



**Gulf of Maine  
Council on the  
Marine Environment**

**Council Briefing Packet • V.1**  
Meeting in Saint John, NB • December 8, 2011



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## Council December 2011 meeting agenda

**Wednesday, December 7, 2011, Hilton Saint John, Saint John NB**

5:30 PM	<b>Action Plan Release Reception and Press Event at the New Brunswick Museum at Brunswick Square</b> <i>Margaret-Ann Blaney – Council Chair – Minister NB Department of Environment</i>
7:00 PM	<b>Group Dinner Option at the Brigantine Lounge at the Hilton</b>

**Thursday, December 8, 2011, Hilton Saint John, Saint John NB – Montague Room**

7:30 AM	<b>US and Canada Association / Delegation meetings – Bellisle 1 and 2</b>
8:00 AM	<b>Breakfast Buffet – Bellisle 1 and 2</b>
9:00 AM	<b>Welcome, introductions, and overview of objectives for the meeting</b> <i>Mike Cormier – Acting Assistant Deputy Minister</i>
9:05 AM	<b>Consent agenda</b> <ul style="list-style-type: none"> <li>▪ Council June 2010 meeting summary (Pg. 2)</li> <li>▪ Committee and Subcommittee reports acceptance (Pg. 13)</li> <li>▪ Increasing Philanthropic and Corporate Support for Habitat Restoration in the Provinces (Pg. 18)</li> <li>▪ Gulf of Maine Fund Development Report (Pg. 19)</li> <li>▪ Organizational Chart – Past and Current (Pg. 21)</li> </ul>
9:10 AM  Pg. 23	<b>Plans for Joint Canadian and US Association</b> <i>Jackie Olsen – Environment Canada and Don Hudson – President Emeritus Chewonki Foundation</i> <b>Background:</b> At the June 2011 GOMC meeting the Council requested a document outlining the role, structure and membership of the Joint CA/US Association. <b>Outcome/Desired Action:</b> Approval of the document.
9:40 AM	<b>Gulf of Maine Council on the Marine Environment Action Plan Webpage Explained</b> <i>Theresa Torrent-Ellis - Working Group Action Plan Team and Peter Taylor – Waterview Consulting</i> <b>Background:</b> In December 2009, the Council decided to document 2007-2010 Action Plan accomplishments and revise the current Action Plan goals, outcomes and activities. This revision is reflective of the GOMC current capacity and unique qualities. It was also decided that we frame this five-year Action Plan within a twenty-year vision statement that reflects our goals for the future sustainability of the GOM. The revised Action Plan was developed to be a web based publication that would incorporate “user friendly” functionality and capacity for editing/updating as needed. <b>Outcome/Desired Action:</b> Council will be introduced to the Action Plan site and its components and functions.
10:00 AM Beginning on Pg. 23 and in Action Plan PDF on website	<b>Roll Out of the Action Plan – Presentation of the Tool Kit and Proposed Timeline</b> <i>Theresa Torrent-Ellis</i> <b>Background:</b> The Outreach Committee, with contractor support, responded to the need for a strategic communication plan centering on the new Action Plan. In meeting this need a tool kit was developed to help us in communicating what the GOMC is and what it does. <b>Outcomes/Desired Action:</b> Council will be familiar with our communication tools and the timeline for promotion of the Action Plan this winter and spring.
10:20 AM	<b>Break</b>
10:35 AM	<b>RARGOM Memorandum of Understanding Updated</b> <i>Dr John Annala – Gulf of Maine Research Institute and RARGOM Chair and Dr Robert Stephenson – St Andrews Biological Station</i> <b>Background:</b> In the past RARGOM and GOMC have engaged in an MOU to improve communication between the GOM research community and the management community. It is proposed that this MOU be updated and re-adopted by the Council. <b>Outcome/Desired Action:</b> Adoption of the proposed updated MOU between GOMC and RARGOM.



10:45 AM	<p><b>Guest Presentations and Discussion: RARGOM Annual Science Meeting Highlight</b>  <i>Andrew Allyn – Gulf of Maine Integrated Ecosystem Research Program</i>  <b>Background:</b> In the past management actions and planning efforts frequently targeted a single species or issue. However, management agencies have recognized the need to address conservation at the ecosystem scale. Before implementing large-scale management strategies, however, it is crucial to understand the complex inter-relationships among the living members of the ecosystem and their dynamic environment. Our goal in developing the GOMIERP is to address this very need.  <b>Outcome/Desired Action:</b> Councilors are aware of this new EBM based study.</p>
11:15 AM  Documents emailed	<p><b>Final July 2011 – June 2012 Budget Presentation</b>  <i>Cindy Krum – US Gulf of Maine Association</i>  <b>Background:</b> At the June 2011 GOMC meeting the Council approved a provisional 2011-2012 budget. The Councilors will now review the final budget and the annual administrative rate to go into effect December 9, 2011.  <b>Outcome/Desired Action:</b> Approval of final budget and administrative rate.</p>
11:40AM	<p><b>Action Plan Implementation: Projections of Core Funding Needs</b>  <i>Rob Capozzi and Cindy Krum</i>  <b>Background</b> – In September the Working Group discussed how funding would be secured to implement the Action Plan and concluded there were two tracks – core/ongoing Council activities (e.g., Gulfwatch, Gulf of Maine Times, ESIP, SOE Reporting, Climate Change, Habitat Restoration, and core services – Coordination, IT and Development). The second track contained currently unfunded tasks such as GOMMI and Habitat Monitoring as well as new activities in the Plan.  <b>Outcomes/Desired Action</b> – Council is aware of the status of funding for the new Action Plan.</p>
12:00 PM	<p><b>Lunch at the Loyalist Room, Hilton Saint John</b></p>
1:00 PM	<p><b>Guest Presentation and Discussion: Atlantic Regional Adaptation Collaboration (RAC)</b>  <i>Robert Hughes - New Brunswick Department of Environment – Climate Change Secretariat</i>  <b>Background:</b> The Atlantic Regional Adaptation Collaboration was created in 2009 thanks to a Natural Resources Canada's grant. The group, which is comprised of over 40 partners, is presently undertaking more than 25 collaborative projects across Atlantic Canada. The intent of the projects is to address adaptation issues common to the four Atlantic Provinces.  <b>Outcome/Desired Action:</b> Councilors are informed of the work undertaken by Atlantic Regional Adaptation Collaboration.</p>
1:30 PM  Pg. 34	<p><b>Developing Work Plans for Implementation June 2012</b>  <i>Rob Capozzi – Working Group Chair – New Brunswick Department of the Environment and Theresa Torrent-Ellis</i>  <b>Background</b> - At the December 2011 meeting the Council will begin discussions of Action Plan implementation via a June 2012 – June 2014 work plan. Late summer we contacted identified partners – those who Working Group and Council felt were most relevant to meeting our outcomes or supporting our work – and asked them to respond to our consultation through an online survey. In September the WG considered the format for a new work plan based on previous experiences in developing and maintaining work plans (e.g., engaging committees, TAPAS, etc.). One aspect of the discussion is that currently contractor contracts do not have funds allocated to the development of work plans. The WG concluded that it will recommend to Council that work plans use the same five-year term as the Action Plan. The work plans will be refreshed annually.  <b>Outcomes/Desired Action:</b> The Working Group will provide Council with a strategy for developing the work plans and timeframe as well as recommendations for amending our Committee structure.</p>
2:30 PM	<p><b>Break</b></p>
2:45 PM	<p><b>Update on Regional Inter Organizational Ocean and Coastal Collaboration</b>  <i>Evan Richert – Consultant - via phone/webinar</i>  <b>Background:</b> In the June 2011 meeting the Council decided to participate in an effort to explore collaboration with NROC, RCOM, and NERACOOS. Formal consultations have occurred and options prepared.  <b>Outcomes/Desired Actions:</b> The Council acts on recommendations from Working Group.</p>



3:30 PM	<b>June meeting plans and closing remarks</b> <i>Mike Cormier</i>
4:00 PM	<b>Adjourn</b>

## **Council meeting summary**

Bar Harbor, ME • June 15, 2011

**Councilors present:** John Annala, Gulf of Maine Research Institute and Regional Association for the Gulf of Maine; Priscilla Brooks, Conservation Law Foundation; Rob Capozzi for Margaret-Ann Blaney, NB Department of Environment; Tim Hall for David Millar, Department of Fisheries and Oceans; Russell Henry for Michael Olscamp, NB Department of Agriculture, Fisheries and Aquaculture; W. Don Hudson, The Chewonki Foundation (Emeritus); Daniel Lebel, Environment Canada; Kathleen Leyden for Darryl Brown, ME State Planning Office; Ru Morrison, University of New Hampshire; Betsy Nicholson for Pat Kurkul, National Oceans and Atmospheric Administration; Stephen Perkins, US Environmental Protection Agency; Susan Russell-Robinson for Marvin Moriarty, US Department of Interior; Bettina Saier, World Wildlife Fund Canada; Lee Sochasky, St. Croix International Waterway Commission; Michael Walls, NH Department of Environmental Services; and Jack Wiggin, Urban Harbors Institute.

**Councilors present via conference call:** Bruce Carlisle, MA Office of Coastal Zone Management; Justin Huston for Sterling Beliveau, NS Department of Fisheries and Aquaculture; Rob Stephenson, St. Andrews Biological Station.

**Others present:** Peter Alexander, Talking Conservation; Martin Boulterice, NB Department of Environment; Mel Côté US Environmental Protection Agency; Danielle Diz, World Wildlife Fund Canada; David Keeley, The Keeley Group; Cindy Krum, Krum Steele Consulting, US Gulf of Maine Association; Ellen Mecray, National Oceans and Atmospheric Administration; Becca Newhall, Oceans and Atmospheric Administration; Matthew Nixon, ME State Planning Office; Kathryn Parlee, Environment Canada; Ann Rodney, US Environmental Protection Agency; Theresa Torrent-Ellis, Working Group Chair, ME State Planning Office; Christine Tilburg, ESIP contractor; Michele L. Tremblay, naturesource communications; and Peter Wells, Dalhousie University and Bay of Fundy Ecosystem Partnership.

### **Others present via conference call**

Julia Knisel, MA Office of Coastal Zone Management

### **Consent Agenda**

The consent agenda was accepted with the exception of the approval of the provisional budget and contractor scopes of work, which will be discussed during the governance discussion.

**Decision:** The Council accepted the consent agenda as amended.

### **Action Agenda**

#### **Understanding the use and influence of publications of the Gulf of Maine Council on the Marine environment**

Peter Wells provided an update on the grey literature (self-published, non-peer reviewed) 2007-2010 initiative that he conducted in collaboration with Bertram MacDonald and Ruth Cordes. Peter presented a synopsis of Danielle Cossarini's Dalhousie University thesis on the Council's publications. Her study focused on four questions:

1. What is the impact of literature produced by governmental environmental organizations?
2. How should the impact of this grey literature be measured and assessed?
3. In public policy decision-making contexts, are research reports published as grey literature perceived differently than research papers published in primary journals?
4. Given developments in digital publications and search technologies, how should publications be designed for effective discovery and impact?

The research shows that the Council's (312 and counting) publications are cited and used in a variety of ways in decision and policymaking but are not fully quantified and qualified. The study details citations and locations of users in the Gulf of Maine, other Canada and US areas, Europe, and the rest of the world. A new survey is being conducted with Councilors, Working Group members, and *Gulf of Maine Times* readers on the State of the Gulf of Maine theme papers. The grey literature findings show that the reliability and use of the publications is high.

It can be challenging to determine the specific use of the publications but it is important to know that that they are being read. If there is not an immediate usage of a publication, a measure of success is that it is being read by a manager or other potential user and that he/she will remember that resource when he/she is making a decision and needs further information. Content analysis is another method for determining the usefulness of the publications. There is a concern that there are impediments to distribution. Research to track publications availability via Google and other search engines may be useful to determine how to make the papers more visible. The Councilors and other participants are also one of the best distribution vehicles. This has been demonstrated with the Salt Marsh publication. The number of downloads increases dramatically after a Working Group member makes a presentation using the resource.



Further information can be found at <http://www.eius.ca>. The original study and PowerPoint presentation can be found at <http://www.gulfofmaine.org/council/publications/Assessing-the-Diffusion-and-Impact-of-Grey-Literature.pdf> and [http://www.greynet.org/images/GL8\\_MacDonald\\_abbr\\_et\\_al.ppt](http://www.greynet.org/images/GL8_MacDonald_abbr_et_al.ppt), respectively. Further information is available in the meeting briefing note posted at [http://www.gulfofmaine.org/council/internal/docs/gomc\\_council\\_june\\_2011.pdf](http://www.gulfofmaine.org/council/internal/docs/gomc_council_june_2011.pdf). The PowerPoint presentation is posted at <http://www.gulfofmaine.org/council/internal/presentations/201106/>.

### **ESIP – Indicator Tools interactive session**

Christine Tilburg, contractor; Kathryn Parlee, Environment Canada; and Susan Russell-Robinson, US Geological Survey, Department of Interior, co-chairs, EcoSystem Indicator Partnership (ESIP), updated participants on the status of the EcoSystem Indicator Partnership's (ESIP) work. Communication packets were distributed and demonstration files loaded onto participants' computers for a hands-on tutorial and tour of the ESIP tools. Two fact sheets have been published this year, *Aquaculture in the Gulf of Maine* and *Climate Change in the Gulf of Maine*. Both sport the newly designed ESIP logo that incorporates the watershed map element from the Council's logo. There has been a surge of downloads and use of both of the documents that has been tracked. Working with Ru Morrison, there has been a usability study to determine who provides the information, who uses it, and where there are gaps. There is some confusion with the maps because they have a similar look. Peter Taylor, Waterview Communications, has worked with ESIP to develop a CD-ROM (that is also posted on the Council's website) tutorial to assist users in maximizing the ESIP tools. The environmental intelligence tool allows comparing and contrasting conditions and other factors to determine trends. For example, this tool will allow managers to see a direct correlation between land use and water quality. The co-chairs provided an overview of how to use the ESIP tools and guided participants through an interactive use of the site. PowerPoint slides of the presentation can be viewed at <http://www.gulfofmaine.org/council/internal/presentations/201103/>.

ESIP is chairing a session at Society of Environmental Toxicology and Chemistry (SETAC) November 14-17, 2011 in Boston, MA and is provided an online training demonstration on April 7, 2011 in Rye, NH and another is planned for an upcoming Bay of Fundy Ecosystem Partnership meeting in September in Saint John, NB.

Further information is available in the meeting briefing note posted at [http://www.gulfofmaine.org/council/internal/docs/gomc\\_council\\_june\\_2011.pdf](http://www.gulfofmaine.org/council/internal/docs/gomc_council_june_2011.pdf). The PowerPoint presentation is posted at <http://www.gulfofmaine.org/council/internal/presentations/201106/>.

### **GOMC Communication Strategy**

Peter Alexander, Talking Conservation presented the *Communication Planning for the Gulf of Maine Council* strategy on behalf of the Council's Outreach Committee. The strategy contains

- Communication goals,
- Revises the current publication policy and protocol to include audience definition,
- Communication guidelines,
- New fact sheet,
- Talking points, and
- Implementation plan for communications strategy (not yet written).

For the first exercise, Peter asked the Councilors what are the top three questions that reporters would ask about the Council. Councilors felt that the media would not ask about the Council but about the reason for the press conference such as the release of the State of the Gulf of Maine. Another exercise that Peter conducted was to ask Councilors what were the two most important things to say to a premier, governor, commissioner, minister, or other high-level government official. Councilor responses included

- "Thank you for your support--your staff is doing great,"
- "The Council's Action Plan has three important goals." and
- To ask for buy-in for Council work (Action Plan).

Audience identification is essential prior to developing a product and to distributing it. To demonstrate the importance of audiences, Peter requested that each Councilor write the names of three individuals that should be kept informed about the Council, which Theresa Torrent-Ellis collected to incorporate into the *Planning for the Gulf of Maine Council* strategy. Feedback from users is essential. One tool is requesting user information before a document may be downloaded. The Council is doing this now with its Saltmarsh publication.

Peter recommended that 1) communication funding needs to be incorporated in all project and program funding proposals, 2) the Council accept the communication strategy including the Council's revised publications policy and protocol, and 3) that the Council direct the Outreach Committee to begin an implementation plan.

Susan asked who were the members of the Outreach Committee. Theresa Torrent-Ellis responded that she is the US co-chair. She indicated that there is a list on the website and that there was a discussion during the Working Group meeting that the membership needs to be revisited. Don Hudson read the online membership list to the Council. Theresa indicated that all members are active with the exception of Debbie Buott-Matheson who is on a special detail with Environment Canada.

Lee Sochasky has suggestions for Appendix A (fact sheet) that she will submit to the Outreach Committee. Susan recommended that the Council re-engage the Outreach Committee's participation, which is essential for the Action Plan release. A specific plan (not just a strategy) is what is needed. Theresa indicated that the Outreach Committee wasn't involved with the strategy (only Theresa) but will be in the future. Kathleen asked if there was a new Councilor orientation package. Michele indicated that the Reference Handbook is posted on the website and has a variety of historical information such as terms of reference as well as updated tools such as the Councilor biographical summaries. Currently, no one is contracted to update and maintain the Reference Handbook. John Annala requested clarification on what is the purpose of the strategy. Theresa indicated that communication along with their distribution and evaluation has been a weak link.

Kathleen suggested that a Congressional briefing be developed in conjunction with the Action Plan release. Lee would like input from elected officials and other high-level officials included in the Action Plan. Kathleen indicated that will be part of the Action Plan outreach process.

Further information is available in the meeting briefing note posted at [http://www.gulfofmaine.org/council/internal/docs/gomc\\_council\\_june\\_2011.pdf](http://www.gulfofmaine.org/council/internal/docs/gomc_council_june_2011.pdf). The PowerPoint presentation is posted at <http://www.gulfofmaine.org/council/internal/presentations/201106/>.

**Decision:** The Council accepted the *Planning for the Gulf of Maine Council* strategy with the addition of the defining the audience component for completion in December 2011.

**Action:** Michele Tremblay will distribute to the Councilors and Working Group members the link for the Reference Handbook that can be used as an orientation tool for new Councilors: <http://www.gulfofmaine.org/council/internal/rh>.

### **Coastal and marine spatial planning update**

Tim Hall, Department of Fisheries and Oceans and Betsy Nicholson, National Oceanic and Atmospheric Administration presented the status on the Council's role in coastal and marine spatial planning (CMSP). As background, the Council did not feel that it should be an implementer because of the federal and jurisdictional agencies' work. However, it felt that exploring roles would be useful. In Canada, the region most relevant area is the Bay of Fundy and work with the Regional Committee on Coastal and Oceans Management to develop a planning approach for that area is ongoing. In the US, the regional scale is from Maine to Connecticut (that echoes the Northeast Regional Ocean Council area) that will include a Canadian ex-officio member. The goal is to define the Gulf of Maine as a bioregion. NROC has hired John Weber as director. Since the December 2010 workshop in Portland, ME, the ad-hoc team of Priscilla Brooks, Tim Hall, Betsy Nicholson, Rob Stephenson, and Jack Wiggin with support from Shannon Dionne, NOAA, Scott Coffen-Smout, Department of Fisheries and Oceans, and Glen Herbert, Department of Fisheries and Oceans, has held a number of teleconferences. Their recommendations are that

- The 2012-2017 Action Plan contain a profile of CMSP in the Gulf of Maine;
- Potential activities be prioritized and included in the Action Plan both in support of individuals goals and as a crosscutting integrator (work Plan); and
- Establish a standing crosscutting CMSP Committee that would track, connect, and leverage CMSP activities and policies in the Gulf of Maine.

Priscilla Brooks and Jack Wiggin led a discussion to determine the Councilors' perspectives on the work conducted to date and to refine the implementation recommendations. Coastal and marine spatial planning may not be a good fit as a crosscutting activity for the Gulf of Maine Council on the Marine Environment's Action Plan. Betsy provided a short crosswalk of where CMSP is in the current draft of the GOMC's Action Plan. It is essential to track how the planning tool can be incorporated or perhaps the inclusion needs to be more deliberate. Kathleen felt that the inputs may be appropriate as the subject or components of a sub-regional plan. If it is a crosscutting activity, it may need to be better defined as an overall strategy or approach with clarification on the GOMC's role. Stephen felt that it may be useful to incorporate this discussion into the larger Action Plan discussion later in the agenda. The purpose of this discussion is to determine the Council's desire to include it (or not). There is a concern about forming a new committee dedicated to CMSP. Currently, the effort is steered by an ad-hoc group.

Sub-regions are defined in the current effort so it may make sense for the Gulf of Maine Council on the Marine Environment to be the lead for this bio-region. Marine protected area planning in Canada has sub-areas such as the Bay of Fundy, so this approach is consistent.

John Annala announced that the Regional Association for Research on the Gulf of Maine is convening a science conference in late September or early October 2011 in Boston, MA or Portsmouth, NH on the impacts of climate change on implementing marine spatial planning, and those inputs into the Council's process. The Working Group meeting and Bay of Fundy EcoSystem Partnership conference will be convened the last week of September 2011. Further information is available in the meeting briefing note posted at

[http://www.gulfofmaine.org/council/internal/docs/gomc\\_council\\_june\\_2011.pdf](http://www.gulfofmaine.org/council/internal/docs/gomc_council_june_2011.pdf). The PowerPoint presentation is posted at <http://www.gulfofmaine.org/council/internal/presentations/201106/>.

**Action:** The Council will name a Canadian Council participant to be the ex-officio member from the Gulf of Maine Council on the Marine Environment to the Northeast Regional Ocean Council.

**Decision:** The Council supports establishing a crosscutting CMSP Committee that would track, connect, and leverage CMSP activities and policies in the Gulf of Maine. Terms of Reference and a Work Plan will be developed and presented at the next Council meeting in December.

### **Council accomplishments**

Matt Nixon, ME State Planning Office presented his findings on 2007-2012 Action Plan accomplishments. He provided a presentation to the Working Group and is incorporating members' input. This is not included in the briefing note in the meeting packet. David Keeley indicated that not translating this information into success stories that Councilors and other GOMC participants can use in policy and fundraising fora is a lost opportunity.

### **Gulf of Maine Council on the Marine Environment Action Plan Parts I, II, and IV – agency priorities and engagement**

Theresa Torrent-Ellis reviewed the revised Action Plan 2012-2017 working document. The revision reflects significant changes in the five-year outcomes, activities, tasks, and evaluation that the Working Group made during its meeting earlier this week. The Working Group conducted a non-scientific process to try to align agency priorities with the Action Plan five-year outcomes, activities, tasks, and evaluation with ratings of high, medium, or low, which Theresa felt was a great tool. David Keeley presented the results of the ratings as highlighted text in the working document. He felt that results were muted given the small sample size and the rapid, polling nature of the rating exercise. For instance, some outcomes were highly rated but not the activities or vice-versa. The results may be useful to identify "sweet spots" between the Council's Action Plan priorities and those of the agencies. The Working Group's analysis also identified some inconsistencies between the identified priorities and funds allocated. For instance, in some cases, low priorities may have had relatively high spending for a program or programs associated with it. This was particularly evident with the Habitat Restoration Partnership Grants Program. This may have been due to agencies not performing this function themselves and therefore, they did not rate it as a high priority. A solid priority list will help the Council vet opportunities.

Kathleen is concerned about the extension evaluation recommendations and the goal of increased awareness. Outreach is under-resourced so a closer look at the evaluation recommendations may be required. It is essential to implement fully signature activities instead of having a more scattered approach. Theresa assured the Council that it used that filter during its work.

Theresa indicated that the ME State Planning Office will continue with the Action Plan work during the New Brunswick Secretariat year. She is asking for the Council's approval to move forward with the Action Plan based on the working document content presented. The Council wishes to work through all of the afternoon discussions before it provides any recommendations, direction, and decisions.

The discussion then turned to identifying agencies and other partners who need to be part of the Action Plan consultative process and a schedule for it. The rationale and next steps, including schedule in the briefing note was reviewed. The Council will be asking agencies and other partners for their priority ratings on the outcomes, activities, tasks, and evaluation. Stephen Perkins is concerned that mis-aligned items may be rated inadvertently as "low" and that the review and rating questions need to be specifically phrased. Lee is concerned that this afternoon is the Council's last opportunity to review and discuss the Action Plan. She thought that the process could be accelerated instead of waiting until October for a release of a completed plan at the December 2011 meeting. Theresa felt that the Action Plan Working Group should convene in the interim via conference call or another virtual forum. Kathleen felt that there should be more of a focus on economy and jobs. This focus or approach at the Gulf of Maine level could help member agencies and enhance the Action Plan and the Council as a resource for its participants. This could be a two-page fact sheet, incorporated as a consistent message in all of the Action Plan materials and other Council collateral. Lee is concerned that there is not sufficient time and resources to execute this strategy. The Conservation and Restoration Strategy could be a way to draw out economic benefits and jobs relating to the effort. Russell Henry said the provinces and the Department of Fisheries and Oceans support have completed economic studies. That information could be used to support the message that a clean and healthy environment has far-reaching economic benefits. Don Hudson said that Habitat Goal 1 could better highlight coastal and marine spatial planning and economic benefits. Do the goals and activities document the Council's priorities and what it can fund or are they overall, shared society goals for the Gulf of Maine? The logic model used in the 2007-2012 Action Plan supported this approach. Lee felt that the electronic and in-person consultation needed to happen during August to stay on track with the schedule. This means that materials need to be produced immediately. Daniel Lebel and John Annala feel that there may be too much detail. There appears to be consensus on the goals and activities. However, the tasks and evaluation levels of detail may be a road block. Daniel recommends that five-year outcomes and activities should be the only elements comprising the Action Plan. Lee felt that the tasks should be included to look organized and show partners where the Council is going in the next five years. Stephen felt that the best way that he could engage decision makers would be to include the specifics of work plan tasks and evaluation. Lee and Katherine felt that the text should be refined and sharpened, including removing acronyms, for the consultative process. Perhaps the work plan tasks and evaluation columns might be represented as single but specific examples vs. full detail of each?

Workshops and other proposed activities need to be much more specific. Susan felt that the agency priorities and funds allocated/likelihood of funding crosswalk should be conducted. Priscilla felt that the Council should be raising the bar on its outcomes by revising wording such as “improve water quality” vs. “contribute to the conservation and protection of...” She asked about the meaning of the 2030 date in the working document subtitle. It is just a multi-decadal target. Lee suggested that the vision statement be changed to remove the 2030 and to substitute “people” for “humans.” Betsy recommended that committee and subcommittee co-chairs attend the NOAA Coastal Services Center training for an evaluation workshop. A synopsis of the State of the Gulf of Maine should be included in the Action Plan preamble.

**Decision/actions:** The Council recommends that the Action Plan working document revision process and schedule will include

- Asking agencies and other partners to identify not only their own priorities as aligned with the Action Plan but their priorities for Gulf-wide action
- Assuring that the Action Plan’s outcomes are documented to show economic benefits, particularly for jobs
- Sharpening and better articulating the outcomes and tasks
- Strengthening language such as “improve water quality” vs. “contribute to the conservation and protection of...”
- Removing acronyms
- Substituting “people” for “humans” in the Action Plan mission statement and removing the 2030 (year)
- Purposes of workshops and other tasks as well as evaluations need to be refined
- Five-year outcomes, activities, and work plan tasks (first three columns) will be included in the Action Plan. Evaluation (fourth column), is not.
- Conducting a crosswalk of the Action Plan relative to funding allocations and likelihood of funding for priorities
- The Council Action Plan Working Group will be active in the revision and scheduling and the Council will be provided with regular updates on this process.
- Accelerating the schedule so that consultation occurs no later than August 2011

**Action:** Councilors will work with their Working Group members to submit their revisions to the Action Plan working document to the Maine State Planning Office.

Further information is available in the meeting briefing note posted at [http://www.gulfofmaine.org/council/internal/docs/gomc\\_council\\_june\\_2011.pdf](http://www.gulfofmaine.org/council/internal/docs/gomc_council_june_2011.pdf). The PowerPoint presentation is posted at <http://www.gulfofmaine.org/council/internal/presentations/201106/>.

### **Working together: Canadian and US nonprofit combined governance**

W. Don Hudson and Justin Huston, NS Department of Fisheries and Agriculture led the discussion on the results to date of the combined governance ad-hoc group consisting of Rob Capozzi, Ted Diers, W. Don Hudson, Justin Huston, Jackie Olsen, Theresa Torrent-Ellis, and contractor support from Cindy Krum. The recommendation is to establish one association with joint membership to maximize efficiency and collaboration while maintaining two associations for legal and financial reasons. The current ad-hoc group would be tasked to create a plan for establishing joint association membership (three to five ratio: US-CA), including securing necessary in-kind support/funding to undertake the work. The Council Management and Finance would be part of this new association to tighten the organization. The purpose of the recommendations is to streamline how the Council does business. There were questions about how this new association would relate to governance decisions that the Council currently makes. Don thought that US federal agencies are not currently members of the US Association. The next steps are to establish one US/CA association with an ad-hoc committee that would combine governance for the Council’s fiscal management.

Susan reminded everyone that the USGOMA is a 501(c)(3) and would need to go through the IRS and its parent state to change its name. She is concerned about the complexity about tax codes for foreign organizations. Justin recognizes that there are many legal implications but the ad-hoc group was waiting to explore them fully until the Council recommends that this initiative continue. Lee felt that a joint organization was a good idea and that the name need not change—only the board composition along with tightening roles and responsibilities. Don indicated that the new name could be a DBA (“doing business as”) such as “Gulf of Maine Association” instead of the current Association of United States Delegates to the Gulf of Maine Council on the Marine Environment. Mel asked if a single board could serve as the governing body for a Canadian organization and for a United States organization. Stephen is not comfortable with the “buck stops here” decision making lying with the new organization’s board vs. the Council. The roles will need to be clearly defined so that the new association does not supplant the Council. Don felt that the association would operate in the background to support the Council’s work. Susan feels that this is also an opportunity to look at Management and Finance. Is the membership correct and adequate? Don feels that Management and Finance should ultimately be utilized as the finance committee of the new association.



Further information is available in the meeting briefing note posted at [http://www.gulfofmaine.org/council/internal/docs/gomc\\_council\\_june\\_2011.pdf](http://www.gulfofmaine.org/council/internal/docs/gomc_council_june_2011.pdf). The PowerPoint presentation is posted at <http://www.gulfofmaine.org/council/internal/presentations/201106/>.

**Decision:** Ru Morrison is now a member of the combined governance ad-hoc group.

**Decision:** The Council approved the combined governance ad-hoc group's recommendations and next steps (in the PowerPoint presentation) with some flexibility and a correction to "September Working Group meeting" in the recommendations document.

**Action:** The combined governance ad-hoc group will implement its recommendations and next steps with a presentation of recommendations and an implementation plan at the December 2011 Council meeting.

#### **Approval of provisional budget and scopes of work (removed from consent agenda)**

Cindy presented the budget documents that were included in the consent agenda portion of the Council's agenda. This year, for the second year, a change was made in the budget format to include unconfirmed funding sources as well as those secured to form a provisional budget. There are significant reduced dollars and therefore services to Council Coordination, fund development and US Gulf of Maine Association (USGOMA). There are increases in the *Gulf of Maine Times*. Habitat Restoration Partnership is fully funded and ESIP is fully funded for seven months with a full year anticipated. About \$2,500 is allocated from the reserve account to the operating budget leaving a balance of \$115,000 (the recommendation for the reserve account balance is \$100,000-\$120,000). The Regional Association for Research on the Gulf of Maine (RARGOM) has asked that the USGOMA become its fiscal agent for its \$20,000 per year budget. The fiscal agent fee is estimated at \$1,750. The reduced rate is due to this being pass through funds vs. managed funds and projects. Management and Finance is asking that it be tasked with adjusting the budget as additional funds are secured or anticipated funds are reduced. Lee asked, if funds do not come through, will services terminate in six months? There are currently only six-month contracts for those services. She feels that if that is the case, the Council needs to look at the budget as a whole so that it may make adjustments to pay for some services or terminate others. Lee wanted to know what plan was in place to provide Council coordination if the funds do not come through. Cindy said that the biggest risk is the core services contract. The ME State Planning Office is paying for and managing all of the Action Plan tasks outside of the US Gulf of Maine Association. Susan wants to see where the shortfalls are in the budget and compare them to the Action Plan priorities. She reminded the Council that she asked for the scopes of services to be removed from the consent agenda to evaluate what is needed, how to re-align tasks, and how to keep the Council operating. Don feels that half of the shortfall should be in hand by the December Council meeting and that the RARGOM support as a fiscal agent is a good decision for the USGOMA. Lee wanted the budget and other fiscal decisions to remain on the Council's action agenda vs. the consent agenda. Mel indicated that EPA may be able to provide additional support to the Council's programs. Daniel Lebel had some difficulty reconciling the TAPAS (Tracking Action Plan Activities System) reports with the budgets. Cindy said that in-kind support is included in TAPAS but not in the budget spreadsheets. She noted that none of the contractors' scopes of work include maintaining TAPAS for fiscal year 2012.

Susan is concerned that Management and Finance will be making decisions to change the scopes of services, including adding or subtracting funds, terminating contracts, or altering scopes outside of the Council. She wants to be sure that if there are any changes, the Council sees documentation for them. Cindy proposed that any new scopes of services will be attached to Management and Finance meeting summaries and that the scopes be included with all Council meeting documents. However, ultimately, Management and Finance has the sole authority to make changes to the scopes of services. Don felt that this was not an appropriate operational model. The Council should have that decision process.

**Decision:** The Council adopted the provisional budgets as presented.

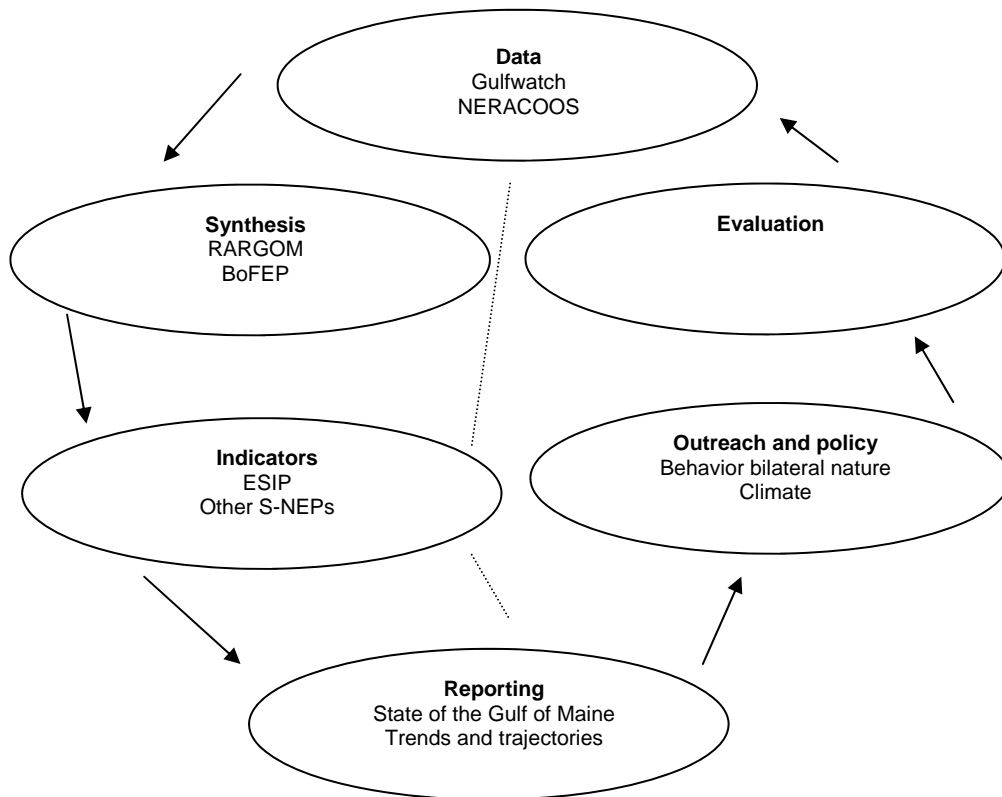
**Decision:** The Council accepted the contractor scopes of services.

**Action:** Any changes that Management and Finance makes to the scopes of services will be attached to Management and Finance meeting summaries and current versions will be included in all Council meeting briefing books.

#### **Exploring ways to enhance regional collaboration**

David Keeley presented the progress to date and led the discussion on next steps. The Northeastern Regional Association of Coastal Ocean Observing Systems (NERACOOS), Northeast Regional Ocean Commission (NROC), and Gulf of Maine Council on the Marine Environment will explore working more closely together with similar missions and initiatives. There are also new organizations that have come into existence since this effort was first explored several years ago. The high-level support for some of these groups may be insufficient without government mandates. The ME State Planning Office will organize and lead two or three conference calls and will pay for and engage a facilitator for this effort. Options include memoranda of agreement for specific tasks or initiatives. Each of the three organizations is asked to identify individuals to participate in the facilitated calls. They would provide the group's recommendation to their "parent organizations" for consideration. Northeastern Regional Association of Coastal Ocean Observing Systems, agreed to the exploratory effort. Kathleen asked if the Regional Association for

Research on the Gulf of Maine (RARGOM) should be included. The GOMC Working Group thought that RARGOM, Bay of Fundy Ecosystem Partnership (BoFEP), and other partners may be part of phase II. John Annala agreed that RARGOM's participation might be premature and appropriate as a next step. Kathleen asked why there had been no action subsequent to the Dartmouth, NS session. She felt that it was a capacity and resources issue and that it was difficult for her to provide staff for many organizations. Tim said that Department of Fisheries and Oceans felt that the timing was not good from a governance perspective and a concern about the role of organizations relative to oceans management. It may be timely but Tim is concerned about the scale of the effort. For instance, finding efficiencies across various working groups or committees vs. evaluating the overall mandates of organizations in the Gulf of Maine that may have a significant impact on representation in the organizations—where does it begin and end? The question needs to be better defined before he can support fully the effort. Susan presented the diagram that was drawn during the Working Group meeting that showed a flow of Data (Gulfwatch), Synthesis, Indicators (ESIP), Reporting (State of the Gulf of Maine), Outreach and policy, and Evaluation and thought that the continuum would be helpful in evaluating and strengthening the Council's unique role or niche vs. a merger with other organizations. (See below flow/continuum diagram.)



Tim feels that the Regional Committee on Oceans Management should be involved at this first stage. Mel asked if representatives from Rhode Island and Connecticut will be at the table. They will likely be included through NROC. Further information is available in the meeting briefing note posted at [http://www.gulfofmaine.org/council/internal/docs/gomc\\_council\\_june\\_2011.pdf](http://www.gulfofmaine.org/council/internal/docs/gomc_council_june_2011.pdf). The PowerPoint presentation is posted at <http://www.gulfofmaine.org/council/internal/presentations/201106/>. **Decision:** The Council recommends RCCOM be included in the effort and that Tim Hall (with Jackie Olsen as an alternate), Russ Henry, Justin Huston, Don Hudson (Priscilla Brooks will be tapped if Don is unable to participate), and Betsy Nicholson will represent the GOMC at the NERACOOS, GOMC, and NROC facilitated session that the ME State Planning Office will lead the effort and select and pay for a consultant facilitator.



**The new Action Plan Part III – recommendations for new design and function of web-based document**

Theresa Torrent-Ellis presented the plan for the design and distribution of the new plan. Peter Taylor, Waterview Communications, has been contracted by the ME State Planning Office to provide design services. A handout with the design and distribution plan was distributed.

Further information is available in the meeting briefing note posted at [http://www.gulfofmaine.org/council/internal/docs/gomc\\_council\\_june\\_2011.pdf](http://www.gulfofmaine.org/council/internal/docs/gomc_council_june_2011.pdf). The PowerPoint presentation is posted at <http://www.gulfofmaine.org/council/internal/presentations/201106/>.

**Other business**

Kathleen updated the Council on the Habitat Conservation and Restoration effort. There is an effort to submit legislation to form a Gulf of Maine Program Office. United States Congresswoman Pingree (D. ME) and Senator Collins (R. ME) have been identified as sponsors for the bill.

Kathleen announced that Jackie Olsen was presented with the 2011 Environment Canada People Management Award today in Ottawa. Last month, Tim Hall was presented with the National Managers Community Leadership Award in Toronto. Kathleen presented Michael Walls, who retires from the NH Department of Environmental Services this month, with the Gulf of Maine Council in the Marine Environment Distinguished Service Award for commitment and dedication to the Council. Kathleen presented framed art to Theresa Torrent-Ellis as a gift for her serving as Working Group chair this year.

**Meeting scheduling, closing remarks, and the Passing of the Gavel**

Kathleen Leyden passed the gavel to Rob Capozzi, NB Department of Environment for the New Brunswick Secretariat year. The next Council meeting will be convened on December 8, 2011 in New Brunswick. The June Council meeting will be held in Fredericton with a date to be determined. The Working Group meeting will be held September 27-28, 2011 in Saint John, NB (in coordination with the Bay of Fundy Ecosystem Partnership event) and the March meeting will be convened on dates to be determined in Portland, ME.

Note: Where available, PowerPoint presentations, referenced handouts, and revised documents can be found at <http://www.gulfofmaine.org/council/internal/presentations/201106/>.

*Summary prepared by Michele L. Tremblay, natresource communications*

## Habitat Restoration Subcommittee

### Recent Activities

#### 1. GOMC-NOAA Habitat Restoration Grant Partnership Coordination

The Partnership's primary focus is to build widespread, community-based capacity for restoration of habitats supporting NOAA Trust Resources. This is accomplished by providing restoration grants, project development and management expertise, technical restoration services, and internal capacity to administer and coordinate the Partnership. Partnership members engage in monthly (at least) conference calls on the first Tuesday (1:00-2:30 pm EST) of each month to discuss management and progress of subaward projects, new project development, administrative procedures, and issues of relevance to restoration in the GOM. The Partnership's efforts are supported by NOAA Restoration Center staff (John Catena, Matt Bernier, Mat Collins, Eric Hutchins, and Jack Terrell), the U.S. Gulf of Maine Association (Cindy Krum, Lori Hallett) and Jurisdictional Leads and Technical Leads from each of the state/provincial jurisdictions. The Partnership's Jurisdictional Representatives are provided below. Due to agency restructuring, Anita Hamilton of Fisheries and Oceans Canada recently stepped down as Co-Chair of the HRSC and Canada's Jurisdiction Representative for the Partnership. Jason Naug is currently providing coverage for Canada's interests in the Restoration Partnership.

- Canada: Jason Naug – A/Section Head, Habitat Protection and Sustainable Development, Fisheries and Oceans Canada
- Massachusetts: Hunt Durey – Acting Deputy Director, Division of Ecological Restoration, Massachusetts Department of Fish & Game
- Maine: Slade Moore – Habitat Restoration Coordinator, Maine Coastal Program
- New Hampshire: Kevin Lucy – Habitat Restoration Coordinator, New Hampshire Coastal Program

#### 2. Initiation of 2012 RFP Cycle

On October 31, 2011 the 2012 NOAA-GOMC Habitat Restoration Grants Program FP was released. Optional Letters of Intent will be uploaded by November 30, 2011 and mandatory applications must be submitted online February 1 – 29, 2012. Projects provisionally selected for funding by the Habitat Restoration Partnership will be notified by April 11, 2012. Contracts with successful applicants will be issued in the summer of 2012, contingent upon availability of continued funding for this GOMC-NOAA Partnership. The RFP can be accessed from the GOMC website.

#### 3. Administration/Oversight of Ongoing Habitat Restoration Projects

Since its inception in 2002, the GOMC-NOAA Habitat Restoration Partnership has completed 87 projects and currently has an additional 16 projects underway (Figure 1). Total awards are \$3.4 million, which are expended

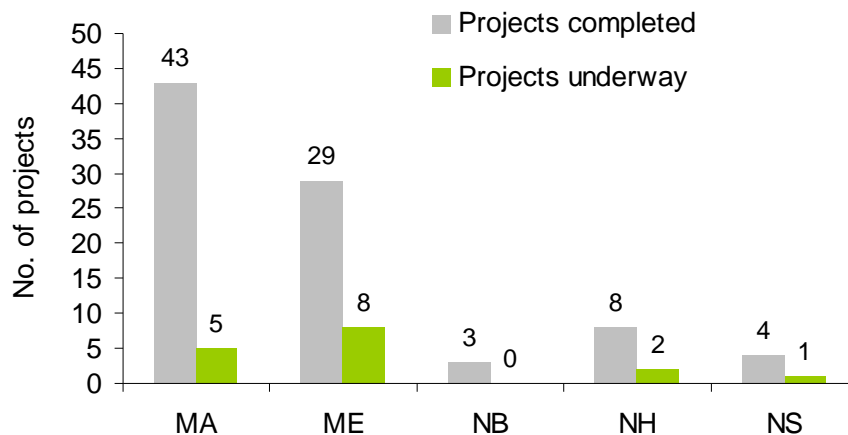


Figure 1. GOMC-NOAA Partnership habitat restoration projects, 2002- November 16, 2011.

across all jurisdictions of the Gulf. Most projects have “on the ground”, physical restoration as their aim (Figure 2). Together, these projects have rehabilitated salt marshes, intertidal and subtidal communities, and riparian and riverine environments (Table 1). Much of the Partnership’s work has focused on re-establishing passage for diadromous fish species (e.g. river herring, Atlantic salmon, American eel, etc...), and resident aquatic organisms (Table 2).

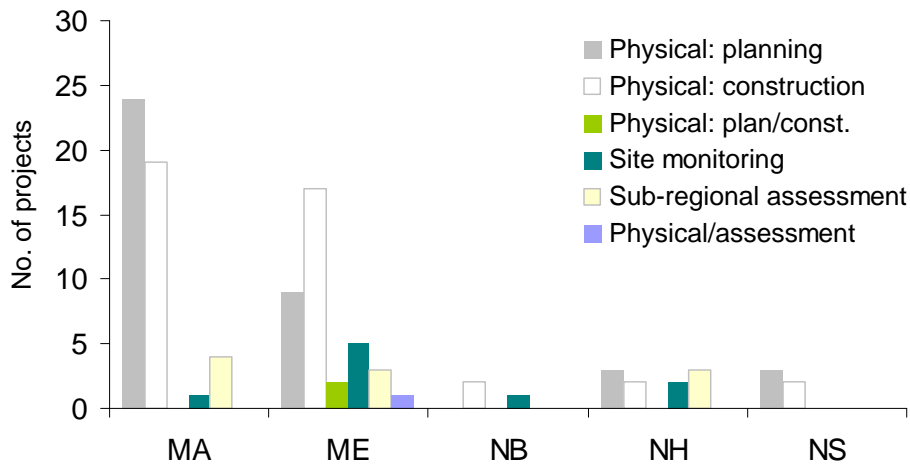


Figure 2. GOMC-NOAA Partnership habitat restoration projects, by type, during the 2002-November 16, 2011 period.

Table 1. Acres and miles of habitat restored or enhanced through GOMC-NOAA Partnership projects, 2002 - November 16, 2011. Status of habitat gains are indicated by fields marked "C" (project completed) or "A" (project active).

State / Prov.	Subtidal acres (non-stream)		Intertidal acres (non-marsh)		Intertidal acres (salt marsh)		Channel-riparian acres		Channel-riparian miles		Barrier-free stream miles (minimum)		Barrier-free stream miles (potential)	
	C	A	C	A	C	A	C	A	C	A	C	A	C	A
MA	8.0	10.7	1.0	0.3	263.9	5.0	0.0	0.0	0.0	0.0	0.2	0.2	0.2	0.2
ME	0.1	0.0	0.0	0.0	281.0	17.0	7.0	4.0	0.0	0.2	30.4	4.5	111.9	4.5
NB	0.0	0.0	0.0	0.0	36.0	0.0	0.7	0.0	0.6	0.0	0.0	0.0	0.0	0.0
NH	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3	0.0	14.0	7.0	14.0	7.0
NS	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.6	0.0	0.0	0.0	4.2	0.0	7.8
<b>Total</b>	<b>8.1</b>	<b>10.7</b>	<b>1.0</b>	<b>0.3</b>	<b>654.9</b>	<b>22.0</b>	<b>7.7</b>	<b>6.6</b>	<b>0.9</b>	<b>0.2</b>	<b>44.6</b>	<b>15.9</b>	<b>126.1</b>	<b>19.5</b>



Table 2. Habitats with reestablished fish passage resulting from GOMC-NOAA Partnership grants, 2002 - November 16, 2011. Status of habitat gains are denoted by projects “closed” or “active”. Stream miles “potential” refers to tributary streams that may be blocked by barriers caused by roads, other structures, and natural barriers.

State/ Prov.	Stream miles (minimum)		Stream miles (potential)		Alewife spawning acres	
	Closed	Active	Closed	Active	Closed	Active
MA	2.0	0.2	2.0	0.2	20.9	0.0
ME	62.3	4.5	144.2	4.5	2,707.0	219.0
NB	0.0	0.0	0.0	0.0	0.0	0.0
NH	14.0	7.0	14.0	7.0	0.0	0.0
NS	0.0	4.2	0.0	7.8	0.0	0.0
<b>Total</b>	<b>78.3</b>	<b>15.9</b>	<b>160.2</b>	<b>19.5</b>	<b>2,727.9</b>	<b>219.0</b>

4. Support of the GOMC action planning process

Participation in the Action Planning process has continued with participation in calls and development of outreach materials, including Gulf-wide and Jurisdictional Restoration Highlights that were developed by the Partnership. Habitat Restoration Coordinator with assistance from Jurisdictional Representatives.

**Anticipated Activities**

1. GOMC-NOAA Habitat Restoration Partnership coordination

Contingent upon continued availability of NOAA funding and non-federal match, developing and administering new Partnership subaward projects will remain a primary focus of the Habitat Restoration Sub-committee.

2. 2012 habitat restoration RFP

Review of letters of intent and applications, online system activation and testing, and review team coordination are essential elements of the RFP cycle.

3. GOMC Action Plan development

The Partnership will continue to support HRSC-focused Action Planning activities.

4. Increase Maine’s restoration capacity and coordination by continuing the work of the Maine Interagency Stream Connectivity Work Group

The HRC and Work Group participants are leading or involved in key initiatives, including development of:

- o pilot projects to infuse technical and funding support into high priority barrier removal projects on municipal and timberlands
- o statewide prioritization approach for directing restoration resources
- o a Maine stream connectivity web interface to engage road owners and community restoration practitioners
- o training to raise awareness of principles for building ecologically functional stream crossings
- o training for dam removal project managers



**Gulf of Maine  
Council on the  
Marine Environment**

**Council Meeting  
December 8, 2011**  
Briefing Packet • Version 1

- development of a statewide aquatic conservation strategy

*For more information about the HRSC's work, contact Slade Moore at 207-837-3805 or [slade.moore@maine.gov](mailto:slade.moore@maine.gov).*



## **ESIP and the Delivery of Ecosystem Indicators**

### **Aquatic Habitats Fact Sheet**

ESIP was very pleased to release the four-page Aquatic Habitat Fact Sheet in early October. Response has been enthusiastic with requests for the fact sheets coming from educators and eco-tourism companies, along with distribution at national meetings. The fact sheet discusses the three priority indicators selected by the subcommittee: extent of eelgrass, extent of salt marsh, and density of tidal restrictions.



In addition to the fact sheet ESIP has been working with the [Gulf of Maine Times](#) editor, Nancy Griffin to present several articles focused on ESIP efforts. Funding for this collaboration project was made available from the USGS.



ESIP presented a [hands-on workshop](#) at the September 2011 BoFEP in Saint John, New Brunswick. Attendees were given both pre and post evaluations with 71% of attendees not familiar with ESIP at the onset of the presentation. Post evaluations were very favorable with all attendees finding the workshop at least somewhat useful and many commenting about the value of learning how to access data and develop graphs with the ESIP

tools.

**What's next: Release of the Eutrophication Fact Sheet in Early 2012!**

## **Increasing philanthropic and corporate support for habitat restoration in the provinces**

### **Background**

A priority in the 2012-2017 GOMC Action Plan is habitat restoration. The Action Plan draws on many reports to describe the region's needs including the *Nova Scotia and New Brunswick Needs Assessment: Documenting Habitat Restoration and Land Conservation Programs and Needs* (Hinch - 2010) and the US Gulf of Maine Habitat Restoration and Conservation Plan (Alexander 2009). The new Action Plan is also greatly informed by the Gulf of Maine Council/NOAA Restoration Partnership Program. (Between 2007-2011 over 335 acres of salt marsh were restored. More than 60 stream miles and 1,425 acres of lakes were made re-accessible to spawning alewife. Projects managed during this period totaled \$2.5 million, with \$3.8 million in matching non-federal support. In Nova Scotia \$200,000 was awarded to four projects that generated \$260,000 in match. In New Brunswick \$40,000 was awarded to two projects that generated \$170,000 in match.

Provincial members of the Working Group, facilitated by the Council's fund development coordinator, have discussed the merits of increasing Canadian philanthropic and corporate support for habitat restoration projects in the provinces.

### **Possible activities and next steps**

The core concept is to increase the amount of funding available for on-the-ground habitat restoration projects in the two provinces. (An inventory of existing habitat restoration programs is being assembled to inform our discussions.) Our intent is to adapt the Council's habitat restoration program content, guidelines and hands-on technical assistance to grantees to create an ongoing competitive grant program that can be branded by the funder and other contributors. There are numerous organizational options to meet this intent such as:

- A program is coordinated and offered by the Council;
- Funding is secured and offered through a Canadian non-profit such as the Fundy Community Foundation;
- Philanthropic sources increase their support for habitat restoration and offer funding via a competitive process directly to sub-awardees performing the work;

An initial scan of Canadian philanthropic sources and corporations has been assembled.

1. We now need to create a 1-2 page prospectus describing the idea;
2. We intend to engage the Fundy Community Foundation to learn of their interest in building the capacity of FCF to secure resources and work with the Canadian foundation community; to bring greater awareness about the need for restoration; to help them lead the effort to secure funding for restoration in the provinces; etc.
3. We want to network with non-profit Canadian organizations that have a shared interest in habitat restoration and land conservation so as to learn of their work, identify their concerns and suggestions, and to increase credibility of concept.

### **Desired actions and outcomes**

The Working Group and Council are aware of this effort and identify possible philanthropic and corporate sources, partners, issues and concerns that need to be addressed.

*Submitted by David Keeley*

## Gulf of Maine Council Fund Development Report

**July 2010 to December 2011**

This table summarizes proposals and other fund-raising initiatives that the Council's Fund Development Coordinator organized between July 2010 and December 2011.

The Council's fund development priorities for this period included: Climate Change, ESIP, GOM Times, IT, and Habitat Restoration.

### Highlights for the Period

- ❖ Total funds raised were \$314,950 and total in-kind services negotiated were \$24,000. Pending proposals total \$308,500.
- ❖ 18-month Coordinator expenses were \$57,390.
- ❖ Proposal success rate (dollars requested) is 43%
- ❖ The return on investment for this period is 6:1.

Purpose	Funding Source	Amount Funded 7/2010 – 12/2011	In-Kind 7/2010 – 12/2011	Amount Not Funded	Amount Pending	Comments
<b>Gulf of Maine Times</b>	<b>Annual Donations:</b> \$500 level - Mass Ocean Partnership, Chewonki, UMass Boston <b>\$1000 - \$1500 Level</b> – CLF, Census for Marine Life, EC, NERACOOS, TNC, Fundy National Park <b>\$2000 Level</b> – Northeast Consortium, DOI/NPS, DFO, MSPO	\$14,950			\$13,500	Three levels of donations and benefits from \$500 to greater than \$2,000; expectation these are ongoing annual contributions; one-on-one solicitation;
	EPA			\$100,000		EPA Environmental Education grant
	NHCF				\$15,000	Renewal of support
<b>Total - GOMT</b>		<b>\$14,950</b>		<b>\$100,000</b>	<b>\$28,500</b>	
Ecosystem Indicator Partnership	NERACOOS	<b>\$15,000</b>				Funds to support April 2011 user workshop at Sea Coast Science Center
	NERACOOS			\$82,000		ESIP to collaborate with other indicator efforts in New England; present region-wide information
	GeoConnections			\$94,069		Prepare impervious surface data and information for Nova Scotia
	NHCF				\$60,000	Develop and implement 24-month communications campaign
<b>Total -ESIP</b>		<b>\$15,000</b>		<b>\$176,069</b>	<b>\$60,000</b>	
State of the Environment	Agency contributions – EPA, DFO, NFA,		\$19,000			Writers for eutrophication, aquaculture, offshore ecosystems theme papers plus layout of papers
	Davis Conservation Foundation			\$45,000		
	Island Foundation			\$40,000		



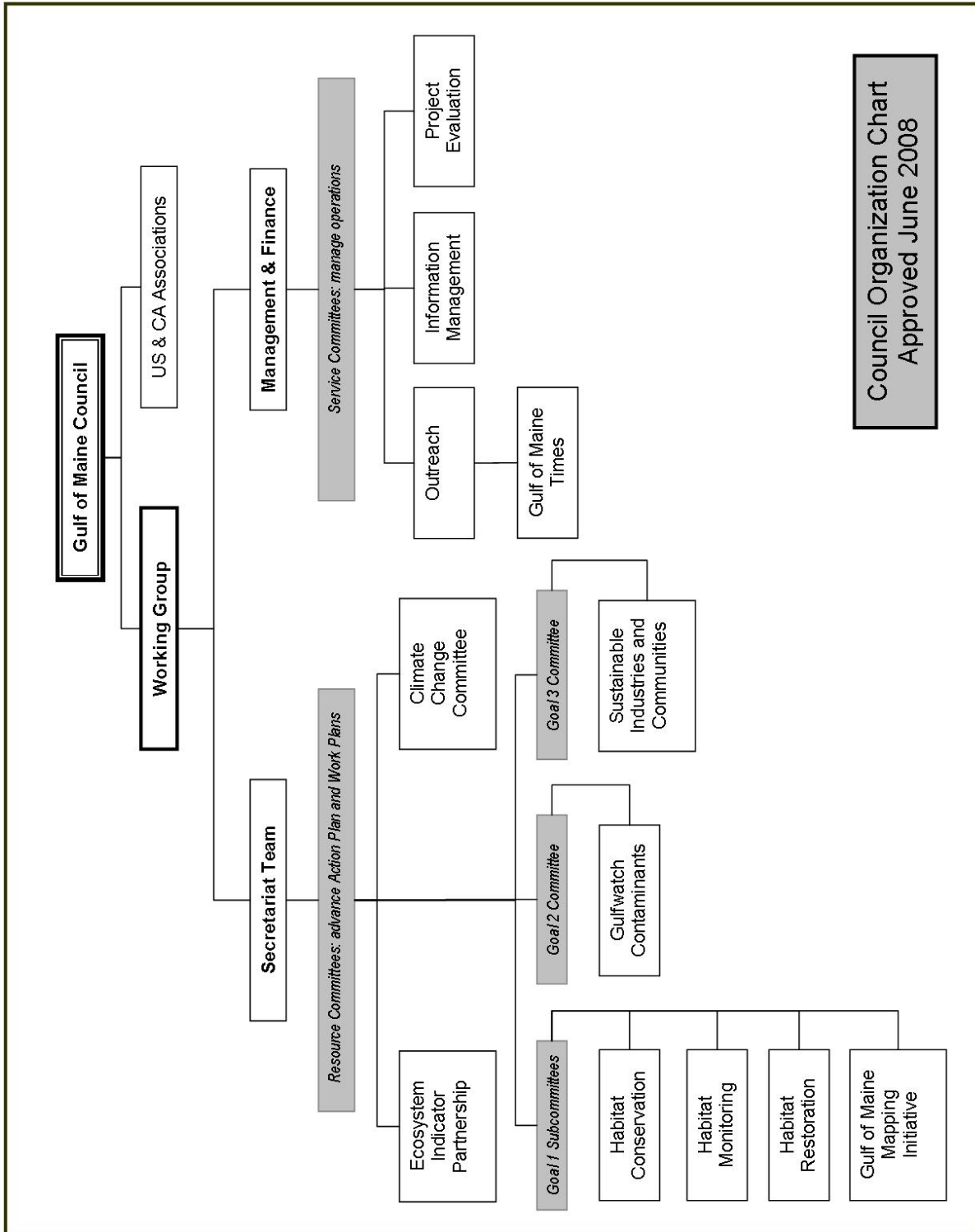
	Jane's Trust			\$35,000		
	Sea Grant			\$12,000		
	NHCF				\$70,000	Support production and dissemination of theme papers
<b>Total SOE</b>			<b>\$19,000</b>	<b>\$132,000</b>	<b>\$70,000</b>	
Climate Change	NOAA/CSI Coasts	\$285,000				Proposal engaging five state agencies, the provinces, three non-profits and a university; secured in excess of \$500K in cash and in-kind match
	EPA Education Grant				\$150,000	Environmental Education proposal to EPA
<b>Total CC</b>		<b>\$285,000</b>			<b>\$150,000</b>	
Other	MSPO		\$5,000			Facilitator of inter-organizational discussions
Totals (July 2010 – December 2011)		\$314,950	\$24,000	\$408,069	\$308,500	
Total Fund Development Expenses		\$57,390				July 2010 – December 2011

*Special Note: This table is a partial accounting of the total funds raised for the period. Councilors and Working Group members contributed significant funding that the Development Coordinator was not involved with. As a result the total amount raised is considerably larger. (Examples of these other funds include annual dues, renewal of the habitat restoration grant, in-kind support for SOE reporting, and direct contributions to projects.)*

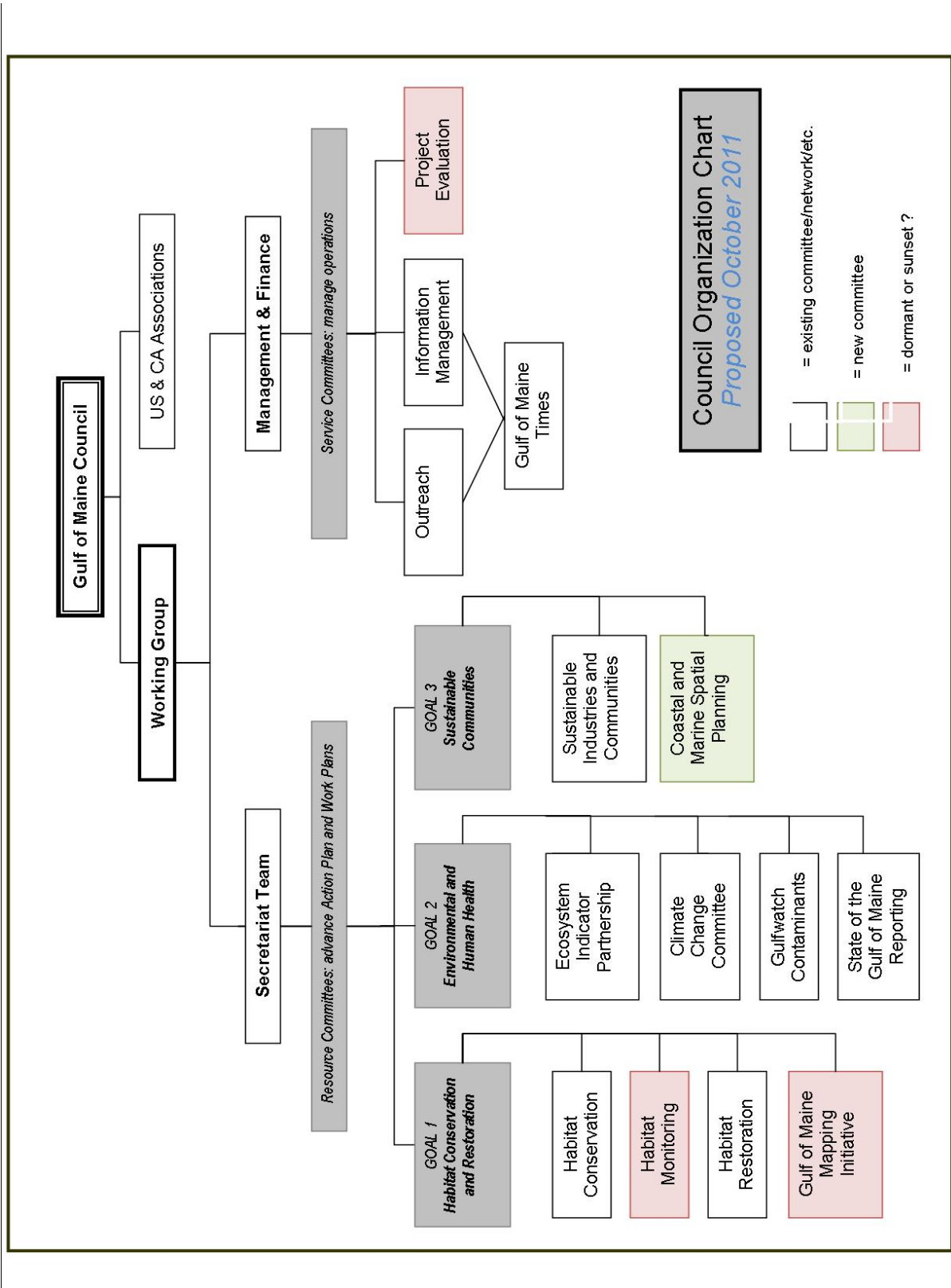
*Submitted by David Keeley*



## Organizational Chart – Past and Current



Council Organization Chart  
Approved June 2008



## **Joint CA and US Association of Delegates to the Gulf of Maine Council on the Marine Environment**

**Working together to provide nonprofit governance**

### **Background**

The action item for this initiative that was recorded in the June 15, 2011 GOMC Meeting Summary was: "The combined governance ad-hoc group will implement its recommendations and next steps with a presentation of recommendations and an implementation plan at the December 2011 Council meeting." Since June, the ad-hoc group has prepared the recommendation below based on a completed legal review.

### **Recommendations**

#### **General:**

Add Canadian members to the 501(c) 3 non-profit organization with legal name of Association of US Delegates to the Gulf of Maine Council on the Marine Environment (US Association) to maximize efficiency and collaboration, while maintaining the current Association of CA Delegates to the Gulf of Maine Council on the Marine Environment (CA Association) for legal and financial reasons. This new Board of Directors will be referenced in this document as "Association." The Board would not be duplicating or replacing either WG or Council functions. The Association's focus would be on more efficient ways to manage finances, fund development and contractual matters. It would differ from a typical nonprofit board in that it would not be involved in setting action/strategic plans.

#### **Membership:**

- The Association will have up to fifteen (15) members and be based on numbers of jurisdictions in the GOMC, 2/5 CA and 3/5 US. The new bylaws would allow for minimum and maximum number of representatives for each country in case there are times, such as during transition, when the optimal ratio could not be met.
- Canadian Federal representatives could be on the Association Board of Directors. (Legal review stated that CA federal members could be representatives and that the bylaws could state limitations to their voting if deemed necessary by the board.)
- US federal representatives would not be on the Association Board of Directors due to conflict of interest in managing US federal funds.
- Association members must be GOMC Councilors. Board member can designate a representative via proxy for meetings.
- After the initial board is established, when there are board member changes, the board Executive Committee will make recommendations to the Council for change in board membership and the board will officially elect any new board members.

#### **Structure/Role:**

- The Executive Committee of the board will have a minimum of three members and a maximum of six members. This committee would be comprised of the president, vice president, combined or separate secretary/ treasurer and up to two other non-officer members as elected by the board. This executive committee will have a minimum of one representative from both Canada and the US. A 2 to 3 ratio would be optimal.
- The Executive Committee of the board will act as the committee that oversees election, financial matters and the current Executive Director's contract (through one member of the committee serving as contract manager). In the future, the board may decide to create additional committees, such as fund development. However additional committees will not be set up during the initial transition phase.
- The board will officially delegate financial and contractual oversight to the Council's Management and Finance Committee which will allow for an official relationship between the board and this committee. A minimum of two board members, one from each country will participate in the Management and Finance Committee calls when budgeting and contracting issues are being presented prior to Council meetings. They will have the option to participate in all Management and Finance calls.
- The CA Association will report on CA Association business at a minimum of one board meeting a year.
- The new Association will report on their business at GOMC Council meetings
- The current US Association will have a "Doing Business As (DBA)" name Change to Gulf of Maine Association or CA/US Gulf of Maine Association.
- A US Officer will continue to sign contracts and checks for the Association.
- The board would continue to meet twice a year with additional phone and email meetings as needed.
- Additional board member roles will be defined after the board commences.



### **Implementation Plan**

- The GOMC will appoint a nominating committee for initial board member selection. The Current CA and US Associations will send recommendations to the nominating committee.
- The US Association will follow the “Transitional Steps in Reorganization of Association” prepared by a contracted lawyer. This will include voting on amended bylaws which have also been prepared by the lawyer.
- Current US Association board will officially elect board members by a vote of the current board after receiving Council nominations.
- The DBA change will be finalized.
- Recommendations for changes to the Management and Finance Committee terms of reference to add the two new participants will be presented to GOMC at a later date.
- The new board will meet in June 2012 prior to the Council meeting,
- There will be a transition period when the new board is determining more specific details regarding roles and responsibilities. Additional recommendations may be presented to Council at a later date.

### **Action or outcomes requested**

- Approval to establish the Association.
- Establishment of a GOMC nominating committee.
- Decision on DBA of Association.

*Submitted by the ad-hoc group - Don Hudson, US Association Board President, Jackie Olsen, Environment Canada, Rob Capozzi, New Brunswick Environment, Justin Huston, Nova Scotia Fisheries and Aquaculture, Ted Diers, New Hampshire Department of Environmental Service, Theresa Torrent-Ellis, Maine State Planning Office, Ru Morrison, NERACOOS (USGOMA Board member) with contractor support from Cynthia krum, US Association Executive Director.*

## **Economic impact of the Council and implementation of its Action Plan**

**Background:** At its June 2011 meeting, the Council requested the Working Group to explore how economic data (e.g., “return on investment” of Council programs, leveraging of Council investments, economic value of coastal economy, etc.) can be presented in the new Action Plan. Some preliminary discussions with economists resulted in their recommendation that the WG refine the questions/issues it is trying to describe, to present suggestions of how to proceed at the December Council meeting and to host an “economic session” in conjunction with the March WG meeting in Boston. Robert Johnston, Clark University economics professor, has offered to facilitate this session and MSPO is providing travel assistance to him.

Possible activities and next steps:

### **December to March – setting the stage**

1. The Working Group identifies why it wants economic results or data. It then confirms this rationale with the Council. (This will help determine both who the audience is and what types of data gathering activities or models are most appropriate and cost effective.) A few options might include:
  - Advocacy (to show people that “these resources have value and are worth protecting” in general).
  - To show the value of programs in general (to show that the actions of a particular program or policy generate measurable economic benefits or impacts).
  - To demonstrate the benefits generated by a particular action or policy
  - To help prioritize or demonstrate the benefits of future policies, actions or investments (e.g., in restoration)
2. Determine who your audience is (both generic such as legislators or senior management in environmental agencies AS WELL AS being specific by creating a mailing list of these people);
3. Decide what the economic issues are most important that the audience be conversant about.
4. Document current levels of audience understanding and issues associated with that understanding (e.g., misconceptions, myths, etc.)
5. Determine what the larger group wants the audience to know and how they will act on it when they have it.

### **March Working Group meeting – session facilitated by Clark University**

- Review findings (1-5)
- Identify what data and information is needed, if it exists where it is and whether this is a one-time or ongoing analysis. (Here is where you can do different types of analyses at multiple levels with varying degrees of accuracy (and different costs). This might result in a “benefits transfer analysis”.

### **April - December**

- Conduct benefits transfer analysis via PhD dissertation (provide stipend) - Gather and present information
- Test impact/results

### **Next Steps** – there are three fundamental choices:

1. We do the tasks described above; OR
2. We create and apply a very small pilot effort to learn from the work and to assess if the “pain is worth the gain”; OR
3. We look elsewhere to see if others have already blazed this path and describe what the results/lessons-learned are.

**Action or Outcome Requested:** Working Group provides recommendations to Council

*Submitted by: Steve Couture, Becca Newhall, Theresa Torrent-Ellis, David Keeley, Rob Capozzi, Prassede Vella*

## Developing the 2012-2017 Action Plan: Council, Working Group and Committee Input

Date	Request/Activity	AP Working Group
12/09	<ul style="list-style-type: none"> <li>▪ GOMC – guidance to WG on assessing AP progress and initial framework for new Plan</li> </ul>	
3/10	<ul style="list-style-type: none"> <li>▪ WG – review support for current Council activities; identify current &amp; emerging jurisdictional priorities; determine process, objectives and scope for new Plan;</li> </ul>	
6/10	<ul style="list-style-type: none"> <li>▪ WG - focus of Plan on Council vs. others; assess &amp; report on results of previous 4-years; modified logic model; Plan update vs. “new” Plan; internal and external (partner) engagement process; identify jurisdictional priorities; etc.)</li> <li>▪ GOMC – acts on WG recommendations; establish Plan priorities;</li> </ul>	
Fall	<ul style="list-style-type: none"> <li>▪ Committees – co-chair interviews and committee members solicited about current activities, insights/lessons-learned, and 2012-2017 needs/priorities</li> </ul>	
10/10	<ul style="list-style-type: none"> <li>▪ WG – create 20-year vision; consider committee recommendations; create Plan development schedule; resolve cross-cutting services;</li> </ul>	Action Plan Working Group formed by the GOMC and meets nine times to guide development of the Plan
12/10	<ul style="list-style-type: none"> <li>▪ WG – establish priorities by goal area; winnowing criteria; logic model; discuss rationale for participation; finalize 20-year vision; cross-cutting and emerging issues; items in Watch List; etc.)</li> <li>▪ GOMC acts on WG recommendations</li> </ul>	
3/11	<ul style="list-style-type: none"> <li>▪ WG – develop communication materials; vision &amp; mission statements; desired activities and outcomes; foster committee engagement; recommend internal and external-partner review process;</li> </ul>	
6/11	<ul style="list-style-type: none"> <li>▪ WG - alignment with agency priorities; proposed outcomes and activities; Watch List contents; partner consultation process; AP development and production schedule; etc.)</li> <li>▪ GOMC acts on WG recommendations</li> </ul>	
8/11	<ul style="list-style-type: none"> <li>▪ GOMC, WG and Committees – receive 1<sup>st</sup> full draft of AP for comment</li> <li>▪ Federal agencies commence work on Federal Resolution of support</li> </ul>	
9/11	<ul style="list-style-type: none"> <li>▪ WG – review partner consultation results; finalize production schedule; comment on 2007-2012 accomplishments report; discuss December to March rollout strategy; commence discussions of implementation strategies; discuss December to March roll-out, etc.</li> <li>▪ Secretariat communiqué informs GOMC, WG and Committees of progress</li> </ul>	
10/11	<ul style="list-style-type: none"> <li>▪ GOMC, WG and Committees – receive 2nd full draft of AP for comment &amp; final sign-off</li> <li>▪ GOMC Councilor call to receive comments and suggestions</li> <li>▪ APWG acts on recommendations</li> </ul>	
11/11	<ul style="list-style-type: none"> <li>▪ Full draft of laid-out Plan circulated to APWG for “final sign-off”</li> <li>▪ Action Plan landing page and links created on Council site</li> <li>▪ Provincial-State Action Plan Tool Kit posted on-line</li> <li>▪ 2007-2012 GOMC Accomplishments report posted on-line</li> </ul>	
12-8	<ul style="list-style-type: none"> <li>▪ Action Plan and supporting materials posted on-line</li> <li>▪ Press event in NB organized by NB Environment on behalf of the Council</li> <li>▪ Press releases distributed in each state and Nova Scotia after the NB event</li> </ul>	

*Submitted by David Keeley*

## **Jurisdiction talking points**

### **Maine Participation in the Gulf of Maine Council**

#### **Why do we participate?**

- Between 2007 and 2011 Maine received approximately \$800,000 through the Council's habitat restoration program that generated nearly \$1,000,000 in match for twenty-one projects.
- We can access a regional network (e.g., New Hampshire, Massachusetts, New Brunswick and Nova Scotia) of professionals that are working on watershed and coastal issues that are important to Maine. As a result we can perform our work in Maine more quickly and efficiently.
- By working through the Council we can address issues that require an inter-state response. Examples of these issues include the restoration of migratory fish stocks that are affected by river barriers; collection and assessment of data on the effects of contaminants on people, marine water quality and shellfish resources; and the impact of human activities on the seafloor.
- State agencies, higher education and non-profit organizations participate in its committees. Most of their work is performed electronically (e.g., email, conference calls and webinars). Their ongoing, voluntary participation allows them to share their expertise and learn creative approaches from their colleagues that can be applied in Maine.
- Council products and services that Maine places a priority on include: distribution of the *Gulf of Maine Times* to Maine people involved in industry, education, conservation, science, recreation, and health; habitat restoration grants; environmental monitoring data; publications on salt marshes and American eels; and stream barrier removal guidelines.

#### **What is our “return on our investment”?**

- Maine's annual dues are \$18,000. It has three gubernatorial appointments on the Council (e.g., Marine Resources, State Planning Office, and a non-profit representative) that represent Maine's positions in two meetings a year.
- Participation in the Council's activities allows it to access human and financial resources throughout the region. Thus Maine can save time and money.
- The Council funds a contract position at the State Planning Office that supports the Council's habitat restoration program and works on Maine restoration projects. (Fourteen salt marsh and river restoration projects have been completed along the coast and seven are underway.)
- Municipalities and non-profit organizations can receive grant funds related to habitat restoration and community resiliency.

#### **How does the Council's 2012-2017 Action Plan support state agency priorities?**

- The three goals in the Action Plan align directly with the legislative mandates of the State Planning Office and Departments of Environmental Protection, Marine Resources, Inland Fisheries and Wildlife, and Conservation.
- Action Plan activities of particular interest include improve and protect water quality (DEP/DMR), habitat restoration (SPO/IF&W/DMR), seafloor mapping and spatial planning (SPO/DMR/DOC), marine and aquatic monitoring (DEP/DMR), ecosystem health indicators and environmental reporting (SPO/DEP/DMR), adapting to a changing climate and coastal storms (SPO/DEP/DOC), and sustainable communities (SPO/DMR).
- Maine's marine environmental monitoring efforts are augmented through the Council's regional data and information management efforts.

#### **Who from Maine Participates?**

- **Restoration** (John Banks - Penobscot Nation; Stu Fefer - USF&WS; Liz Hertz - MSPO; Dan Kircheis - NMFS; Slade Moore - MSPO; Hilary Neckles - USGS; Jeff Reardon - TU; Gail Whippelhauser - DMR)
- **GOMMI** (Jonathan Grabowski - GMRI; Linda Mercer - DMR)
- **Gulfwatch** (Lawrence LeBlanc - UMO; Susan Shaw - MERI)
- **Sustainable Industries and Communities Committee** (Nathan Johnson - AECOM; Linda Mercer - DMR; Theresa Torrent-Ellis - MSPO)
- **Ecosystem Indicator Partnership** (Peter Larson - Bigelow Laboratory; Steven Perrin - Bar Harbor; Peter Slovinsky - DOC; Esperanza Stancioff - UMO; Beth Della Valle - Cumberland; Chris Feurt - UNE; Liz Hertz - MSPO; David Page - Bowdoin College; Carol Tukey - Harpswell; Keith Matassa - UNE; Susan Shaw - MERI; John



Wise - USM; David Courtemanch - DEP; Michele Dionne - WNERR; Mike Doan - FCB; Angie Dubois - DEP; Jonathan Eaton - Georges River LT; Kim Groff - DEP; Bob Bayer - Lobster Institute; Sebastian Belle – Maine Aqua-culture Association; Ian Bricknell - UMO; Chris Heinig - MER Assessment; Theresa Johnson - UMO; Linda Mercer - DMR; Bob Steneck - UMO; Rick Wahle - UMO; Carl Wilson - DMR; Sue Adamowicz - USF&WS; Erno Bonebakker - Portland; Adria Elskus - USGS; Brad Haskell - Bar Harbor; Blaine Kopp - USGS; Pam Morgan – UNE)

- **Outreach** (Catherine Schmitt - Sea Grant; Tom Shyka - NERACOOS)
- **Information Management** (Seth Barker - DMR)

### **Massachusetts participation in the Gulf of Maine Council**

#### **Why do we participate?**

- Between 2007 and 2011 Massachusetts received approximately \$1.2 million in habitat restoration grants through the Council's restoration grant program that generated \$1.9 million in matching non-federal support. 29 separate projects involving barrier removal planning or construction benefitting salt marshes, streams, and the species that depend on these systems were funded.
- We can access a regional network (e.g., New Hampshire, Maine, New Brunswick and Nova Scotia) of professionals working on watershed and coastal issues important to Massachusetts. As a result we can perform our work in Massachusetts more quickly and efficiently.
- By working through the Council we can address issues that require an inter-state response. Examples of these issues include the restoration of migratory fish stocks that are affected by river barriers; collection and assessment of data on the effects of contaminants on people, marine water quality and shellfish resources; and the impact of human activities on the seafloor.
- State agencies, higher education and non-profit organizations participate in the Gulf of Maine Council committees. Most of their work is performed electronically (e.g., email, conference calls and webinars). Their ongoing, voluntary participation allows them to share their expertise and learn creative approaches from their colleagues that can be applied in Massachusetts.

#### **What is our "return on our investment"?**

- Massachusetts's annual dues are \$18,000. The Commonwealth has three gubernatorial appointments on the Council (e.g., EEA/Office of Coastal Zone Management and non-profit representatives from the Urban Harbors Institute and the F Conservation Law Foundation) that represent Massachusetts's position in two meetings a year.
- Participation in the Council's activities allows Massachusetts to access human and financial resources throughout the region.
- Municipalities and non-profit organizations can receive grant funds related to habitat restoration and community resilience in the face of a changing climate and extreme weather events.

#### **How does the Council's 2012-2017 Action Plan support state agency priorities?**

- The three goals in the Action Plan align directly with the legislative mandates of the Office of Coastal Zone Management (CZM), Massachusetts Water Resources Authority (MWRA), the Departments of Environmental Protection (DEP), Ecological Restoration (DER), and Fish & Game (DFG), and the Massachusetts Bays National Estuary Program.
- Action Plan activities of particular interest include those to improve and protect water quality (CZM/DEP), habitat restoration (CZM/DFG/DER), seafloor mapping and spatial planning (CZM), marine and aquatic monitoring (DEP/MWRA/CZM), ecosystem health indicators and environmental reporting (CZM/DFG/MWRA), adapting to a changing climate and coastal storms (CZM), and sustainable communities (CZM).
- Massachusetts's marine environmental monitoring efforts are augmented through the Council's regional data and information management efforts.

## **New Hampshire's participation in the Gulf of Maine Council**

### **Why do we participate?**

- Between 2007 and 2011 New Hampshire received approximately \$250,000 through the Council's habitat restoration program that generated nearly \$600,000 in match for five projects. Project highlights include the Merrimack Village Dam Removal, Maxwell Pond Dam Removal and the Exeter River Great Dam Removal Impact Analysis and Feasibility Study.
- We can access a regional network (e.g., Maine, Massachusetts, New Brunswick and Nova Scotia) of professionals that are working on watershed and coastal issues that are important to New Hampshire. As a result we can perform our work in New Hampshire more quickly and efficiently.
- By working through the Council we can address issues that require an inter-state response. Examples of these issues include the restoration of migratory fish stocks that are affected by river barriers; collection and assessment of data on the effects of contaminants on people, marine water quality and shellfish resources; and the impact of human activities on the seafloor.
- State agencies, the University of New Hampshire and non-profit organizations participate in its committees. Most of their work is performed electronically (e.g., email, conference calls and webinars). Their ongoing, voluntary participation allows them to share their expertise and learn creative approaches from their colleagues that can be applied in New Hampshire.
- Council products and services that New Hampshire places a priority on include: distribution of the *Gulf of Maine Times* to New Hampshire residents involved in industry, education, conservation, science, recreation, and health; habitat restoration grants; environmental monitoring data in the Great Bay estuary; publications on salt marshes and American eels; and stream barrier removal guidelines.

### **What is our "return on our investment"?**

- New Hampshire's annual dues are \$18,000. Over a five year period NH municipalities and non-profit organizations received \$250,000 in five years to restore habitats and are currently applying for Council funding to increase community resiliency to a changing climate.
- It has three gubernatorial appointments on the Council (e.g., Department of Environmental Services, Fish and Game, and a non-profit representative) that represent New Hampshire's positions in two meetings a year. Participation in the Council's activities allows it to access human and financial resources throughout the region. Thus New Hampshire can save time and money.

### **How does the Council's 2012-2017 Action Plan support state agency priorities?**

- The three goals in the Action Plan align directly with the legislative mandates of the Departments of Environmental Services and Safety, Fish and Game Department, and the Office of Energy and Planning
- Action Plan activities of particular interest include improve and protect water quality (DES), habitat restoration (DES/F&G), seafloor mapping and spatial planning (DES/F&G), marine and aquatic monitoring (DES/F&G), ecosystem health indicators and environmental reporting (DES/F&G), adapting to a changing climate and coastal storms (DES/DoS/OEP), and working landscapes/sustainable communities (DES/OEP).
- New Hampshire's marine environmental monitoring efforts along the seacoast are augmented through the Council's regional data and information management efforts.

## **Nova Scotia**

### **Why do we participate?**

- As a member of the Council, we can access a regional network (e.g., New Hampshire, Maine, Massachusetts and New Brunswick) and federal agency professionals that are working on watershed and coastal issues that are important to Nova Scotia. As a result we can perform our work in Nova Scotia more quickly and efficiently.
- Between 2007 and 2011 Nova Scotia received nearly \$200,000 through the Council's habitat restoration program that generated \$260,000 in match. Three grants enabled planning, design, and construction phases for the removal of the Clementsport Dam. One grant contributed to the restoration for the French Basin Salt Marsh in Annapolis Royal.
- By working through the Council we can address issues that require a regional response. Examples of these issues include the restoration of migratory fish stocks that are affected by river barriers; collection and assessment of data on the effects of contaminants on people, marine water quality and shellfish resources; and the impact of human activities on the seafloor.
- Provincial agencies, higher education and non-profit organizations participate in its committees. Most of their work is performed electronically (e.g., email, conference calls and webinars). Their ongoing, voluntary participation allows them to share their expertise and learn creative approaches from their colleagues that can be applied in Nova Scotia.
- Council products and services that Nova Scotia places a priority on include: climate change adaptation best practices; habitat restoration grants; environmental monitoring data; stream barrier removal guidelines; publications on salt marshes and American eels; and distribution of the *Gulf of Maine Times* to Maine people involved in industry, education, conservation, science, recreation, and health.

### **What is our "return on our investment"?**

- Nova Scotia's annual dues are \$20,000, which is then matched by state, federal and private funding for a total annual budget of roughly \$800,000 – a 40 to 1 match.
- The Premier makes four appointments to the Council (e.g., Ministers of the Departments of Environment, and Fisheries and Aquaculture, and two non-government representatives) that represent Nova Scotia's interests in two meetings a year.
- Participation in the Council's activities allows Nova Scotia to access human and financial resources and best practices throughout the region. Thus with relatively small investment Nova Scotia can leverage regional expertise, capacity, and funds, saving the government time and money.
- As a member jurisdiction, Nova Scotia municipalities and non-profit organizations can receive habitat restoration grant funds. In the past five years, over \$200,000 in grants have been awarded in Nova Scotia.

### **How does the Council's 2012-2017 Action Plan support provincial agency priorities?**

- The three goals in the Action Plan align directly with the mandates of the Departments of Environment (ENV), Fisheries and Aquaculture (DFA), and Natural Resources (DNR).
- Action Plan activities of particular interest include: improve and protect water use and quality (ENV), habitat restoration (ENV/DFA/DNR), marine and aquatic monitoring (ENV/DFA/DNR), ecosystem health indicators and environmental reporting (ENV/DFA/DNR), best practices for adapting to a changing climate and coastal storms (ENV/DFA/ DNR), reducing human impacts on the seafloor and environment (DFA), and sustainable communities (ENV/DFA/DNR).
- Nova Scotia's marine environmental monitoring efforts are augmented through the Council's regional data and information management efforts, such as the Gulfwatch Program and the Ecosystem Indicators Partnership.

## Action Plan Consultation with Partners

### a synopsis of comments offered

#### Context

During the 2011 summer the Working Group identified individuals in public agencies and non-profit organizations throughout the GOM watershed that have an interest in the issues contained in the draft 2012-2017 Action Plan. In August, 2011 and again in late September the Council disseminated a personal invitation and the draft Action Plan to over 140 public and non-profit organizations and posed the following questions:

- Alignment of interests - What projects and priorities of your organization align with the goals and activities in the Council's draft 5-year Action Plan?
- Lead staff - What is the contact information for the lead staff working on these priorities?
- Work collaboratively - How can the GOMC effectively support and leverage your work on these issues to help you address them more quickly and efficiently?

Working Group members then distributed personal emails to these people encouraging them to respond to the request for comments. Twenty-four people (17%) responded to this request for comments.

<b>Water Quality Protection</b>	
Coastal decision-makers receive up-to-date, accurate, relevant information needed to improve and protect marine water quality for current and future generations.	
Activity 1.1.1. Disseminate information about ways to improve and protect the region's marine and estuarine water quality	<i>Partner suggestions to support and leverage current efforts</i> Information on pesticide bans; sharing and comparing data among coastal embayments; information on on-site sewage disposal; marketing campaign like "Think Blue" in Maine; Fiscal support for workshops;
<b>Habitat Restoration</b>	
Habitat restoration practitioners and community-based organizations receive information, funding, and technical assistance for restoring degraded coastal ecosystems and habitats.	
Activity 1.2.1. Provide Gulf of Maine habitat restoration grants and technical assistance that result in restored coastal ecosystems.	<i>Partner suggestions to support and leverage current efforts</i> Assist with non-federal match, funding pre-proposal research and monitoring, identifying high payoff restoration opportunities, and setting restoration priorities. Identify ecosystem services (and thus ecosystem types) that should be top priorities locally or regionally for restoration or protection.
Activity 1.2.2. Facilitate the exchange of information among the region's habitat restoration practitioners.	<i>Partner suggestions to support and leverage current efforts</i> Provide synthesis of available science on ecosystem function of anadromous fishes in coastal waters, especially with regards to their role as feed for groundfish and other marine organisms. Consider building a central source for GIS tools for evaluating value of restoration at particular structures -- e.g., tools that evaluate value of restoring passage at specific locations from topological, geographic, and ecological perspectives, looking both at anadromous and resident fish perspectives. Draft materials that discuss broader ecological impacts of undersized structures on stream ecosystems (it's not just the fish....).
Activity 1.2.3. Promote greater public understanding of the importance and effects of stream barrier removal.	<i>Partner suggestions to support and leverage current efforts</i> Develop case history testimonials of towns or private dam owners that removed a dam and were very happy about the results. Provide fact sheet demonstrating the dam removal does not destroy property values adjacent to dam impoundments. Work with partners on kiosks and other outreach materials
1.3.1. Support the region-wide exchange of information on observed and predicted effects of climate change on the people living in the region and its coastal and marine habitats.	<i>Partner suggestions to support and leverage current efforts</i> Support the Atlantic Climate Adaptation Solutions (ACAS) project to collect and disseminate information on coastal climate change impacts and adaptation solutions for communities in Atlantic Canada. Provide information to Storm Smart Coasts.
Activity 1.3.3. Promote the exchange of information among decision-makers about ecosystem-based approaches to managing coastal and ocean habitats.	<i>Partner suggestions to support and leverage current efforts</i> Facilitate interaction of practitioners working on ecosystem-based logic at different spatial scales. Assist those working at the coastal watershed scale work more efficiently with those focused on the Gulf of Maine scale (e.g., connections between gulf scale issues and local scale changes in human behavior.....)



<b>Environmental Monitoring</b>	
Scientists and coastal decision-makers have access to data for assessing environmental conditions in the ocean and along the coast.	
Activity 2.1.3. Foster region-wide communication about existing monitoring activities, perceived gaps, and partnership opportunities.	<i>Partner suggestions to support and leverage current efforts</i> Enhance coordination with NERRS System Wide Monitoring Program. Create or maintain long term data records -- even from a handful of sites. Provides essential long term trend information. Create tools for cross scale data integration and data availability. Local efforts provide details for local management, need to integrate them geographically and statistically into larger regional data frameworks to leverage local data and place it into context. Provide data on the effects of marine debris and other contaminants on water quality and sea life, and help engage citizen stewards in stewardship efforts.
<b>Environmental Indicators and Reporting</b>	
Managers receive understandable, useful, reliable information about environmental conditions and trends in the region.	
Activity 2.2.1. Produce and disseminate ecosystem indicator products that respond to managers' needs.	<i>Partner suggestions to support and leverage current efforts</i> Access to regional ecosystem and climate change indicators would assist development of assessment reports.
Activity 2.2.3. Communicate about environmental conditions through the State of the Gulf of Maine reporting products and services.	<i>Partner suggestions to support and leverage current efforts</i> Support links to the latest reports on topics affecting communities and nonprofit groups that work in coastal watersheds. Encourage them to link to the State of the Gulf report.
<b>Climate Adaptation</b>	
Decision-makers receive up-to-date information about the impacts of climate change on coastal and ocean areas and approaches for adapting.	
Activity 2.3.1. Provide decision-makers with information to understand and prepare for sea-level rise, increased storm activity, and other climate-related impacts.	<i>Partner suggestions to support and leverage current efforts</i> Promote consistency in sea level rise scenarios being modeling throughout the region, support Stormsmart Coasts network, and synthesize regional climate change indicator data (e.g. tide gauges). Provide a regional perspective on who is doing what and where priorities and audiences are likely to overlap, and what the gaps will be (likely geographically). Facilitate the exchange of innovative approaches used in Atlantic Canada for understanding and preparing for coastal climate change impacts. Amend activity to <i>Provide decision-makers with information to understand and prepare for coastal flooding, ocean acidification, and other climate-related impacts</i>
	Amend activity to read <i>Facilitate information exchange about efforts that enhance the resilience of people and ecosystems in a changing climate</i>
<b>Understanding of How People Use the Gulf of Maine</b>	
Coastal decision-makers have the information they need to understand the ways that people use and affect the Gulf of Maine.	
Activity 3.1.1. Support region-wide exchange of information about human uses and values of the Gulf of Maine.	<i>Partner suggestions to support and leverage current efforts</i> Develop geographically explicit tools for identifying, categorizing and quantifying significant ecosystem services delivered by coastal ecosystems, a "GOM coastal ecosystem services framework" that could be applied at local scales with local data but without the need to redevelop methodologies.
	Consider new activity <i>Facilitate information exchange about strategies for adapting infrastructure to a changing climate in the region</i>
<b>Community Stewardship</b>	
Community leaders around the Gulf of Maine have access to the information they need about sustainable approaches to using natural resources.	
Activity 3.2.1. Engage community-level partners and facilitate region-wide information exchanges about sustainable practices.	<i>Partner suggestions to support and leverage current efforts</i> Disseminate latest research of direct relevance to pressing coastal environmental issues and practical solutions.

*Submitted by David Keeley*

## From a Five-year Action Plan to Annual Work Plans

**Background:** Every five years the Council creates a 5-year Action Plan. It then creates a template for annual (or 18-month) work plans and requests its committees to prepare work plans. In 2007-08 the Council produced an 80-page work plan that proved to be unwieldy to use and to keep current. As an alternative the Council created the web based tool TAPAS as a mechanism to describe and report on Council funded activities in a 1-2 page format. (Key sections include: program description, deliverables, secured funding, funding proposals, people involved, etc.) Currently there are thirteen categories/projects and the information is sporadically updated. (No Council contractors have this task in their scope of work.)

Lessons-learned from previous efforts to develop and maintain work plans include:

- Committees with dedicated funding (e.g., a grant, a federal agency contribution for a specific task, etc.) place limited value in creating a work plan, following Council templates, for that task;
- Committees with no funding for work plan tasks find the process of creating a work plan frustrating/unfulfilling;
- To write competitive funding proposals a work plan is a key ingredient.
- The Council has not effectively used work plans as a core element of managing its portfolio and committees tell us they do not get adequate feedback.
- With tight budgets it has been difficult to provide funds for contractor time to aid in preparing and updating work plans/TAPAS

A few purposes of annual (or 18-month) work plans include:

- A work plan provides written documentation of what will be done (e.g., outputs/deliverables and outcomes/results), when the work will be performed and by whom, what the budget is and sources of funding.
- Councilors, Working Group members and others can monitor progress based on a written work plan, identify sources of partners and contributions, and assess progress.
- Work plans are an element of the logic model process and provide the basis of a periodic program evaluation.
- They contribute to the fund development process by providing the basis for funding proposals.

In September the WG discussed this issue and concluded:

- TAPAS was favored by Councilors;
- Monthly calls of committee co-chairs will help to promote a shared understanding and enhanced committee collaboration;
- Committee membership and full participation of all jurisdictions is often incomplete;
- Evergreen 3-5 year work plans with annual updates should be considered (vs. annual work plans);

### **Possible activities and next steps**

At the December 2011 meeting the Council should begin discussions of Action Plan implementation via a June 2012 – June 2014 work plan proposal.

### **Action or outcome requested:**

Working Group members agree on process to update work plans without contractor support, the length/time-period for work plans and prepare preliminary recommendations to the Council for consideration at their December meeting. If contractor support is needed the Working Group will determine a method to include that in contracts.

**Creating a 2012-2017 Work Plan**

This document provides a framework for the Working Group to use as it develops recommendations to the Council on the scope, content and processes (e.g., internal within committees and externally with possible partners) for creating a work plan that commences implementation of the Action Plan. Possible questions that the Working Group can use include:

- What tasks should be in the work plan?
- Are all proposed tasks linked directly to the activities, outcomes and goals in the Action Plan?
- Is there a committee (or other mechanism) willing and able to oversee the work?
- Is it plausible the resources can be secured to perform the work?
- Who are the key partners and what are their expected contributions?
- What guidance (e.g., template, evaluation metrics, etc.), timeframes and staff resources will the Council provide to committees to create work plans?

<b>Goal 1: Restored and Conserved Habitats</b>				
Habitats in the ocean and along the coast, including the rivers that flow to the ocean, are healthy, productive, and resilient. They support rich aquatic life, vibrant coastal communities, and ocean economies.				
Outcome 1.1 Water Quality Protection Coastal decision-makers receive up-to-date, accurate, relevant information needed to improve and protect marine water quality for current and future generations.				
Action Plan Activity	Possible Work Plan Tasks	Lead	Potential Partners	Comments
1.1.1 Disseminate information about ways to improve and protect the region's marine and estuarine water quality			Friends of Casco Bay, NEPs/ACAP, NERRS,	
Outcome 1-2 Habitat Restoration Habitat restoration practitioners and community-based organizations receive information, funding, and technical assistance for restoring degraded coastal ecosystems and habitats.				
1.2.1 Provide Gulf of Maine habitat restoration grants and technical assistance that result in restored coastal ecosystems.	Offer competitive habitat restoration grants via the GOMC/NOAA restoration partnership	HC	TNC	
1.2.2 Facilitate the exchange of information among the region's habitat restoration practitioners.	Manage a robust Habitat Restoration web portal and encourage practitioners to use the site.	HC		
1.2.3 Promote greater public understanding of the environmental, human health and economic effects of restoring coastal and marine ecosystems.	<ul style="list-style-type: none"> <li>▪ Development and implement a communications strategy that uses the information in the 2009 GOM Habitat Restoration and Conservation Strategy to increase awareness of the region's needs</li> <li>▪ Develop and implement a philanthropic and corporate engagement strategy in Canada that results in greater funding for habitat restoration and conservation projects</li> </ul>	TBD  ACDGOMC		



<p>Outcome 1-3 Habitat Conservation Coastal decision-makers have the data and information required to conserve coastal and marine habitats in a time of intensifying human uses and a changing climate.</p>				
<p>1.3.1 Support the region-wide exchange of information on observed and predicted effects of climate change on the people living in the region and its coastal and marine habitats.</p>	<ul style="list-style-type: none"> <li>▪ Develop and disseminate adaptation/resiliency communications, promote the exchange of communication materials and lessons-learned among municipal teams, government agency staff, scientists and non-profits.</li> <li>▪ Support networking of climate change professionals by coordinating and communicating data and decisions across sectors; foster communication and coordinated policy recommendations; achieve broad consistency in the region about the common elements for adaptation planning strategies, etc.</li> <li>▪ Expand StormSmart web presence with information to better prepare and recover from natural disasters such as storms and sea-level rise.</li> </ul>	<p>CA-CP  CCN</p>	<p>RAC</p>	<p>Funded by 2-year NOAA/CSI grant</p> <p>Source: 2009 GOMC/NROC needs assessment</p> <p>Source: 2009 GOMC/NROC needs assessment</p>
<p>1.3.2 Advance the bi-national acquisition and use of seafloor mapping products and services for resource and management decisions.</p>	<p>Participate in possible NROC workshop organizing committee (objectives are adopt a regional classification standard; a regional registry of planned and completed seafloor mapping; mapping priorities; etc.) and support follow-up tasks</p>	<p>GOMMI</p>	<p>NOAA, NERACOOS, NROC, SeaPlan,</p>	<p>NOAA/CSC &amp; NROC are leading this effort.</p>
<p>1.3.3 Promote the exchange of information among decision-makers about ecosystem-based approaches to managing coastal and ocean habitats.</p>				
<p>1.3.4 Strengthen linkages between U.S. and Canadian coastal and marine spatial planning efforts.</p>	<p>Investigate and make recommendations on roles/activities for the Council in CMSP, and exchange information on CMSP policies and activities on both sides of border</p>	<p>CMSP &amp; SICC</p>	<p>NROC</p>	<p>Based on CMSP charter</p>

<p><b>Goal 2: Environmental and Human Health</b> Environmental conditions support the health of people and the ecosystems of the Gulf of Maine.</p>				
<p>Action Plan Activity</p>	<p>Possible Work Plan Tasks</p>	<p>Lead</p>	<p>Potential Partners</p>	<p>Comments</p>



<p><b>Outcome 2-1 Environmental Monitoring</b> Scientists and coastal decision-makers have access to data for assessing environmental conditions in the ocean and along the coast.</p>				
2.1.1. Implement the Gulfwatch contaminants monitoring program and integrate it with other monitoring programs.	Conduct the Gulfwatch monitoring program and disseminate program results to target audiences. Develop and implement strategies to integrate Gulfwatch with other contaminant monitoring efforts.	Gulfwatch sub-committee		See RARGOM review of Gulfwatch for recommendations
2.1.2. Facilitate the compilation, sharing, and management applications of data from aquatic monitoring programs in the region.				
2.1.3. Foster region-wide communication about existing monitoring activities, perceived gaps, and partnership opportunities.	Ensure the ESIP Monitoring Map is the place people can learn about and access existing monitoring programs	ESIP	MITA	
<p><b>Outcome 2-2 Environmental Indicators and Reporting</b> Managers receive understandable, useful, reliable information about environmental conditions and trends in the region.</p>				
2.2.1. Produce and disseminate ecosystem indicator products that respond to managers' needs.	<ul style="list-style-type: none"> <li>▪ Complete Tier One indicators and commence work on Tier Two</li> <li>▪ Prepare, implement and evaluate a 24-month gulf-wide communication campaign that increases the visibility and use of these materials by our target audiences.</li> <li>▪ Engage with northeast indicator program practitioners via a community of practice</li> </ul>	ESIP  ESIP  NE COP		Source: ESIP work plan  Source: ESIP work plan  Source: March 2011 Indicator Conference
2.2.2. Identify and assess new and emerging environmental issues in the Gulf of Maine.	<ul style="list-style-type: none"> <li>▪ Prepare SOE synthesis paper of existing sectoral/issue papers that integrates across themes</li> </ul>	SOE		Source: Tides of Change Report 2004 - summit
2.2.3. Communicate about environmental conditions through the State of the Gulf of Maine reporting products and services.	<ul style="list-style-type: none"> <li>▪ Prepare, implement and evaluate a communications campaign that is targeted at key end-users to make them aware of and using SOE materials.</li> </ul>	SOE		Source: SOE 2011 funding proposal to NHCF
<p><b>Outcome 2-3 Climate Adaptation</b> Decision-makers receive up-to-date information about the impacts of a changing climate on coastal and ocean areas and approaches for adapting to these impacts.</p>				
2.3.1. Provide decision-makers with information to understand and prepare for sea-level rise, increased storm activity, and other climate-related impacts.	<ul style="list-style-type: none"> <li>▪ Work in partnership to offer environmental education mini-grants that increase community resilience to a changing climate and extreme weather events</li> </ul>	TBD	Clean Air – Cool Planet	Source: Pending 2011 \$150K proposal to EPA



2.3.2. Provide grants and technical assistance that result in increased resilience of coastal communities to climate-related impacts.	Engage states and provide municipal technical assistance via New England Coastal Resiliency Initiative – a technical assistance program that enables pilot communities to make climate adaptation changes to their policies, programs and statutes.	Ad-hoc state group (ME to Conn)		Source: NOAA Climate Change grant (\$150K)
2.3.3. Support the region-wide exchange of information on innovative adaptation efforts and on the observed and projected effects of climate change on the people living in the region and its coastal and marine habitats.	Research, document and disseminate best practice/innovative municipal adaptation approaches in the northeast and elsewhere that enhance resiliency of people and ecosystems in a changing climate	Ad-hoc group formed to manage grant	Roger Williams University, StormSmart Coast Network, CA-CP, RAC,	Source: NOAA Climate Change grant (\$30K)

**Goal 3: Sustainable Communities**  
People who live and work in communities around the Gulf of Maine have information needed to adapt to the changing environment.

Action Plan Activity	Possible Work Plan Tasks	Lead	Potential Partners	Comments
<b>Outcome 3-1 Understanding of How People Use the Gulf of Maine</b> Coastal decision-makers have the information they need to understand the ways that people use and affect the Gulf of Maine.				
3.1.1. Support region-wide exchange of information about human uses and values of the Gulf of Maine.				
<b>Outcome 3-2 Community Stewardship</b> Community leaders around the Gulf of Maine have access to the information they need about sustainable approaches to using natural resources.				
3.2.1. Recognize outstanding individuals, organizations and businesses through the annual Gulf of Maine Visionary, Longard, Snow-Cotter and Sustainable Industry Award Programs.	Organize, solicit, select and make awards that recognize outstanding individuals.	M&F		
3.2.2. Engage community-level partners and facilitate region-wide information exchanges about sustainable practices.				

**Other activities and work plan tasks**

Tasks	Lead	Partners	Comments
Produce and disseminate 3-4 editions of the GOM Times each year plus periodic web page updates	GOMT Editorial Board	Non-profit contributors & sponsors	
Maintain a dynamic GOMC web site	Information Man.		



Glossary:

Atlantic Coastal Action Program (ACAP); Association of Canadian Delegates to the Gulf of Maine Council (ACDGOMC); Clean Air – Cool Planet (CA-CP); Maine Island Trail Association (MITA); National Estuary Program (NEP); National Estuarine Research Reserves (NERRs); New England Community of Practice (NE COP); Northeast Regional Ocean Council (NROC); Northeastern Regional Association of Coastal and Ocean Observing Systems (NERACOOOS); Regional Adaptation Collaborative (RAC);