 2014 WG meeting summary acceptance</li> <li>• March 19, 2014 WG meeting summary acceptance</li> <li>• Summary of Feedback from Councilors during 2014 Interviews</li> </ul>	✓ For Decision
12:45 PM	<b>GOMC 25<sup>th</sup> Anniversary Update and Next Steps</b> Ad hoc 25 <sup>th</sup> Anniversary Committee and Working Group members will discuss plans for continuing activities and outreach associated with GOMC 25 <sup>th</sup> Anniversary (traveling exhibit, geocaching, GOMC outreach and media)	✓ For Direction ✓ For Decision  <i>pp. 16-19</i>
1:30 PM	<b>GOMC Fund Development Update and Next Steps</b> <i>Cindy Krum, GOMA Executive Director;</i> <i>Jim Boyle, Fund Development Coordinator</i>	✓ For Information ✓ Internal  <i>pp. 20-22</i>
2:00 PM	<b>Follow Up from Council Strategic Planning Session</b> Working Group will follow upon on direction provided by Councilors during the June 18 strategic planning session.	✓ For Direction ✓ For Decision
2:30 PM	<b>Break</b>	
2:45 PM	<b>Follow Up from Council Strategic Planning Session (continued...)</b> Working Group will follow upon on direction provided by Councilors during the June 18 strategic planning session.	✓ For Direction ✓ For Decision
4:45 PM	<b>Review and Finalize Agenda for Tomorrow's 19 WG Meeting</b>	
5:00 PM	<b>Recess for the Day</b>	

**Gulf of Maine Council on the Marine Environment**  
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<b>Friday, June 20, 2014 – Draft Meeting Agenda v3</b> <b>Nova Scotia Environment, 1894 Barrington St., Barrington Tower, Suite 1800, Halifax, NS B3J 2P8</b>		
8:30 AM	<b>Follow Up from Council Strategic Planning Session</b> Working Group will follow upon on direction provided by Councilors during the June 18 strategic planning session.	✓ For Direction ✓ For Decision
10:30 AM	<b>Break</b>	
10:45 AM	<b>Committee Updates</b> Several committees will provide brief updates regarding ongoing projects and recent accomplishments.	✓ For Information ✓ Internal  <i>pp. 23-30</i>
12:00 PM	<b>Lunch on Your Own</b>	
1:15 PM	<b>Follow Up from Council Strategic Planning Session (continued...)</b> Working Group will follow upon on direction provided by Councilors during the June 18 strategic planning session.	✓ For Direction ✓ For Decision
2:30 PM	<b>Break</b>	
3:00 PM	<b>Follow Up from Council Strategic Planning Session (continued...)</b> Working Group will follow upon on direction provided by Councilors during the June 18 strategic planning session.	✓ For Direction ✓ For Decision
3:30 PM	<b>Plans for New Hampshire Secretariat Year 2014 – 2015</b> Incoming Working Group Chair Steve Couture will discuss plans for the upcoming NH Secretariat Year. Plans may be adjusted to reflect direction received during Council meeting.	✓ For Information ✓ For Direction  <i>p. 33</i>
3:45 PM	<b>Review of Meeting Accomplishments and Next Steps</b> <i>Sophia Foley and / or Joan LeBlanc</i> Working Group members will review accomplishments and action items from the June 2014 meeting.	✓ For Information ✓ Internal
4:00 PM	<b>Adjourn</b>	

**Draft Working Group Meeting Summary • Videoconference (Halifax, NS / Boston, MA) • March 5, 2014**

### **Meeting Participants**

**Working Group Members:** Bill Appleby, Environment Canada; Heather Breeze, Fisheries and Oceans Canada; Rob Capozzi; NB Department of Environment and Local Government (via conference call); Sophia Foley, NS Department of Environment; Tim Hall, Fisheries and Oceans Canada (via conference call); Kevin Lucey (for Steve Couture), NH Department of Environmental Services; Ellen Mecray, NOAA (via conference call); Rebecca Newhall, NOAA; Kathryn Parlee, Environment Canada; Ann Rodney, US Environmental Protection Agency; Susan Russell-Robinson, USGS (via conference call); Jack Schwartz, Massachusetts Division of Marine Fisheries; Theresa Torrent, Maine Coastal Program; Prassede Vella, MA Office of Coastal Zone Management; Peter Wells, Bay of Fundy Ecosystem Partnership; and Bill Whitman, NS Fisheries and Aquaculture.

**Other participants:** Jim Boyle, GOMC Fund Developer (via conference call); Jim Cradock, IT Coordinator (via conference call); Lorraine Gailey, Environment Canada; Cindy Krum, GOMA Executive Director (via conference call); Joan LeBlanc, GOMC Council Coordinator, and Ashley Sprague, NS Fisheries and Aquaculture.

### **Opening Remarks**

Working Group Chair Sophia Foley, Nova Scotia Environment, welcomed participants, outlined objectives for the meeting and asked participants to introduce themselves. Sophia thanked Ann Rodney and IT staff from US Environmental Protection Agency for hosting the Boston site and providing technical support for videoconference capabilities.

### **Consent Agenda**

The following consent agenda items were accepted:

- December 2013 WG meeting summary acceptance
- 25<sup>th</sup> Anniversary Logo
- GOMC thank you letter to David Keeley
- GOMC thank you letter to CZC 2014

Discussion regarding the Draft 25<sup>th</sup> Anniversary Communications Plan was removed from the Consent Agenda as the document was only available the day before the meeting.

### **Final Logistics for June 2014 CZC / GOMC Collaboration**

Tim Hall provided an overview of logistics and planning for the upcoming GOMC / CZC 2014 collaboration during June. With the conference three and half months away, registration is going well with 136 people currently registered. Tim reported that the Council's proposed special session has been approved by CZC 2014 and will take place on the afternoon of Tuesday, June 17<sup>th</sup>. The GOMC awards ceremony and reception will take place that same evening. WG members discussed the potential for hosting a press conference some time during the event.

### **Key Decisions / Action Items**

- Sophia and Joan will continue to work with Tim to finalize plans for the meetings, awards ceremony and reception in June.
- The 25<sup>th</sup> Anniversary Committee and Outreach Committee will evaluate / pursue options for media coverage.

- Joan will ask Councilors about availability / interest in participating in media events during the June events.

### **Implementation of 25<sup>th</sup> Anniversary Communications Plan**

Lorraine Gailey of Environment Canada presented a proposed communications plan for the GOMC and the 25<sup>th</sup> Anniversary activities. Her plan built on the work conducted by Kelly Cowper and Krista Holland of Environment Canada at the December 2013 Working Group meeting. Lorraine noted that one of the challenges of the Gulf of Maine Council is to improve Canadian recognition that the Council does not focus solely on the state of Maine. Lorraine informed the Working Group that she will not be available to assist with communications and outreach for the GOMC's 25<sup>th</sup> anniversary activities as previously planned due to shifting agency priorities. Working Group members expressed appreciation to Lorraine for taking the time to prepare the new communications plan which includes many helpful and insightful recommendations. Sophia noted that NS Environment may be able to assist with press releases related to specific events.

### *Key Decisions / Action Items*

- WG members agreed that capacity is a challenge and media efforts should focus on the 25<sup>th</sup> Anniversary activities first with broader outreach following the June 2014 events.
- WG members will determine if their communications staff can assist with communications and outreach associated with the 25<sup>th</sup> Anniversary.
- Lorraine will develop a social media strategy (including Twitter) as a volunteer but cannot assist with implementation.
- Joan will update the 25<sup>th</sup> anniversary task list to reflect new communications tasks.
- Theresa will follow up with Lorraine regarding overarching social media strategy.

### **25<sup>th</sup> Anniversary Activities**

Heather, Susan, Ann and other members of the ad-hoc 25<sup>th</sup> Anniversary Committee provided an update regarding progress on the following 25<sup>th</sup> Anniversary planning activities:

- Creation of a 25<sup>th</sup> Anniversary publication;
- Coordinating a special GOMC session at Coastal Zone Canada;
- Creating a multi-media presentation to be launched at CZC 2014 and then travel to other locations around the Gulf of Maine;
- Creating a display at Coastal Zone Canada including informational materials and a postcard or bookmark to hand out;
- Hosting a Gulf of Maine Council awards ceremony at CZC that will highlight the 25<sup>th</sup> Anniversary and Council accomplishments;
- Creating a geocaching project to be launched in June; and
- Developing an overall Communications Plan for the GOMC 25<sup>th</sup> Anniversary year.

As directed by Council, a GOMC publication will be produced. Ann reported that a solicitation notice for funding the publication has been submitted to USGS. The publication will be a visually appealing 16 to 18 page document focused on the state of the environment and GOMC accomplishments. Susan reported that the multimedia display will be the opening piece of the Gulf of Maine session. It will provide a visual sense and cultural context for the Gulf of Maine. Images from the publication as well as other media and footage will be incorporated into the display. Plans for the GOMC special session are well underway with topics including State of the Gulf of Maine, the

GOMC Climate Network, and Habitat Restoration. Lee Sochasky will be the moderator for the session. Susan noted that USGS will assist with travel funds for speakers. Sophia noted that Dan Earle has offered to assist with development of the Geocaching project. Several Working Group members are assisting with developing and vetting the list of sites. Susan noted that there may be funding within the USGS contract to help produce a geocoin. Tim reminded the Working Group that there is a 'hospitality room' at the Delta Hotel that may be available for additional GOMC events.

*Key Decisions / Action Items*

- The committee will continue developing 25<sup>th</sup> anniversary activities.
- WG will provide images to Susan for display by April 15<sup>th</sup>.
- Committee will ensure that images / footage reflect balance of US / Canadian geography.
- Volunteers are needed to assist with vetting Geocaching sites in New Brunswick and other locations.
- WG will encourage colleagues to attend CZC 2014 and the GOMC events.
- Publications committee will ensure 'messaging' is incorporated into the publication.

**GOMC Awards (Nominations and Planning for Ceremony)**

Joan provided an update regarding the status of nominations for GOMC's 2014 awards. The deadline for receiving nominations is March 30<sup>th</sup>. Additional nominations are needed from New Brunswick, Maine and New Hampshire. Sophia noted that additional funds are needed for the awards ceremony and other GOMC June events.

*Key Decisions / Action Items*

- Given the significance of the 25<sup>th</sup> Anniversary, Working Group decided to purchase high quality awards.
- Heather, Sophia and Tim will meet on site to review and plan for event logistics.
- Sophia will work with M&F to see if jurisdictions can assist with costs associated with the reception and awards ceremony.
- Working Group will help ensure pending nominations are submitted by March 30<sup>th</sup>.

**WG Roundtable**

Working Group members provided brief updates regarding jurisdictional projects and programs.

**GOMC / GOMC Fiscal Year 2014-2015 Budget**

Cindy Krum provided a very brief presentation regarding the current status of the GOMA / GOMC Fiscal Year 2014-2015 Budget. Cindy noted that initial budget estimates were presented at the December 2013 Working Group and Council meetings, while individual program budgets were then developed in collaboration with committee co-chairs and contract managers. All budget documents were reviewed in detail at a joint M&F and Working Group call on February 26<sup>th</sup>. Cindy reported that during the February 26<sup>th</sup> call, M&F recommended preparation of six-month contractor Scopes of Work from July 1 through December 31, 2014 for Council Coordination, IT, Fund Development, GOMA Finance Manager, and GOMA Executive Director. During FY2014-2015 available funding for these contracts will be reviewed on a monthly basis. Funding for core services will stay the same in FY2014-2015 while funding for GOMA will be reduced by approximately 40%. Expenses would change if new sources of funding are received.

**Fund Development and Priority Projects**

Cindy Krum provided a brief summary of Priority Project funding ideas submitted to the fund developer by GOMC committees. Proposals have been prepared for both committee core funding and projects associated with Habitat

Restoration, Climate Network, Gulfwatch and ESIP. Cindy introduced fund development coordinator Jim Boyle who is currently working to identify and pursue funding sources for these projects. Jim provided an update regarding his ongoing outreach to foundations and other potential funding sources. He recommended that the 'special body of water' or 'great waters' designation for the Gulf of Maine would be an excellent tool to assist with highlighting the priority for protecting natural resources within the ecosystem. Working Group members also raised the possibility of 'crowdsourcing' or 'kickstarter' campaigns that have proven effective at raising funds for certain environmental restoration projects. WG members and Jim discussed potential for pursuing projects that engage youth in Gulf of Maine Council activities or programs. Partnering with other organizations to incorporate citizen science or pursue other issues such as sustainable tourism or migratory birds may also make sense.

*Key Decisions / Action Items*

- Working Group members will continue to provide Jim with priority project ideas.
- Cindy or Joan will set up a joint brainstorming session with Jim Boyle, Working and GOMA to explore and identify potential projects that would have an overarching focus encompassing the work of multiple GOMC committees.

**Upgrade of GOMC / GOMA Website**

Prassede and Jim provided an update regarding ongoing efforts to update the GOMC / GOMA website by transforming it into a strong, dynamic and up to date tool for communicating within the Gulf of Maine watershed and its communities. Working Group members supported the new website design and structure for the home page shown during the meeting. Working Group suggested adding logos for key financial supporters and partners to the website. Jim and Prassede are now working on phase 2 and 3 which involve developing content for the homepage and developing committee web pages. Screenshots of draft committee pages such as the Climate Network were shared with the Working Group.

*Key Decisions / Action Items*

- WG members will assist with reviewing and updating content.
- Prassede and Jim will continue working with committee co-chairs to update content.
- Updated website will be circulated to WG for review by May 2014.

**EIUI Brief Check-in**

Peter Wells reported that the GOMC Bibliography has been completed with 404 publications on the list. Peter noted that EIUI is still looking for projects that students can work on – they are currently working with Heather on tracking the State of the Scotian Shelf.

*Key Decisions / Action Items*

- Working Group will follow up with ideas for student projects.
- To simplify the process, GOMC logo will not be used on the bibliography.

**Social Media and Web Publications Protocol**

As a follow up from discussion at the December 2013 Working Group meeting, Sophia prepared and presented a draft social media and web publications protocol for consideration. Heather noted that GOMC does have a protocol for printed publications that may also need to be revisited at some point in the future. WG members recommended several changes including: 1) removing reference about Environment Canada leading social media policy, 2) adding statement noting that the policy will be reviewed annually, and 3) indicating whenever something is a non-GOMC product.

*Key Decisions / Action Items*

- Sophia will adjust the draft social media and web publications protocol to reflect Working Group recommendations.

**Agenda for March 19 Working Group Call**

Joan proposed conducting a series of telephone interviews with Council members to solicit feedback regarding plans for the June 2014 meeting. Feedback from Councilors would be used to inform the Working Group discussion about planning to ensure that the June meeting is productive, compelling and relevant to Council interests. Working Group members provided feedback regarding the list of potential questions to be addressed during the telephone interviews. One of the key questions to be discussed is whether Council members would like to have a session about 'charting the course' for the future in light of recent changes in funding as well as the 25<sup>th</sup> Anniversary of GOMC.

*Key Decisions/ Action Items*

- Joan will conduct telephone interviews with Council members and report results to Working Group at the March 19 conference call meeting.

Meeting adjourned at approximately 4:30 p.m.

Meeting materials are available at: <http://www.gulfofmaine.org/2/about-the-council/meetings/>

*Meeting summary prepared by Joan LeBlanc, Council Coordinator.*

**Draft Working Group Meeting Summary • Conference Call • March 19, 2014**

**Meeting Participants**

**Working Group Members:** Bill Appleby, Environment Canada; Rob Capozzi, NB Department of Environment and Local Government; Heather Breeze, Fisheries and Oceans Canada; Sophia Foley, NS Department of Environment; Tim Hall, Fisheries and Oceans Canada; Steve Couture, NH Department of Environmental Services; Ellen Mecray, NOAA; Rebecca Newhall, NOAA; Kathryn Parlee, Environment Canada; Ann Rodney, US Environmental Protection Agency; Susan Russell-Robinson, USGS; Theresa Torrent, Maine Coastal Program; and Prassede Vella, MA Office of Coastal Zone Management.

**Other participants:** Cindy Krum, GOMA Executive Director; and Joan LeBlanc, GOMC Council Coordinator.

**Opening Remarks**

Working Group Chair Sophia Foley, Nova Scotia Environment, welcomed participants, outlined objectives for the meeting and asked participants to introduce themselves.

**Feedback from Calls to Council Members**

J. LeBlanc provided a detailed summary presentation of feedback received from Council member telephone interviews. Since the March 5<sup>th</sup> Working Group meeting, Joan interviewed 12 Councilors using the list of questions developed with input from the Working Group.

Council feedback included the following key points:

- There was general consensus among the Councilors that it makes sense to hold a strategic planning session as part of the June 2014 Working Group meeting.
- Council members also provided feedback regarding priority issues, the role of the Council, the need to streamline operations, and other organizational issues.
- Climate change as well as its impact on coastal resources, local communities, and the Gulf of Maine ecosystem was identified as the most pressing issue that most jurisdictions are facing. Council members expressed interest in addressing climate issues that are not just limited to the work of the Climate Network.
- Several councilors noted that the value of GOMC as a forum for communicating and discussing important binational issues has been lost as the organization shifted more toward managing programs.
- With increasing budget and staffing constraints, jurisdictions have found it more and more difficult to justify the time and expense of participating in the GOMC.
- Several Council members recommended reducing the schedule to one meeting per year in order to streamline operations and reduce costs.
- Councilors would prefer less operational detail, fewer committee reports, and less feedback from the Working Group so that they will have more time to discuss key issues affecting the jurisdictions.

*(Detailed summary of feedback is available on pp. 12 – 15 of this Briefing Book)*

**Plans for June 2014 Council Meeting**

Working Group members discussed Council feedback and options for planning the June Council Meeting. During

discussion, Working Group members noted that a strategic planning session would provide an opportunity to focus on issues that affect all of the jurisdictions. Sophia noted that Council Chair Lorrie Roberts wants to ensure that the strategic planning session includes a very high level discussion about organizational models, as well as the function and role of the Council going forward. Working Group members noted that if the Council meets only once per year, other options such as virtual meetings or calls can be used to communicate with Councilors during the year.

*Key Decisions / Action Items*

- J. LeBlanc will work with M&F and then the Secretariat Team (plus Rob Capozzi and Theresa Torrent) to develop a set of questions and structure for a strategic planning session at the June 2014 Council meeting. The session will reflect feedback received from Councilors as well as recommendations from the Working Group, M&F and the Secretariat Team.
- The June 2014 planning session will be structured to request direction from the Councilors that Working Group can follow up on during the NH Secretariat year.
- Sophia and Joan will explore internal and external options for facilitating the June strategic planning session.
- Steve will explore interim opportunities for streamlining GOMC operations during the NH Secretariat Year.

**June 2014 Meeting / Event Schedule**

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

- 17 June 2014 – GOMC Special Session  
This afternoon special session will highlight the value of the Gulf of Maine ecosystem as well as the accomplishments of the Gulf of Maine Council.
- 17 June 2014 – GOMC Awards Ceremony and Reception  
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). The reception will be held in conjunction with the Coastal Zone Canada 2014 poster session.
- 18 June 2014 - Council Meeting  
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

Meeting materials for the March Working Group meetings are available at:

<http://www.gulfofmaine.org/2/about-the-council/meetings/>

*Meeting summary prepared by Joan LeBlanc, Council Coordinator.*

## Summary of Feedback Received from 2014 Calls with Councilors

### Background

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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 25<sup>th</sup> 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 25<sup>th</sup> 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**

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

- General consensus regarding the need for self-assessment at June meeting
- 25<sup>th</sup> 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  
(1<sup>st</sup> 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*

<b>Gulf of Maine Council on the Marine Environment Meeting Briefing Note</b>				
<b>Title of Agenda Item:</b> Gulf of Maine Council 25 <sup>th</sup> Anniversary Events				
<b>Submitted by:</b> Ad hoc 25 <sup>th</sup> 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				
<b>Type of Item</b> (place X in appropriate box)	<b>For Decision</b>	<b>For Direction</b> X	<b>For Information</b> X (internal GOMC)	<b>For Information</b> (External)
<p><b>Background</b> (required):</p> <p>The ad hoc committee has been working on several activities related to the 25<sup>th</sup> anniversary:</p> <ul style="list-style-type: none"> <li>• a 25<sup>th</sup> anniversary logo;</li> <li>• a 25<sup>th</sup> Anniversary publication;</li> <li>• a special GOMC session at Coastal Zone Canada (CZC) 2014 in Halifax, NS;</li> <li>• GOMC awards ceremony at CZC that will highlight the 25<sup>th</sup> anniversary of the Council;</li> <li>• a display at CZC 2014, including 4 bookmarks to hand out;</li> <li>• a multimedia presentation (to be used at CZC 2014 and other venues);</li> <li>• a geocaching event, to be launched in June 2014 and continue over the next year.</li> </ul> <p>These activities are in addition to the overall communications related to the 25<sup>th</sup> 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.<sup>1</sup> 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 25<sup>th</sup> 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 25<sup>th</sup> 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>				

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

## Gulf of Maine Council on the Marine Environment

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### **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 25<sup>th</sup> 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. Working Group will determine next steps for 25<sup>th</sup> anniversary activities throughout the summer and fall (e.g., geocaching events, venues for the multi-media presentation, 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.**

<b>Voices of Our Ocean and Coastal Treasure: The Gulf of Maine – Part 1 (S13A)</b>		
<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>		
<b>1:30-1:45 Introduction to the Session and Multimedia Presentation</b>		
<b>1:45-3:00 Presentations and Discussion</b>		
1:45-2:10	<b>MOORE, Slade, HUDSON, Don</b>	Habitat Restoration in the Gulf of Maine Watershed: Past Experience and Challenges Ahead (S13A.1)
2:10-2:35	<b>TILBURG, Christine, BREEZE, Heather</b>	Reporting on the Health of the Gulf of Maine (S13A.2)
2:35-3:00	<b>MECRAY, Ellen, APPLEBY, Bill</b>	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.**

<b>Voices of Our Ocean and Coastal Treasure: The Gulf of Maine – Part 2 (S13B)</b>	
<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	
<b>Panelists</b> 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

<b>Gulf of Maine Council on the Marine Environment Meeting Briefing Note</b>				
<b>Title of Agenda Item:</b> GOMC Fund Development Update and Next Steps				
<b>Submitted by:</b> James Boyle, Fund Development Contractor				
<b>Type of Item</b> (place X in appropriate box)	<b>For Decision</b>	<b>For Direction</b>	<b>For Information</b> (internal GOMC) X	<b>For Information</b> (External)
<b>Background</b> (required): <b>Fund Development Report, James J. Boyle, Fund Development Contractor, GOMA December 2013 – May 2014</b>				
<b>I. Research</b>				
<ul style="list-style-type: none"> <li>• Approximately 200 private foundations and corporate funders were researched via Foundation Directory, IRS 990 returns, and individual websites to assess funder priorities.</li> <li>• Federal government grant opportunities that related to Council programs were researched regularly, as new funding announcements were made over the past 6 months.</li> <li>• Those funders with priorities aligned with GOMA/GOMC program priorities were included in a Master Prospect table and discussed with GOMA Executive Committee.</li> <li>• The current master list of funding prospects includes 35 private foundation, 21 corporations and 12 public funding sources.</li> </ul>				
<b>II. Outreach to Funders</b>				
<ul style="list-style-type: none"> <li>• 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.</li> <li>• Interviews were also conducted with Ad Hoc Fund Development Committee members, and former contractors and Councilors with fund development or foundation expertise.</li> <li>• 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.</li> <li>• 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 &amp; monitoring, assisting municipal officials, and providing corporate funders with vehicles for positive publicity.</li> </ul>				
<b>III. Proposals Submitted &amp; Results</b>				
<ul style="list-style-type: none"> <li>• Two concept papers/letters of interest were submitted and funding was declined; Geo Connections Canada (ESIP), and Barr Foundation (CN).</li> <li>• 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.</li> <li>• As of this report, Quimby and RBC have declined funding; no decision as yet from Davis Conservation Foundation.</li> </ul>				
<b>IV. Program Development Process</b>				
<ul style="list-style-type: none"> <li>• 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.</li> <li>• GOMA Executive Director and GOMC Coordinator suggested cross-cutting meetings as an impetus for program development, held March 26 &amp; 31, with a dozen participants. Result was to focus on climate network initiatives that included components from other GOMC program areas.</li> <li>• Program development discussions are continuing with contractors and committee leaders. List of potential funders and their priorities have been shared with these parties.</li> <li>• All contractors will have fund development duties as part of their scopes of work on July 1. Fund</li> </ul>				

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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

<b>Gulf of Maine Council on the Marine Environment Meeting Briefing Note</b>				
<b>Title of Agenda Item:</b> GOMA Report				
<b>Submitted by:</b> Cynthia Krum				
<b>Type of Item</b> (place X in appropriate box)	<b>For Decision</b>	<b>For Direction</b>	<b>For Information</b> X (internal GOMC)	<b>For Information</b> (External)
<p><b>Background</b> (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><b>Financial Summary:</b></p> <ol style="list-style-type: none"> <li>1. Fiscal Year July 2013 – June 2014 year end:                          Actual expenditures July 1, 2013 – April 30, 2014 = \$1,217,414                          Total <b>predicted</b> expenditures for entire fiscal year – July 1, 2013 – June 30, 2014 = \$1,768,225                          Unrestricted net assets balance at June 30 <b>estimate</b> = \$119,659</li>   <li>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</li> </ol> <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"> <li>3. Fiscal Year July 2015 – June 2016 Budget                          Current July 2015 – June 2016 <b>prediction</b> = \$530,704</li> </ol> <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><b>Fund Development Summary:</b>                      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>				
<b>Supporting Documentation</b> (If applicable, list additional documents included in the Briefing Book following this Briefing Note):				

<b>Gulf of Maine Council on the Marine Environment Meeting Briefing Note</b>					
<b>Title of Agenda Item:</b> State of the Gulf Reporting Committee: Update					
<b>Submitted by:</b> Heather Breeze, Fisheries and Oceans Canada; Rebecca Newhall, NOAA (co-chairs, State of the Gulf Reporting Committee)					
<b>Type of Item</b> (place X in appropriate box)	<b>For Decision</b>	<b>For Direction</b>	<b>For Information</b> (internal GOMC)	X	<b>For Information</b> (External)
<b>Background</b> (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: <a href="http://www.gulfofmaine.org/2/sogom-homepage/actions-and-responses/">http://www.gulfofmaine.org/2/sogom-homepage/actions-and-responses/</a>). 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>					
<b>Possible Activities / Next Steps</b> (optional):					
<ul style="list-style-type: none"> <li>• 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.</li> <li>• 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.</li> </ul>					
<b>Actions, Outcomes or Decisions Requested</b> (optional):					
n/a					
<b>Supporting Documentation</b> (If applicable, list additional documents included in the Briefing Book following this Briefing Note):					
n/a					



### 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.*

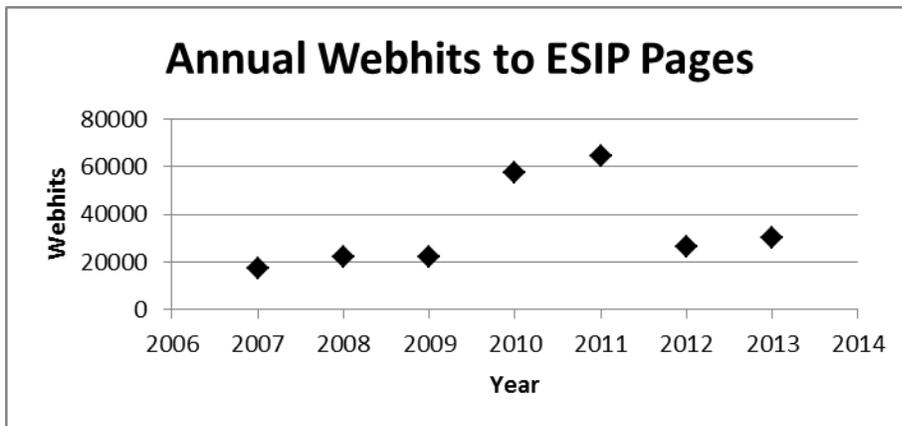
### Summary of Other ESIP Subcommittee Work

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.



<b>Gulf of Maine Council on the Marine Environment Meeting Briefing Note</b>																																
<b>Title of Agenda Item:</b> Gulf of Maine Council Website																																
<b>Submitted by:</b> Prassede Vella and Jim Cradock, Yellaoose																																
<b>Type of Item</b> (place X in appropriate box)	<b>For Decision</b>	<b>For Direction</b>	X	<b>For Information</b> (internal GOMC)	X																											
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<b>Background</b> (required):																																
<p>As the GOMC is celebrating its 25<sup>th</sup> 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>																																
<table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="width: 10%;">PHASE</th> <th style="width: 50%;">DESCRIPTION</th> <th style="width: 40%;">STATUS</th> </tr> </thead> <tbody> <tr> <td style="text-align: center;">1</td> <td>Develop the design and create the GOMC home page and decide on the tabs and structure (minimap)</td> <td>COMPLETED</td> </tr> <tr> <td style="text-align: center;">2</td> <td>Develop content of main GOMC website and incorporate new logo and social media links Develop GOMA webpage Create a microsite for the GOMC 25<sup>th</sup> anniversary</td> <td>MOSTLY COMPLETED  COMPLETED COMPLETED</td> </tr> <tr> <td style="text-align: center;">3</td> <td>Develop and migrate committee webpages</td> <td>ESIP – COMPLETED</td> </tr> <tr> <td></td> <td></td> <td>STATE OF THE GULF – COMPLETED</td> </tr> <tr> <td></td> <td></td> <td>CLIMATE NETWORK – COMPLETED</td> </tr> <tr> <td></td> <td></td> <td>GULFWATCH - COMPLETED</td> </tr> <tr> <td></td> <td></td> <td>CMSP - COMPLETED</td> </tr> <tr> <td></td> <td></td> <td>HABITAT RESTORATION - COMPLETED</td> </tr> </tbody> </table>						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 <sup>th</sup> 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
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<b>Possible Activities / Next Steps</b> (optional):																																
<ol style="list-style-type: none"> <li>1) Committee co-chairs and contractor/s to review content closely and inform Jim of any edits needed</li> <li>2) Committees need to think about the best way to keep their content current (i.e. coordinate with Jim; update certain content themselves?)</li> <li>3) Discuss the need of a <b>small</b> group (2-3 people) that will work with IT manager to keep content of main page current (more details will be provided during meeting)</li> <li>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).</li> </ol>																																
<b>Actions, Outcomes or Decisions Requested</b> (optional):																																
<ol style="list-style-type: none"> <li>1) Answers to questions/decisions made regarding certain aspects of the website.</li> <li>2) If possible decide on who will be involved in keeping the content of the man website current.</li> </ol>																																
<b>Supporting Documentation</b> (If applicable, list additional documents included in the Briefing Book following this Briefing Note):																																

<b>Gulf of Maine Council on the Marine Environment Meeting Briefing Note</b>				
<b>Title of Agenda Item:</b> Climate Network Committee Update				
<b>Submitted by:</b> Ellen Mecray and Bill Appleby, Co-Chairs				
<b>Type of Item</b> (place X in appropriate box)	<b>For Decision</b>	<b>For Direction</b>	<b>For Information</b> (internal GOMC) X	<b>For Information</b> (External)
<p><b>Background</b> (required):</p> <p>The Climate Network is continuing to upgrade and expand its <a href="#">new web pages</a> 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 <a href="#">Gulf of Maine Region Climate Impacts and Outlook</a> (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: <a href="http://www.gulfofmaine.org/2/wp-content/uploads/2014/03/Bay-of-Fundy-Adaptation-Report.pdf">http://www.gulfofmaine.org/2/wp-content/uploads/2014/03/Bay-of-Fundy-Adaptation-Report.pdf</a>.</p>				
<p><b>Supporting Documentation</b> (If applicable, list additional documents included in the Briefing Book following this Briefing Note):                      Gulf of Maine Council and Climate Change</p>				

### ***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/](http://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.

<b>Gulf of Maine Council on the Marine Environment                      Meeting Briefing Note</b>				
<b>Title of Agenda Item:</b> Dalhousie Environmental Information: Use & Influence Gulfwatch Project				
<b>Submitted by:</b> Peter Wells, Gulfwatch Chair				
<b>Type of Item</b> (place X in appropriate box)	<b>For Decision</b>	<b>For Direction</b>	<b>For Information</b> (internal GOMC) ✓	<b>For Information</b> (External)
<b>Background</b> (required):				
<p>Gulfwatch chair Peter Wells, has initiated a research project via Dalhousie’s Environmental Information: Use &amp; Influence Project (<a href="http://www.eiui.ca">www.eiui.ca</a>). Masters of Marine Management student Sarah Chamberlain will be conducting the study from May - December, 2014.</p> <p>The study seeks to understand the use and influence of the Gulfwatch program in GOMC jurisdictions. By enhancing the GOMC’s understanding of the use of Gulfwatch products, future products can be tailored to enhance relevance and utility to current users, and ideally, attract new users.</p> <p>There are three tentative pillars to the project:</p> <ul style="list-style-type: none"> <li>• Citation analysis for Gulfwatch journal publications and data reports and other GOMC publications where Gulfwatch data has been used e.g., the GOMC Tides of Change Report (2004), State of the Gulf of Maine theme papers and the Ecosystem Indicators Partnership fact sheet (in press).</li> <li>• Google Analytics for the Gulfwatch webpage, in particular, downloads of data reports if possible.</li> <li>• Interviews with or survey of known or potential program users (e.g., aquaculturists, seafood buyers and processors, government staff etc.) to determine their familiarity with the program and their use of Gulfwatch products.</li> </ul>				
<b>Possible Activities / Next Steps</b> (optional):				
<p>The project scope and methods are still being determined; however it is likely that a survey, and/or interviews with, at minimum, GOMC representatives from each jurisdiction will be involved in August or September. Ideally GOMC representatives will assist Ms. Chamberlain in identifying other potential interviewees (known or potential users) in each jurisdiction; however time constraints may limit the approach selected (survey vs. interviews).</p>				
<b>Actions, Outcomes or Decisions Requested</b> (optional):				
<p>Nothing at this time. In the coming months, one of the project leads will reach out to GOMC representatives from each jurisdiction to identify potential interviewees.</p>				
<b>Supporting Documentation</b> (If applicable, list additional documents included in the Briefing Book following this Briefing Note):				

**Key Questions to Address during Facilitated Session**

**1. What shared jurisdictional priorities should GOMC work on?**

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**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?**

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**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?**

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#### **Issues / options to explore:**

- Consider potential options / models for GOMC organizational structure.
  
- Begin SWOT Analysis for GOMC.
  - **S**trengths
  - **W**eaknesses
  - **O**pportunities
  - **T**hreats

#### **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?**

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#### **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.

<b>Gulf of Maine Council on the Marine Environment Meeting Briefing Note</b>				
<b>Title of Agenda Item:</b> GOMC Plans for the 2014 - 2015 NH Secretariat Year				
<b>Submitted by:</b> Steve Couture, Incoming Working Group Chair, NH DES				
<b>Type of Item</b> (place X in appropriate box)	<b>For Decision</b>	<b>For Direction</b>	<b>For Information</b> (internal GOMC) <input checked="" type="checkbox"/>	<b>For Information</b> (External)
<b>Background</b> (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>				
<b>Possible Activities / Next Steps</b> (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"> <li>• Council Coordinator will spend additional time working with WG, Council, M&amp;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.</li> <li>• 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.</li> <li>• Working Group will meet three times.</li> <li>• Management and Finance Committee will meet on a quarterly basis.</li> <li>• Secretariat Team calls will take place on a monthly or as needed basis.</li> <li>• GOMC Awards program will be temporarily placed on hold due to budget constraints.</li> </ul>				
<b>Actions, Outcomes or Decisions Requested</b> (optional):				
Working Group will discuss plans for the 2014-2015 NH Secretariat Year. Plans may be adjusted from those in the Briefing Note to reflect direction received during the Council meeting.				
<b>Supporting Documentation</b> (If applicable, list additional documents included in the Briefing Book following this Briefing Note):				