



Gulf of Maine
Council on the
Marine Environment

Working Group Meeting December 4 - 5, 2013

Nova Scotia Environment
1894 Barrington Street, Suite 1800
Halifax, Nova Scotia B3J 2P8

Briefing Book, Version 1

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Wednesday, December 4, 2013 – Meeting Agenda Nova Scotia Environment, 1894 Barrington Street, Suite 1800, Halifax, Nova Scotia B3J 2P8		
8:30 AM	Welcome, Introductions, and Overview of Objectives for the Meeting <i>Sophia Foley, Working Group Chair, Nova Scotia Environment</i>	
8:40 AM	Consent Agenda <ul style="list-style-type: none"> October 2013 WG meeting summary acceptance 	✓ For Decision <i>pp. 5-11</i>
8:45 AM	GOMC Committee Updates <i>Committee Co-Chairs and Working Group will discuss activities, accomplishments, and funding priorities as a follow-up to direction from Council. (Gulfwatch will provide an update prior to afternoon discussion)</i> 1. State of the Gulf of Maine 2. Ecosystem Indicator Partnership 3. Coastal and Marine Spatial Planning 4. Habitat Restoration 5. Climate Network <i>Committee Reports are posted in a separate document on the GOMC Website</i>	✓ For Information ✓ Internal
9:45 AM	Follow-up from December 3rd Council Meeting <i>Sophia Foley, Working Group Chair</i>	✓ For Direction ✓ For Decision
10:15 AM	Break	
10:30 AM	Follow-up from December 3rd Council Meeting <i>Sophia Foley, Working Group Chair</i>	✓ For Direction ✓ For Decision
12:15 PM	Lunch On Your Own	
1:30 PM	GOMC Fund Development Update <i>Cindy Krum, GOMA Executive Director</i>	✓ For Information ✓ Internal <i>pp. 12-14</i>
1:45 PM	GOMA / GOMC Fiscal Year 2014-2015 Budget Estimates <i>Cindy Krum, GOMA Executive Director; Sophia Foley, Working Group Chair</i>	✓ For Information ✓ Internal <i>pp. 12-14</i>
2:45 PM	Efforts to Upgrade GOMC / GOMA Website <i>Jim Cradock, GOMC IT Coordinator</i>	✓ For Direction <i>p. 15</i>
3:15 PM	Future Direction for Gulfwatch Contaminants Monitoring <i>Peter Wells</i>	✓ For Direction
4:00 PM	Marine Environmental Information: An Update on the EIUI Initiative <i>Dr. Bertrum MacDonald, Project Leader, Dalhousie University</i>	✓ For Information ✓ External
4:15 PM	GOMC Internal Coordination Updates <i>Joan LeBlanc, GOMC Council Coordinator</i>	✓ For Information ✓ Internal ✓ For Direction
4:30 PM	Recess for the Day	
6:00 PM	Group Dinner (TBD)	

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Thursday, December 5, 2013 Nova Scotia Environment, 1894 Barrington Street, Suite 1800, Halifax, Nova Scotia B3J 2P8		
8:00 AM	CZC 2014 / GOMC Collaboration - Planning and Logistics <i>Tim Hall and Sophia Foley</i>	✓ For Information ✓ Internal ✓ For Direction <p style="text-align: right;"><i>p. 16</i></p>
9:00 AM	Communication Strategy for 25th Anniversary <i>Kelly Cowper and Krista Holland, Environment Canada</i> <i>GOMC Outreach Committee</i> Building upon efforts by the Ad Hoc 25 th Anniversary Committee, Kelly and Krista will facilitate a discussion about developing an overarching message and communications strategy for the GOMC 25 th Anniversary.	✓ For Direction
10:00 AM	Break	
10:15 AM	25th Anniversary Planning <i>Susan Russell-Robinson, Heather Breeze, Ann Rodney, Sophia Foley and / or Kathryn Parlee</i> Members of the Ad Hoc 25 th Anniversary Committee will discuss plans for celebrating GOMC 25 th Anniversary.	✓ For Direction ✓ For Decision <p style="text-align: right;"><i>pp. 17-25</i></p>
11:45 AM	Lunch on Your Own	
1:00 PM	Plans and Potential Agenda Items for March 2014 Working Group <i>Sophia Foley, Working Group Chair</i>	✓ For Direction
1:15 PM	Review of Meeting Accomplishments and Next Steps <i>Sophia Foley and / or Joan LeBlanc</i> Working Group members will review accomplishments and action items from the December 2013 meeting.	✓ For Direction
1:30 PM	Other Business	
1:45 PM	Adjourn (4:35 pm – last direct flight to Boston)	

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9-10 October 2013 Working Group, Rye, NH – Draft Meeting Summary

Meeting Participants

Working Group Members: Bill Appleby, Environment Canada (via conference call); Heather Breeze, Fisheries and Oceans Canada; Rob Capozzi, NB Department of Environment and Local Government (via conference call); Sophia Foley, NS Department of Environment; Tim Hall, Fisheries and Oceans Canada; Kevin Lucey (for Steve Couture), NH Department of Environmental Services; Kathryn Parlee, Environment Canada; Jack Schwartz, MA Division of Marine Fisheries; Theresa Torrent, Maine Coastal Program; Prassede Vella, MA Office of Coastal Zone Management; and Bill Whitman, NS Coastal Secretariat.

Other participants: Jim Cradock, GOMC IT Coordinator; Cindy Krum, GOMA Executive Director; Joan LeBlanc, Council Coordinator; GOMC Council member Ru Morrison, NERACOOS; and Cassie Stymiest, NERACOOS.

Opening Remarks

Working Group Chair Sophia Foley welcomed participants, outlined objectives for the meeting, and asked participants to introduce themselves. Foley thanked Ru Morrison and Cassie Stymiest of NERACOOS for hosting the meeting at the Seacoast Science Center.

Consent Agenda

The following consent agenda items were accepted.

- June 2013 WG Meeting summary
- Proposed changes to meeting summary preparation
- Birchline Planning – Summary Report from the August 7th Fund Development Session

US Federal Government Shutdown

- US Federal Government employees were not able to participate in the Working Group meeting due to a US federal government shutdown.
- Working Group members will be invited to participate in the next M&F call so that federal agency members can receive an update from the meeting and provide input on key decisions.

GOMC Collaboration with Coastal Zone Canada 2014 – Logistics

Tim Hall provided an update and facilitated discussion regarding ongoing plans for Coastal Zone Canada 2014 and the Gulf of Maine Council's collaboration with the event. This 20th anniversary of the conference is expected to draw approximately 600 attendees. A call for abstracts has gone out. Delta Hotels is sponsoring the event and will provide discounted room rates for GOMC at their hotels. The conference, "Our Coasts: Legacies and Futures", will take place from June 15 through June 19 in Halifax, NS. BoFEP will host their meeting concurrently.

Key Decisions / Action Items

- GOMC Council meeting will be held on Wednesday, June 18.
- Working Group meeting will take place on Thursday, June 19 and Friday, June 20.
- GOMC Awards ceremony should be held either Tuesday night following the GOMC session, or as part of the conference banquet.
- The awards ceremony should be free so that members of the public can attend.
- Working Group recommended that meetings should be hosted off-site and not within the large conference room associated with CZC 2014.
- Technology associated with meeting space should be tested prior to the meeting.
- Sophia, Tim, Heather and Susan will prepare recommendation for the December Council meeting regarding specific locations for GOMC awards ceremony, Council meeting, and Working Group meeting.

GOMC Session at CZC 2014

Heather Breeze provided an update regarding plans for the GOMC session which will be part of CZC 2014. This half day session will include a multi-media display, three presenters and a panel discussion. Susan Russell-Robinson is working on the storyboard for the display.

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Key Decisions / Action Items

- GOMC's proposal for a session at the conference has been accepted.
- WG recommends that the GOMC session be held on Tuesday afternoon (before the Council meeting on Wednesday).
- WG recommends that at least one of the three primary speakers focusing on the vision for the Gulf of Maine be a GOMC representative (possible candidates include Don Hudson, Terry McCulloch, Lee Sochasky, or Ru Morrison)
- WG are asked to provide additional feedback regarding potential speakers and facilitator for the session.
- WG will submit detailed write-up for the session to CZC 2014 by mid-December.

Other 25th Anniversary Activities

Heather Breeze, Sophia Foley, and Kathryn Parlee provided an update and facilitated discussion regarding plans for a publication, awards, and geocaching project to celebrate the GOMC 25th Anniversary.

Key Decisions / Action Items

- Cindy will follow up with Ann regarding potential amendment for USGS funding to support GOMC publication.
- The existing slate of awards will be kept in place for the 25th Anniversary year.
- PR and outreach regarding awards will highlight looking to the future, long-term accomplishments, and encourage youth nominees.
- Awardees will be selected early to allow time for travel arrangements to the conference.
- WG identified the need for a local NS press person and a person who has expertise with multi-media to support outreach.
- GOMC should reach out to Paul Boudreau regarding messaging linked to CZC 2014.
- WG supports further exploration of Gulf of Maine geocaching project.
- Explore funding options for limited edition "GOMC 25th Anniversary" geocaching coin.
- Focus on 'no maintenance' geocaching sites.
- Develop potential list of 25 sites for Council to review in December (5 for each jurisdiction).
- Consider affordable options similar to state passport program / scavenger hunt, etc.
- Link PR for geocaching with conference day focused on youth.

GOMC Brief Committee Updates

Committee Co-Chairs and other representatives provided brief updates highlighting key accomplishments and / or news since the June 2013 Working Group meeting (Climate Network presented separately).

Coastal and Marine Spatial Planning

Tim Hall noted that there is no significant update at this time regarding committee activities. However, the next meeting of the Northeast Regional Planning Body is scheduled for November 12 and 13 in Boston, MA. The Council and Working Group are well represented on the committee. Regional planning at the Canadian Department of Fisheries and Oceans is undergoing internal review – Tim expects to report on progress at the December or March meetings. Canada's regional ocean planning process should be launching sometime this spring and will link to the Council's work on CMSP.

Gulfwatch Contaminants Monitoring

Gulfwatch hosted a meeting of Canadian members to determine potential next steps for monitoring. Summary of recommendations is included in the Briefing Book for the meeting available online at:

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

Additional funds are needed to host a meeting with US and Canadian Gulfwatch members to determine Gulf-wide priorities. Guidance from Council is needed to determine monitoring priorities.

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Habitat Restoration (Fund Development Update)

Kevin Lucey provided an update regarding fund development activities associated with the Habitat Restoration program. GOMC 12 year support from NOAA is ending because NOAA is eliminating all partnership programs. All projects associated with the last NOAA award are scheduled to end on June 30, 2014. GOMA hired David Keeley to help identify new funding opportunities. Kevin shared a summary prepared by David that highlights recent fundraising activities (JD Irving, Corporate Wetlands Restoration Partnership, Fisheries and Oceans – Canada, and outreach to community foundations in Nova Scotia and New Brunswick).

GOMA FY2014 Budget, FY2015 Predictions

Cindy Krum reviewed reports highlighted the GOMA FY2014 budget which was approved by GOMA at their September 2013 meeting, and draft FY2015 budget predictions. The FY2014 budget includes income of \$916,380 and expenses of \$862,427 resulting in a net operating surplus of \$53,954. Of the 2014 surplus, \$21,663 will be used to replenish funds withdrawn from the operating reserve account to cover the FY2013 deficit. Preliminary estimates for FY2015 include \$870,787 in income and expenses.

Key Decisions / Action Items:

- WG reviewed and discussed FY2014 Budget and FY2015 predictions.
- Cindy will prepare budget scenarios for 'worst case' minimal core operations / minimal committee work.

GOMA / GOMC Fund Development Roles / Process

Cindy Krum reviewed a flow chart highlighting GOMA / GOMC roles and process in fund development. The chart was prepared for informational purposes to help clarify the roles of Working Group, GOMA and Council members related to fund development. WG members noted the need to maintain funding for core role as a priority vs. project funding.

Key Decisions / Action Items

- WG recommended minor language change – take out the word 'guidance in the first box and change end of sentence to 'priorities for funding'.
- WG recommended that flow chart move forward to Council for December consent agenda (with minor edits).

Fund Development Update / Next Steps

Sophia Foley, Cindy Krum and Prassede Vella provided an update regarding fund development activities. Cindy provided an update regarding the August 7th Fund Development Workshop facilitated by Birchline Planning (a copy of Birchline's session summary was approved in the consent agenda). Prassede and Cindy provided a summary of recommended next steps from the August 7th fund development work session (a copy of the recommended next steps document is available on the GOMC website at: <http://www.gulfofmaine.org/2/about-the-council/meetings/>).

Since the August 7th session, GOMA issued an RFP for a fund developer with responses due in October. A list of internal contractors who have grantwriting skills has also been prepared. Working Group members noted concerns about the lack of actual fund raising that has taken place since last January. WG members also identified the need to reevaluate GOMC priorities given the overall reduction in funds available to the organization.

Key Decisions / Action Items:

- WG identified the need to revisit the Council mandate, priorities, and purpose for the future. Need to weigh the value and importance of GOMC role in network sharing vs. program / project management.
- WG suggested that Council consider a facilitated session evaluating overall vision and focus in June.
- Fund developer will work to secure funding based upon Council priorities.
- Cindy will ensure M&F involvement in reviewing potential conflicts associated with fund development proposals.

Identifying Priority Projects for Funding

Joan LeBlanc presented a draft template for preparing brief write-ups highlighting priority projects for funding. Committees will be asked to prepare write-ups that can be used by a fund developer to match funding opportunities with potential priority projects.

Key Decisions / Action Items

- WG supports use of write-ups as a tool for Council to determine priorities and for fund developer to match projects with funding sources.
- Joan will finalize template for developing write-ups for priority projects and circulate to committee members.
- Joan will incorporate request to identify funding needed to maintain committee 'core' functions.
- Committees will complete write-ups and submit to Council for consideration at December meeting.

GOMC Plans for March 2014 Working Group

Sophia Foley presented several options for hosting a virtual Working Group meeting in March. Working Group members noted that some meetings should be in-person because maintaining personal contact is important. WG members identified several sites with potential video / teleconferencing capabilities including: Seacoast Science Center, Nova Scotia Environment, Bedford Institute of Oceanography, NOAA, University of New Brunswick, and Environment Canada.

Key Decisions / Action Items:

- Working Group will host one all day virtual Working Group meeting on March 5th.
- A follow-up joint M&F / WG conference call will be held on March 19th at 1:00 pm ET.
- Sophia and Joan will explore sites and technology for videoconferencing.
- Technology will be tested prior to the meeting and allow access for those interested in 'audio only' participation as an option.

GOMA / GOMC Internal Calendar

Joan LeBlanc recommended development of a central calendar that could be used to post the schedule of GOMA and GOMC meetings on the website. The calendar would provide an internal tool for coordinating schedules and highlight the scope of internal meetings and activities to a broader audience. Kevin noted that NH DES cannot use Gmail, Google docs or Drop Box due to potential security issues.

Key Decisions / Action Items:

- Working Group supported the concept of developing a calendar.
- Working Group supports making calendar public only if it does not include personal information or detailed call-in information.
- Working Group members will still need to confirm availability of conference call lines as they are also used for non-GOMC / GOMA business.

Climate Network Report

Bill Appleby provided a presentation highlighting results from the Climate Network's meeting - "Bilateral Coordination and Collaboration for Climate Service Delivery" which took place on September 10 and 11 at the University of Maine, Orono. The meeting was extremely well attended with over 60 participants representing all jurisdictions, academia, government, non-profit, tribal and other sectors. Several Working Group members mentioned that they had received very positive feedback about the conference. The meeting effectively laid out gaps, issues and ideas for moving forward. Conference participants identified the need for next steps including: 1) create an online gathering location to share information (research, stories, photos, problems and solicitations etc.), 2) establish working groups to discuss climate related issues, 3) develop an online data center, and 4) increase involvement from other sectors.

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The following potential GOMC funding ideas were identified:

- Create a list of indicator species to monitor how climate change is impacting marine life
- Create inventory of culverts and road-stream crossings, then develop standards based on projected future flooding events
- Assist with compiling land-based datasets (LIDAR, LCC habitat classification map, land cover, etc.)
- Compile cost benefit analysis for goal of promoting adaptation
- Prepare projections of sea level rise and storm surge on community scales
- Coordination of LIDAR over broader areas
- Provide information on costs of replacement verse adaptation to climate change
- Create an understandable way for the public to see in real time an extreme precipitation event based on hydrometric monitoring stations

Key Decisions / Action Items

- Working Group members noted their strong support for the work accomplished at the September conference.
- Working Group members noted that there is some overlap between recommended actions and work already underway by various agencies and academic institutions (MA Coastal Zone Management, University of New Brunswick, RARGOM, and others). There are significant opportunities to coordinate with partners and / or build upon existing efforts.
- Working Group requested that Climate Network complete meeting summary and distribute to WG for feedback and distribution to colleagues.
- WG recommended that Climate Network review 'next steps' from the meeting to narrow down recommendations by identifying the most appropriate actions for GOMC niche. Focus on GOMC's unique role for sharing information and expanding awareness.
- Recommended next steps should be presented to Council in December.

Development of December 2013 Council and WG Meeting Agendas

Sophia Foley, Joan LeBlanc and Working Group identified the following key issues to include on the agenda for the December meetings. Sophia also requested that the first draft of the briefing book for the Council meeting be prepared three weeks in advance of the meeting with a final version ten days ahead of the meeting.

Potential Council Meeting Items

- Consent Agenda: 1) Awards – Call for Nominations, 2) Fund Development Process / Roles Flow Chart, 3) CZC2014 – Logistics Recommendations
- Lunchtime Awards Ceremony for NS
- Priorities for Funding (priority projects, core funding needs etc.)
- 25th Anniversary Activities (conference session / geocaching / publication / display)
- Climate Network Update (maybe a couple presenters from conference)
- Add focus on external regional approaches (guest speaker – climate or other)
- Explore opportunities at BIO (tour / regional efforts)
- Enhanced Outreach / Messaging Strategies
- Fund Development Update
- Budget Update
- June Visioning (session or call)

Potential Working Group Items

- CZC2014 - Logistics
- 25th Anniversary Activities

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- Reserve significant time for follow up from Council direction (3 hour block)
- Fund Development Update

Developing / Enhancing GOMC Message

Sophia Foley, Theresa Torrent, and Joan LeBlanc facilitated a discussion about developing and enhancing GOMC messaging and outreach. Improving GOMC / GOMA messaging is needed to increase organizational visibility and support fund development activities. Celebration of the 25th Anniversary provides a unique opportunity to expand existing outreach for the Council.

Key Decisions / Action Items:

- Working Group supports messaging that reflects vision and priorities already outlined in the Action Plan.
- Joan will prepare brief document (one page) highlighting mission, priorities, including GOMC / GOMA relationship and roles (drawn largely from Action Plan).
- Theresa will convene Outreach Committee to help support 25th Anniversary work in 2014.
- Outreach Committee needs a Canadian Co-Chair.
- Theresa will follow up with Collette Lemieux as a potential new member of the Outreach Committee.
- WG / Outreach / Anniversary committees will identify outreach tasks that need additional funding.
- Consider developing 'priority project for funding' that highlights any financial support needed to complete 25th Anniversary or other outreach tasks.
- Working Group identified the need for an overall communications strategy that encompasses all of the 25th Anniversary events and activities.
- Chairs of the Outreach and Anniversary committees will need to work together to determine best approach for 2014.
- Outreach Committee focus beyond 2014 will reflect direction of the Council.
- Outreach efforts should highlight the best accomplishments of GOMC committees.

Strategies for GOMC Message Delivery: Social Media Presence

Sophia Foley, Jim Cradock, and Theresa Torrent facilitated a discussion about opportunities for expanding GOMC / GOMA presence through social media outlets such as Facebook, Pinterest, Google+, Twitter, and Linked-In. Working Group members noted that lack of capacity (no outreach coordinator) presents a significant challenge to increasing social media presence.

Key Decisions / Action Items

- Facebook will be used to focus on relevant news items and stories to increase awareness of GOMC activities and events.
- While she is Working Group Chair, Sophia will focus on keeping Facebook up to date.
- Jim will create one email address that can be used by Working Group and committees to submit information for posting on social media outlets. The address will be socialmedia@gulfofmaine.org. Joan will send a note to working group when the email is ready to receive announcements.
- Jim will add a link to the website that will allow members of the public to sign up for Constant Contact news alerts.
- LinkedIn can be used to highlight GOMC / GOMA recent studies, publications or other similar professional resources / information.

Strategies for GOMC Message Delivery: Enhanced GOMC / GOMA Website

Prassede Vella and Jim Cradock presented an update of efforts to revamp the GOMC / GOMA website. The new website incorporates many of the design elements featured in the recently released ESIP website. Working Group members were very pleased with the new design previewed at the meeting.

Key Decisions / Action Items

- Working Group supports preliminary GOMC / GOMA website design (modeled after ESIP).

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- WG noted that the GOMC logo needs updating and should be similar to ESIP logo.
- New website should only be launched when all components are complete.
- Prassede requested assistance from WG and Committees to review drafts of committee material.
- WG supported investment in website as an outreach priority because it has long-term value.

Meeting Accomplishments / Next Steps

Joan LeBlanc and Sophia Foley reviewed meeting accomplishments, key decisions and action items from the October Working Group meeting.

Meeting adjourned at approximately 4:30 p.m.

Meeting summary prepared by Joan LeBlanc, GOMC Council Coordinator.

Please Note: Briefing materials and presentations for the October Working Group meeting are available online at: <http://www.gulfofmaine.org/2/about-the-council/meetings/>

Gulf of Maine Council on the Marine Environment December 2013 Working Group Meeting Briefing Note					
Title of Agenda Item: Fiscal Year 2014-2015 Budget Estimates and Fund Development Update					
Submitted by: W. Donald Hudson, Sophia Foley, Cynthia Krum					
Type of Item (place X in appropriate box)	For Decision	For Direction	X	For Information (internal GOMC)	X
For Information (External)					
Background (required): This document provides a review of core service and Gulf of Maine Association functions for fiscal year 2014-2015. It also provides an update on the fund development activities during the current fiscal year 2013-2014.					
<u>GOMC Core Services Funding</u> State and Provincial members pay annual dues to the Gulf of Maine Council to support Core Services. The Council Coordinator provides organizational management and assistance to the committees, Working Group and Council Chair, and is crucial to the effectiveness of the organization and the carrying out of the action plan. The Information Technology Support, Programming, and Systems Administrator (IT Support) contractor largely supports the website development and maintenance as well as listserves. The Fund developer helps the Council apply for funds identified by members, as well as, search out new sources of funding to support the work of the action plan. If there are any funds remaining, the money pays for meeting expenses and the awards ceremony.					
As resources became more constrained, Council established a priority order of core services to be funded by dues: first, Council Coordination and IT Support, and second, Fund Development. The Council Coordinator and IT Support report to the Working Group Chair and IT Support contract manager. The Fund developer reports directly to the Executive Director of the Gulf of Maine Association.					
<u>Gulf of Maine Association</u> Gulf of Maine Association (GOMA) funding is provided entirely through administration fee which is a portion of funding received for various programs. The administrative rate is set annually based on a calculation made by the auditor. The administrative fees pay for all required costs to operate GOMA such as an Executive Director, Finance manager, insurance, and the independent audit. If funds remain, they are used to pay for Council Coordination (as an administrative function). This frees up dues to be dedicated to fund development. The Association is the legal entity required to manage funds, including dues.					
<u>Fund Development Update</u> At the June, 2013 meeting the Council requested that GOMA in coordination with the ad-hoc fund development group convene a full-day workshop to follow up on fund development recommendations prepared by Juli Beth Hinds of Birchline Planning, LLC. Out of this workshop came the final recommendations for the contracting of a fund development contractor.					
A new fund developer, James Boyle, will be contracted by December 2, 2013. The fund developer will have a seven month contract through June, 2014. It is anticipated that in FY 15 the contract will be extended for another six months based on performance. This fund developer will work closely with the GOMA Executive Director, GOMA Executive Committee and GOMA Board. He will also work with the Council ad-hoc fund development group. Ad-hoc group members not on the GOMA Board include: Jack Wiggin, Susan-Russell Robinson, Robert Capozi and Prassede Vella. Additional members can be added at any time. This contractor will focus on raising funds for Council priority programs with emphasis on the project ideas reviewed by Council at this December, 2013 meeting.					
Since July, 2013 the following proposals have been submitted or are in the process of development to attract more funds to GOMA for the work of the Council:					
1. Environment Canada, Health of the Oceans - Additional proposed funds for December 2013– March, 2014 (not included in FY 14 budget) - for total of \$49,000 to include:					

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- Best Management Practices (BMPs) in the Gulf of Maine
 - Gulf of Maine Council Support
 - Modernization of the EcoSystem Indicator Partnership's Webtool
 - Cost-Effective Approaches to Municipal Climate Adaptation that Values Ecosystem Services in New Brunswick and Nova Scotia
2. NOAA Climate Program Office – Following two applications submitted for grants with start date of September 1, 2014 (FY 15):
- Providing Gulf of Maine Communities with Coastal Adaptation Tools that Value Natural Ecosystems – Total two-year request - \$247,405
 - MultiSector Approach to Improve Understanding of Impacts of Climate Change and Dam Removal on Nearshore Environments in the Gulf Of Maine - Total two-year request - \$292,092
3. Anticipated funding proposal:
- Royal Bank of Canada - RBC Blue Water Project – Funding request limit - \$100,000
 - Expression of interest due December 20, 2013 which will be submitted if projects warrant submittal (currently researching urban habitat restoration projects in approx. \$20,000 - \$25,000 range). Start date would be June, 2014.
4. Habitat Restoration funding inquiries in process
- Coastal Wetlands Restoration Partnership (suggestion of coordinator funding)
 - J.D. Irving (project specific ideas proposed)
 - Fundy Community Foundation (to set up organization similar to Coastal Wetlands Restoration Partnership)

Possible Activities / Next Steps (optional):

GOMC Core Services Funding

To maintain status quo for Council coordination and IT support, the amount of income derived from dues for fiscal year 2014- 2015 will at least need to equal what was paid in fiscal year 2012-2013 and anticipated for fiscal year 2013-2014. There is a shortage for fund development which is explained in further detail in GOMA section below. The meeting expenses, paid through registration fees (about \$2,000 annually), have not been enough to cover all meeting costs. This means all meetings will need to be held where free space is offered. There may be no funds to operate an awards ceremony in fiscal year 2014-15.

There are a number of jurisdictions who have not been able to pay their dues at the full amount in the past few years. If there are any more losses, it will be very difficult to maintain core functions. Some jurisdictions that are not able to pay for dues have assisted by paying for specific elements of core services instead.

Gulf of Maine Association and Fund Development Funding

In the "Fiscal Year July 2014 – June 2015 (FY 15) Budget Estimates," there are limited funds for both the Gulf of Maine Association and Fund Development. These limited funds are approximately one-half of what is in the current -year budget (FY 14). However, the work requirement, at least during the initial 6 months of FY 15 is expected to be almost equal to the current fiscal year workload. Considerations include:

- GOMA work for July 1 – December 31, 2014 includes audit assistance, closing out grants, fiscal agent responsibilities, and increased fund development and the payment for officers and directors' liability insurance and audit.
- New fund development is for seven-month. Would minimally like to provide an additional six-month contract to the new fund developer to continue the work that he will have started in current fiscal year.

It is recommended, during upcoming budget preparation, that Management and Finance and GOMA consider applying the full amount of funds (available in estimated budgets) for GOMA and the full amount of funding (available in estimated budgets) for Fund Development to the first on-half of FY 15 – July through December, 2014. This is based on two factors that could allow for additional funds to become available for January-June, 2015:

- Anticipate additional funds to be received by fall 2014.

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- There is an excess (above \$120,000 of unrestricted net assets for cash flow purposes) in FY 14 budget that could, if realized, offset costs. This will be reviewed in depth during the budgeting process and any new information will be considered.

This recommendation is made because budget preparation takes place before GOMA and Management and Finance will know if additional funding sources for FY 15 will be received. If additional funding is not received by December 31, 2014 there would be significant cuts to GOMA and no Fund Development funds for January 1 – June 30, 2015.

Supporting Documentation (If applicable, list additional documents included in the Briefing Book following this Briefing Note):
Fiscal Year 2014-2015 Budget Estimates – distributed to Working Group via email (not included in this Briefing Book)

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Gulf of Maine Council on the Marine Environment December 2013 Working Group Meeting - Briefing Note				
Title of Agenda Item: Efforts to Upgrade GOMC / GOMA Website - Update				
Submitted by: Prassede Vella (MA Office of Coastal Zone Management) and Jim Cradock (Yellahoose)				
Type of Item (place X in appropriate box)	For Decision	For Direction	For Information (internal GOMC)	For Information (External)
X		X		X
Background: <p>As the Gulf of Maine Council reassesses its role, resources and capabilities to meet the needs of an ever changing environment in a constantly changing economy, the Council's message needs a strong vehicle to communicate it to the public. It is time for the organization to revamp its website and turn it into a strong, dynamic, and up-to-date way of communicating its mission within the Gulf of Maine watershed and its communities.</p> <p>Both the looks and the content of the website need extensive revision. The ultimate aim is to create a look that invites people to read more, and to have content that is simple, easy to find, and clear to understand. In addition to the main Council website, it is important to have committee websites that highlight their work conducted within the watershed. While it is important to highlight the uniqueness of each committee, it is also important that the committee pages share a basic common look with the main Council website so that our audience can make the connection and understand that these are part of the same organization.</p> <p>Another part of the website revision effort is to take the first step into giving a better presence for the Gulf of Maine Association. This was one for the Working Group recommendations to the Council in June 2013, a vital conclusion that came out of the fund development assessment and plan. This will be essential for GOMA's enhanced role in fund development and in providing support to the Council, and will also serve to highlight the distinction in roles between the Council and GOMA.</p> <p>The ultimate goal is to have a product for June 2014 to coincide with the 25th anniversary and more importantly to be a viable tool as we seek sustainable and long term funding. At the Working Group meeting in October, initial efforts to revamp the GOMC / GOMA website were presented. The new website will incorporate many of the design elements featured in the recently released ESIP website. Working Group members were very pleased with the new design previewed at the meeting. Suggestions included launching the website only when all components of the main site are complete. The Working Group supported investment in website as an outreach priority because it has long-term value.</p>				
Possible Activities / Next Steps: <p>Because many of the Working Group members could not be present at the October meeting, the presentation will provide some background to provide context. The process will be in three phases:</p> <p>Phase 1 - Develop the design and create the GOMC Home page and decide on the main tabs</p> <p>Phase 2 – Develop the content of main website</p> <p>Phase 3 – Develop committee websites</p>				
Actions, Outcomes or Decisions Requested : <ol style="list-style-type: none"> 1) Requesting volunteers to help with content revision and update for the main site 2) Request assistance from the committee co-chairs and/or program managers to assist in content revision and general setting of the committee website 				
Supporting Documentation (If applicable, list additional documents included in the Briefing Book following this Briefing Note):				

Gulf of Maine Council on the Marine Environment December 2013 Working Group Meeting Briefing Note				
Title of Agenda Item: Coastal Zone Canada 2014 Logistics				
Submitted by: Tim Hall				
Type of Item (place X in appropriate box)	For Decision	For Direction	For Information (internal GOMC)	For Information (External)
		x	x	
Background: Coastal Zone Canada 2014 will be held in Halifax, NS on June 15 – 19, 2014. This is the 20 th anniversary year of this biennial series which is the major Canadian coastal management conference. It is an international conference which attracts delegates from Canada, the US and many other countries in Europe and Southeast Asia in particular. This conference is concurrent with the 25 th Anniversary of the Gulf of Maine Council and the Council is planning a significant presence and several activities which are outlined in a separate note. Additionally the June meeting of the Council and Working Group will be held in Halifax as Nova Scotia is the Chair for 2014. This presents opportunities for the GoMC members to participate in the conference and to draw additional attention to the work of the Council.				
Possible Activities / Next Steps: After consultation between the CZC 2014 Organizing Committee and the Secretariat the following arrangements are recommended for the June 2014 meetings. <ol style="list-style-type: none"> 1. The Council meeting will be held on Wednesday, June 18 at the Delta Halifax which is the conference hotel. This will allow GoMC members access to both the hotel and easy access to the CZC 2014 conference. Wireless facilities are available through the Delta Halifax at no additional costs. 2. The Council Awards ceremony will be held on Tuesday, June 17 at the World Trade and Convention Centre which is hosting CZC 2014. The room cost will be covered by CZC 2014 and this will significantly enhance exposure to this event. Refreshments can be provided through the CZC 2014 contract with the WTCC (at cost). 3. The Working Group meetings will be held at the NS DoE offices nearby the conference site on June 19-20. This will allow for WG members to participate in the closing sessions on the morning of June 19. 				
Actions, Outcomes or Decisions Requested: Working Group members are asked to continue working together to plan for the June 2013 meetings.				
Supporting Documentation: N/A				

Gulf of Maine Council on the Marine Environment December 2013 Working Group Meeting Briefing Note				
Title of Agenda Item: Gulf of Maine Council 25th Anniversary Planning				
Submitted by: Heather Breeze, Fisheries and Oceans Canada; Susan Russell-Robinson, USGS; Ann Rodney, EPA; Sophia Foley, Nova Scotia Environment; Kathryn Parlee, Environment Canada; Theresa Torrent, Maine Coastal Program; Joan LeBlanc, Council Coordinator				
Type of Item (place X in appropriate box)	For Decision	For Direction	For Information (internal GOMC)	For Information (External)
Background (required):				
<p>At the June meeting, Susan Russell-Robinson and Heather Breeze were identified as co-chairs of the ad hoc GOMC 25th Anniversary Committee. Through the efforts of the ad hoc committee and working group, several activities related to the 25th anniversary have been identified:</p> <ul style="list-style-type: none"> • the creation of a 25th Anniversary publication; • a special GOMC session at Coastal Zone Canada (CZC) 2014 in Halifax, NS; • GOMC awards ceremony at CZC that will highlight the 25th anniversary of the Council; • a display at CZC 2014, including a postcard/bookmark to hand out; • a multimedia presentation (will be used at CZC 2014 and other venues); and • a geocaching event, to be launched in June 2014 and continue over the next year. <p>These activities are in addition to the overall communications related to the 25th anniversary activities, for example: development of messaging related to the GOMC, press releases in each jurisdiction, encouraging GOMC committees to present on their work at CZC. A timeline showing major steps that need to be taken to June 2014 (the anniversary) is attached. A draft Communications Strategy (attached) is under development.</p> <p>Ann Rodney is the lead for development of the publication and has put together a subcommittee.¹ This group has developed an outline (attached) and identified potential contractors for the publication. The subcommittee meets regularly via conference call.</p> <p>Kathryn Parlee and Sophia Foley are the leads for the geocaching activity. They are in the process of identifying 5 partner sites in each jurisdiction, i.e., 25 sites in total. Some of the partner sites are previous GOMC award winners. The activity will not be a traditional geocache. Instead, participants will have to go to a site to be able to answer a question about it. The Gulf of Maine “geocache quiz” will be available on the GOMC website. Participants will print it off themselves. Once they’ve visited a certain number of geocache sites and are able to answer a number of questions, they can send in their quiz and receive a prize. It is hoped that this activity will engage youth and raise awareness about the GOMC, partner organizations and the Gulf of Maine generally.</p> <p>Susan Russell-Robinson and Heather Breeze are co-chairs for a special theme session at CZC2014. The theme session will be held Tuesday afternoon, immediately before the GOMC awards ceremony and the day before the Gulf of Maine Council meeting. They would like three speakers from the Gulf of Maine Council to present at the session. The three topics for the presenters are habitat restoration, state of the Gulf and indicators, and the climate network. A multi-media presentation will open the session (discussed below), followed by the speakers and then an invited panel with participants from diverse backgrounds (one member from the GOMC). The panel will be asked to talk about what they see as the value of the Gulf of Maine, and what is needed to ensure that those values continue into the future.</p> <p>A multi-media presentation will be developed, to be shown in Halifax at CZC/25th Anniversary event and potentially at other events. Susan Russell-Robinson is developing a storyboard and Rob Capozzi compiled a slideshow from previous GOMC presentations. The multimedia presentation will include video, photos, maps and potentially podcasts. A map is being developed to show where GOMC Award winners are located around the Gulf</p>				

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

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of Maine. These items will be part of a general GOMC display at CZC2014. A postcard or bookmark will be developed to hand out at this and other events. The ad hoc committee will work on identifying other materials (e.g., Action Plan, ESIP fact sheets, State of the Gulf postcards, etc.) for the display.

Theresa Torrent has been liaising with the Outreach Committee on the 25th anniversary. We are asking Outreach Committee members to provide support to communications/outreach needs for the 25th.

Funding sources have been identified for most of these activities (we are requesting that the publication and postcard/bookmark be funded through the USGS grant, a potential funder for geocaching prizes has been identified, the multi-media presentation will be largely done by USGS in-house). However, some additional funds may be needed to assist with overall communications related to the events. The committee will have a specific request at the Council meeting.

Possible Activities / Next Steps (optional):

Once the publication subcommittee confirms USGS funding, they will contract for the writer and designer of the 25th anniversary publication.

Members of the Outreach committee will work with the 25th committee on messaging and communications activities.

GOMC committee members, working group members and Council members will be encouraged to attend CZC 2014, particular the GOMC session and award ceremony on June 17, 2014. The USGS may be able to fund some travel to the GOMC 25th anniversary celebrations at CZC2014 via invitational travel funds. However, this is still uncertain and the committee will continue to solicit other sources of funding. Priorities for travel funding are: 1) participants on GOMC special session at CZC and 2) award winners.

Kathryn Parlee and Sophia Foley will continue to look for partners for the Geocaching activity and work out the details for this event.

The static display for CZC will be coordinated by Susan Russell-Robinson.

Susan Russell-Robinson and Heather Breeze will continue to work on coordinating the special theme session at CZC2014 in conjunction with the CZC program committee. They are in the processing of identifying potential speakers/panelists.

Actions, Outcomes or Decisions Requested (optional):

1. Working Group members are asked to continue working with the ad hoc 25th Anniversary Committee to plan and implement the proposed activities.
2. A request will be sent in early January looking for specific multimedia (copyright free) materials. Additionally, can you or your organization articulate post-June 2014 events or activities where you might use the multimedia presentation, perhaps a podcast or freestanding computer display?

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

1. Outline for publication
2. Timeline: 25th anniversary activities
3. Draft communications strategy

GOMC 25th Anniversary Publication

Draft Table of Contents *(as of November 20, 2013)*

Introduction – 1 page

Include a box with the history of the council

Accomplishments – 3-4 pages

Include substance on all current and past committees

Large section on Habitat

Boxed highlight on 2-3 award winners

Map of accomplishments

Health of the Gulf of Maine – 2 pages

ESIP

Summary of State of the Gulf papers

Climate change and its effect on Humans

Climate Change and its effects on ecosystems, habitat and bioa

Coastal Land use

Habitat and restoration

Vision for the Gulf of Maine – 2 pages

Draw from Action Plan

Tides of Change vision

Appendix – 2 pages

List of all partners

Award winners

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Gulf of Maine Council on the Marine Environment DRAFT - 25th Anniversary Activities / Timeline

November 21, 2013

Activity	2013			2014						
	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Ongoing	
Multi-Media Presentation <i>Audience: peer organizations, general public</i> <i>Lead: Susan</i>										
• Develop multi-media presentation										
• Highlight in PR leading up to conference								X		
• 1 st display of multimedia presentation at CZC 2014									X	
• Develop list of sites and schedule for display beyond June										
• Rotate display to regional locations throughout anniversary year				X	X		X	X		
Display at CZC 2014 <i>Audience: peer organizations, conference attendees</i> <i>Lead: TBD</i>									X	
• Coordinate materials for a static display at CZC										
• Set up and staff display				X	X		X	X		
GOMC Session at CZC 2014 <i>Audience: peer organizations, conference attendees</i> <i>Lead: Susan, Heather</i>										
• Identify speakers/panelists for GOMC Session	X	X	X							
• Prepare abstract for session		X								
• Host session at CZC 2014										
• Include in PR announcements leading up to the event						X	X			
• Post presentations on GOMC website									X	
• Circulate information and link to presentations via Facebook, LinkedIn, GOMC news brief via Constant Contact										
Geocaching <i>Audience: general public, families, youth, geocaching community</i> <i>Lead: Kathryn, Sophia, Dan</i>								X		
• Identify geocaching partners	X	X	X	X	X					
• Develop geocache event, identify prizes		X	X	X	X					
• Press release announcing launch of geocaching project						X	X			
• Link all information to geocaching website						X	X			
• Launch geocache project								X		

Gulf of Maine Council on the Marine Environment
DRAFT - 25th Anniversary Activities / Timeline
November 21, 2013

Activity	2013			2014						
	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Ongoing	
<ul style="list-style-type: none">Promote the project throughout the year with regular postings on Facebook and other media – feature in-depth information about one geocache site each time									x	
GOMC Awards <i>Audience: general public, peer organizations, focus on youth as nominees, GOMC WG and Council, stakeholders</i> <i>Lead: Joan, Sophia</i>										
<ul style="list-style-type: none">Solicit nominees			x	x						
<ul style="list-style-type: none">Select award winners					x					
<ul style="list-style-type: none">Help award winners arrange travel to ceremony/GOMC special session					x	x		x		
<ul style="list-style-type: none">Present awards								x		
<ul style="list-style-type: none">Jurisdictional press releases highlighting winners								x		
<ul style="list-style-type: none">Additional outreach – highlight winners on GOMC website, Facebook site, and via Constant Contact news announcement								x		
Website <i>Audience: all</i> <i>Lead: Prassede, Jim</i>										
<ul style="list-style-type: none">Incorporate 25th anniversary logo / banner				x	x					
<ul style="list-style-type: none">Develop anniversary 'page' highlighting GOMC anniversary and activities planned					x	x				
<ul style="list-style-type: none">Update GOMC website with links to all ongoing anniversary activities							x	x	x	

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Communication Strategy: Gulf of Maine Council 25th Anniversary Activities

In 2014, the Gulf of Maine Council on the Marine Environment (GOMC) will celebrate 25 years of collaboration to protect and restore the marine environment. GOMC wants to celebrate its successes, raise awareness of the work of the Council among the interested public and continue its work in a spirit of collaboration.

Activities

Several activities are planned in conjunction with the 25th anniversary. The activities and their objective, target audience and key messages are listed in the table below. More detailed steps and the required timing of those steps are shown in the 25th Anniversary activities timeline.

Activity (Lead)	Objective	Target Audience	Messages	Communications Vehicle* (responsible party)	Date of Event
Anniversary announcements (TBD)	Announce anniversary and highlight activities planned	Interested public, partners	Celebrate 25 years of GOMC successes; highlight key actions moving forward; continue work in spirit of collaboration	<ul style="list-style-type: none"> Press releases in each jurisdiction (Cathy, Kelly, Krista, others TBD) 25th anniversary page /announcement(s) on GOMC website (TBD) Announcement through Facebook (Sophia), other social media (TBD) Note: Look for synergies with CZC announcements	June 2014
25 th anniversary logo (Kathryn)	Refresh the image of GOMC website and products; create a product scalable to many sizes	External: People who live, work and visit Gulf of Maine	GOMC is dynamic and focused on the future.	All 25 th electronic and print products (various people)	April 2014
25 th anniversary publication (Ann)	To inform professionals and potential partners about the work of the GOMC.	Internal: new WG members & Councilors External: professionals in the field, e.g., scientists, educators, elected officials, policy makers, NGOs & other partners/potential partners	GOMC has many accomplishments over the past 25 years, and is poised for more in the next 25.	Electronic publication (Ann) Limited number of printed publications (Ann)	Launch May/June 2014

25th Anniversary Communications Strategy Page 1 of 3

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Activity (Lead)	Objective	Target Audience	Messages	Communications Vehicle* (responsible party)	Date of Event
Postcards/bookmarks (TBD)	Extend 25 th anniversary awareness in months after June 2014	Internal – share with others at meetings and events External – reminder about GOMC and its activities	In development, some examples: check out geocaching, anniversary pub, new GOMC website,	TBD	Launch May/June 2014
Multi-media presentation (Susan)		Interested public		<ul style="list-style-type: none"> CZC special session (Susan/Heather) CZC – general display area (TBD) Locations around the Gulf of Maine: aquariums, science centers, parks, etc. -- need specifics (TBD) 	Will be first presented at GOMC meeting/CZC June 2014
Display at CZC 2014 (Susan)	Provide an overview of the activities of the GOMC, including publications and materials available on the website.	Professionals working in coastal and oceans management, researchers, participants in GOMC	We have developed documents and tools that are useful in your work. We like to partner with other organizations.	<ul style="list-style-type: none"> Display materials: stand-up banners, existing publications, existing postcards and other promotional materials from committees (all committee co-chairs) 	June 2014
Special Gulf of Maine session at Coastal Zone Canada 2014: presentations, multi-media presentation, panel (Susan, Heather)	Overview current issues in the Gulf of Maine; discuss how the Gulf of Maine can continue to survive and thrive in the 21 st century.	Professionals working in coastal and oceans management, researchers, participants in GOMC		<ul style="list-style-type: none"> CZC website (CZC) Notice to GOMC committees and GOMIT distribution list (TBD) 	Abstract of session due December 2013
Geocaching (Kathryn, Sophia, Dan)	The general public learns about the Gulf of Maine and its importance in a fun way.	Youth (school groups, young naturalist groups, scouts, guides), families, geocachers.	Explore the wonder of the Gulf of Maine. Do your part to protect its treasures.	<ul style="list-style-type: none"> Press release, social media announcements (see Anniversary Announcements row, above) Geocaching website (TBD) Partner site websites (TBD) 	Launched June 2014
Geocache coin (Kathryn)	Entice youth and families to participate in geocaching.	Youth (school groups, young naturalist groups, scouts, guides), families, geocachers.	Explore the wonder of the Gulf of Maine. Do your part to protect its treasures.	<ul style="list-style-type: none"> Geocaching website (TBD) Partner site websites (TBD) 	Launched June 2014

Draft November 22, 2013

Activity (Lead)	Objective	Target Audience	Messages	Communications Vehicle* (responsible party)	Date of Event
GOMC awards ceremony (Joan, Sophia)	Recognize recent contributions to action plan goals of GOMC.	GOMC WG and Council, stakeholders	GOMC values your contributions.	<ul style="list-style-type: none"> Newsletters in each jurisdiction (TBD) GOMT distribution list (TBD) Press release, social media announcements (see Anniversary Announcements row, above) 	June 2014
Other activities (tbd)	*Vehicle = actual communication activity.				