



Working Group March 2014 Meeting
March 5th Videoconference
March 19 Call

Briefing Book, Version 1

* Please note:

The 25th Anniversary Logo shown above was developed by the 25th Anniversary ad-hoc committee and is a Consent Agenda item for the meeting.

Table of Contents

Working Group Meeting Agenda for March 5 th and March 19 th	3
December 2013 Meeting Summary	5
Briefing Notes and Attachments	
- GOMC Thank You Letter – David Keeley	11
- GOMC Thank You Letter – CZC 2014	12
- GOMC 25 th Anniversary Activities	13
- GOMC Awards	15
- GOMA / GOMC Fiscal Year 2014-2015 Budget	16
- GOMC Fund Development and Priority Projects	17
- Upgrade of GOMC / GOMA Website.....	18
- Social Media and Web Publications Protocol	19

Gulf of Maine Council on the Marine Environment
 March 2014 • Working Group Meeting • Briefing Book, Version 1

Wednesday • March 5, 2014 • Videoconference Meeting • Agenda v.2 Regional Site 1: NS Environment, Barrington Tower, 1894 Barrington Street, Suite 1800, Halifax, NS Regional Site 2: EPA, 5 Post Office Square, 15 th Floor, Mt. Madison Room 1540, Boston, MA		
8:30 AM (ET)	Welcome, Introductions, and Overview of Objectives for the Meeting <i>Sophia Foley, Working Group Chair, Nova Scotia Environment</i>	
8:45 AM	Consent Agenda <ul style="list-style-type: none"> December 2013 WG meeting summary acceptance Draft 25th Anniversary Communications Plan (<i>will be sent prior to meeting</i>) 25th Anniversary Logo (<i>see briefing book cover</i>) GOMC thank you letter to David Keeley (<i>p. 11</i>) GOMC thank letter to CZC 2014 (<i>p. 12</i>) 	✓ For Decision
9:00 AM	Final Logistics for June 2014 CZC / GOMC Collaboration <i>Tim Hall and Sophia Foley</i>	✓ For Information ✓ Internal
9:15 AM	Implementation of 25th Anniversary Communications Plan	✓ For Direction ✓ For Decision
10:00 AM	Break	
10:15 AM	25th Anniversary Activities	✓ For Direction ✓ For Decision <i>pp. 13-14</i>
11:15 AM	GOMC Awards (Nominations and Planning for Ceremony)	✓ For Direction ✓ For Decision <i>p. 15</i>
12:00 PM	Break for Lunch	
1:00 PM	WG Roundtable Working Group members will provide brief highlights focused on significant and / or time sensitive committee activities.	✓ For Information ✓ Internal
1:30 PM	GOMA / GOMC Fiscal Year 2014-2015 Budget <i>Cindy Krum, GOMA Executive Director</i> Cindy will provide a brief update from the February 26 th Budget call. She will also highlight budget figures for priority project ideas submitted to date.	✓ For Information ✓ Internal <i>p. 16</i>
1:45 PM	Fund Development and Priority Projects <i>Jim Boyle and Joan LeBlanc</i> Jim will provide an update regarding the status of fund development activities. Joan and Jim will facilitate a discussion about any additional priority project write-ups for committee and / or cross-cutting projects.	✓ For Information ✓ Internal ✓ For Direction <i>p. 17</i>
2:45 PM	Break	
3:00 PM	Upgrade of GOMC / GOMA Website <i>Jim Cradock, GOMC IT Coordinator; Prassede Vella</i>	✓ For Information ✓ Internal ✓ For Direction <i>p. 18</i>
3:20 PM	EIUI Brief Check-In	✓ For Decision
3:30 PM	Social Media & Web Publications Protocol Working Group will develop policy and protocol for GOMC social media and web publications.	✓ For Direction ✓ For Decision <i>pp. 19-22</i>

Gulf of Maine Council on the Marine Environment
 March 2014 • Working Group Meeting • Briefing Book, Version 1

4:00 PM	Review and Finalize Agenda for March 19 Working Group Call	✓ For Direction
4:15 PM	Review of Meeting Accomplishments / Key Decisions / Action Items <i>Joan LeBlanc, GOMC Council Coordinator</i>	✓ For Information ✓ Internal
4:30 PM	Adjourn	

Wednesday • March 19, 2014 • Working Group Conference Call • Agenda v.2		
1:00 PM (ET)	Welcome, Introductions, and Overview of Objectives for the Meeting <i>Sophia Foley, Working Group Chair, Nova Scotia Environment</i>	
1:10 PM	Plans for June 2014 Council Meeting Working Group members will discuss and finalize agenda items and structure for the June 2014 Council Meeting. The following will be addressed: <ul style="list-style-type: none"> • Increase commitment / engagement of councilors • Determine 'path forward' for next 25 years • Decide how to address committee / action plan updates at the June meeting 	✓ For Direction ✓ For Decision
2:30 PM	Break	
2:45 PM	Plans / Agenda for June 2014 Council Meeting (continued)	
3:45 PM	Meeting Recap Review and finalize key decisions and next steps regarding plans for the June 2014 Council meeting	✓ For Direction ✓ For Decision
4:00 PM	Adjourn	

GOMC DRAFT Working Group Meeting Summary • Halifax, NS • December 4-5, 2013

Meeting Participants

Working Group Members: Bill Appleby, Environment Canada; Heather Breeze, Fisheries and Oceans Canada; Sophia Foley, NS Department of Environment; Tim Hall, Fisheries and Oceans Canada (via conference call); Kevin Lucey (for Steve Couture), NH Department of Environmental Services; Ellen Mecray, NOAA; Becca Newhall, NOAA (via conference call); Kathryn Parlee, Environment Canada; Ann Rodney, US Environmental Protection Agency (via conference call); Susan Russell-Robinson, USGS (via conference call); Theresa Torrent, Maine Coastal Program; Peter Wells, Bay of Fundy Ecosystem Partnership; and Bill Whitman, NS Coastal Secretariat.

Other participants: Kelly Cowper, Environment Canada; Jim Cradock, GOMC IT Coordinator (via conference call); Krista Holland, Environment Canada; Cindy Krum, GOMA Executive Director; Joan LeBlanc, GOMC Council Coordinator; Bertrum MacDonald, Dalhousie University / EIUI Initiative; Melanie MacLean, Fisheries and Oceans Canada; Slade Moore, Biological Conservation (via conference call); Emily Rideout, NS Department of Fisheries and Aquaculture; and Ashley Sprague, NS Department of Fisheries and Aquaculture.

Opening Remarks

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

Consent Agenda

The October 2013 draft meeting summary was accepted.

GOMC Committee Updates

Committee co-chairs or other representatives discussed activities, accomplishments, and funding priorities in the context of direction received from Council.

State of the Gulf of Maine

Heather Breeze noted that the committee is trying to wrap up first editions of the theme papers. A commercial fisheries paper was released on December 3rd. The first draft of the watershed paper is expected by the end of January. The aquaculture paper is currently on hold. Peter Wells may do a presentation regarding emerging issues at Coastal Zone Canada that will help support the action plan. With funds from Environment Canada, the committee is compiling existing information about Best Management Practices and will add resources to the website. The committee has very limited capacity right now with Heather focusing efforts on the GOMC 25th anniversary activities. In the spring, they may have some requests for the fund developer. Heather noted that an assessment of the State of the Gulf papers conducted by Bertrum MacDonald indicated that a large number of people changed their views after reading them.

EcoSystem Indicator Partnership

Kathryn Parlee provided an update regarding ESIP activities. The committee finished an 18-month plan, released an updated and more user friendly webpage, and continues to release monthly journal entries – most recently on the status of Right Whales in the Bay of Fundy. A think tank has been set up to determine appropriate indicators for phase two. The ESIP map is being moved into a Google platform so it will be easier to access and could support a Smartphone APP in the future. The feasibility of a Smartphone App to support ground-truthing and uploading data is currently being explored. ESIP will be doing a presentation and a poster for CZC 2014. Christine noted that ESIP is recognized as a regional expert and Christine is working the Climate Network and with NERACOOS. ESIP may develop project ideas for the fund developer later this winter.

Coastal and Marine Spatial Planning

Tim Hall provided an update regarding CMSP committee activities. For the past 6 months, CMSP has continued to exchange information and ideas. Due to time constraints, the committee is planning to facilitate a web-based

exchange of US / Canadian information instead of hosting a joint workshop. CMSP will look at US and Canadian databases to identify whether there are cross boundary gaps. This effort will identify potential mapping needs as well as opportunities for learning and sharing. NROC has put out an RFP for a mapping contractor. Bill Whitman noted that Nova Scotia is interested in being involved in the project as they are trying to create better mapping within the provincial coastal section. The committee is not seeking any funding in the short-term but may look at longer term opportunities in the future. Tim also noted that CMSP may be able to assist with potential investigate mapping efforts of the Climate Network. Bill Appleby and Ellen Mecray indicated interest in working together with CMSP to address mapping needs, particularly those associated with bathymetry and physical habitat.

Habitat Restoration

Slade Moore provided an update regarding activities of the Habitat Restoration Committee. Over the past several years, the committee has partially funded 114 GOMC habitat restoration projects. With loss of NOAA funds, the committee is seeking new funding to support core committee services (including funds for a coordinator) and new restoration programs and projects. Projects funded by Royal Bank of Canada grant will close out next year.

Key Decisions / Action Items

- As a follow up to Councilors' concerns about GOMC acting as a middle manager for 'on the ground' projects, WG recommended that funding opportunities be evaluated on a case by case basis to ensure that GOMC would be 'adding value' to any project before applying for funds.
- WG recommended that Habitat Restoration committee seek funding for projects that provide tools or resources to address jurisdiction and region-wide priorities – similar to 'salt marsh restoration guide'.
- WG recommended meeting with potential funders (outside of the RFP process) to pursue significant funding for new grants program.

Gulfwatch

This fall, Gulfwatch held a Canadian meeting in Halifax, NS, where they reviewed the two previous reports on the program, and developed a proposed budget and sampling plan for going forward. A joint Canadian / US meeting is needed to develop bilateral consensus for future program direction. Additional program needs include metals analysis, preparation of two data reports, development of a fact sheet, and funding for a program coordinator. Approximately \$50k is needed to catch up on analysis and reporting from previous sampling. Once the committee reaches consensus they will prepare a priority project write-up for GOMC fund developer. Susan noted that Gulfwatch data is one of the backbone pieces for ESIP. Theresa noted that the extensive in-kind value and contributions of Gulfwatch should be clearly documented for the fund developer. Several members agreed to explore potential support for the joint US / Canadian meeting and follow up with Peter by January 30, 2014.

Key Decisions / Action Items

- WG members agreed that Gulfwatch should be maintained as a high priority for GOMC.
- WG members were asked to help identify in-kind or monetary support of up to \$5k to support a joint US / Canadian meeting.

GOMC Fund Development Update

Cindy Krum provided an update regarding fund development activities. Following an extensive hiring process that included an applicant review team, as well as first and second interview teams, James Boyle was selected as the new fund developer for GOMC. His seven-month contract began on December 2, 2013 and will continue through June 2014. It is anticipated that the contract will be extended for another six months in FY15 based on performance. Cindy is the contract manager and Don Hudson is the contract facilitator. Jim's first task will be developing a list of potential funding sources for review by M&F. He will then focus on raising funds for Council priority projects. Jim will spend approximately 75% of his time on identifying public and private funding, and 25% on larger amounts of funding for endowment / mitigation.

Key Decisions / Action Items

- List of potential funding sources will be circulated for feedback and potential concerns to both M&F and WG members.
- Council Coordinator and committee co-chairs will meet with fund developer to discuss priority projects.
- Committees will continue to update and provide Jim with additional write-ups for priority projects and core committee functions in need of funding.
- Committees will forward any useful background / messaging materials such as Fact Sheets to Jim.
- Jim will ensure that sufficient funds for administrative management are incorporated into all proposals for funding.

GOMA / GOMC Fiscal Year 2014 / 2015 Budget Estimates

Cindy and Don provided an update regarding future budget estimates. Without new funds, the overall structure and contract amounts for GOMA / GOMC will be significantly different next year. Dues will continue to support core functions, while fundraising will support new programs and projects. Since much of Cindy's time is focused on managing grant projects, the future budget of GOMA will depend upon fundraising efforts and whether the Council continues to manage grants in the future. Don recommended that the FY2014/2015 budget be front-loaded to ensure adequate funding for legally required audit and contract management functions. Cindy noted that we need to bring unrestricted net assets from \$103k to \$120k as soon as possible.

Cindy and WG members discussed the benefit of having a pre-determined administrative rate and the need for GOMC to make up for the difference between negotiated rates (15% EC / 9% NROC) and the actual 18% expense for administrative management and finance functions carried out by Cindy and Lori. For the NROC grant, NROC is supposed to provide ½ of the support level to make up the difference, but GOMC has been handling most of the management.

Ann noted that it would be useful to see a budget that includes funding needs. Kevin noted that with a diminished GOMA budget we should be concerned about bringing in new funds for projects that we cannot afford to manage. Cindy noted that the fund developer will ensure that proposals for funding include adequate funding for GOMA to manage any new projects.

Key Decisions / Action Items

- The 2014/2015 budget will be front loaded to ensure adequate funding for legally required audit and contract management functions.
- Fund developer will ensure that there is adequate funding to support administrative management of any new projects.

Efforts to Upgrade GOMC / GOMA Website

Jim Cradock presented an update regarding efforts to upgrade the GOMC / GOMA website. He and Prassede have continued to develop the new website with a design similar to the revamped ESIP site. Committee members were asked to assist with review and updating content. The overall objectives of the redesign are to: 1) reinvigorate the Council message; 2) remind communities about the role of the Council; 3) make the website more effective, informative and user friendly; 4) make the content more fresh and direct; and 5) promote GOMA's role within the Council. Jim and Prassede have finished Phase 1 by designing the homepage and tabs. The menus have been simplified and design is more contemporary and easier to use on mobile devices. Content will be updated during Phase 2 from December 2013 through March 2014. Phase 3 will involve updating committee information. The new site will be more visually inviting and engaging, including an interactive monitoring map.

Key Decisions / Action Items

- WG are asked to provide feedback on the design and assist with updating site content.
- Jim and Prassede will coordinate with committee co-chairs in 2014 to update committee information.
- Melanie and Heather will review State of the Gulf of Maine content.
- Peter will review Gulfwatch content.
- Ellen, Bill and Marina will review Climate content.

- Jim will move “Donate to GOMT” from the website.
- WG members will send Joan edits to information in Peoplefinder.

Social Media

During the course of the meeting, concerns were raised about the need for a process to review material before it is posted to the GOMC Facebook page. Climate Network and other committees were sensitive to the type of news articles posted as well as their associated public comment sections. WG members discussed opportunities for developing a GOMC policy.

Key Decisions / Action Items

- The following interim guidelines regarding posting on Facebook were developed:
 1. When possible provide link to direct source instead of news article
 2. Do not post any content that is critical of GOMC member agencies
 3. When posting a news article, add language to Facebook feed such as “The CBC reports...”
- Theresa, Becca and others will look for sample social media strategies, and sample ‘disclaimers’ on partner websites for further consideration at March WG.
- WG will begin developing a more formal social media policy at the March meeting.

Marine Environment Information: An Update on the EIUI Initiative

Bertrum MacDonald provided an update regarding ongoing projects of the EIUI. GOMC has been included as a case study for an Insight Grant application. A decision on the proposal will be made by April. Last winter, they introduced a new graduate course, “Role of Information in Policy and Decision Making” – students have opportunities to conduct research on GOMC publications. GOMC also has the opportunity to provide research tasks for students working on projects as part of a management course. Ellen noted that an evaluation of the State of the Climate report would be useful. WG members supported GOMC continued involvement and support for the EIUI Initiative.

Key Decisions / Action Items

- Bertram will provide WG with an updated list of GOMC publications.
- WG will develop list of potential projects for evaluation by EIUI via:
 1. Incorporation into an Insight Grant (if funded)
 2. Research by EIUI students
 3. Research by management students

CZC 2014 / GOMC Collaboration

Tim Hall provided an update regarding logistics associated with the GOMC collaboration with CZC 2014 for the June 2014 meetings. Abstracts for the conference are due on December 16th. The Council meeting will take place on Wednesday, June 18, with the Working Group on Thursday and Friday, June 19 and June 20. The Council meeting will take place at the Delta Halifax Hotel Ballroom. A special session sponsored by GOMC will take place on Tuesday afternoon followed by the GOMC awards ceremony that evening at the Ballroom of the World Trade and Convention Centre. The Working Group meeting will be held at the office of NS Environment. Overall conference fees range from \$450 to \$500 depending upon timing. Councilors don’t have to register for the conference in order to attend the Council meeting.

Key Decisions / Action Items

- Tim will forward registration information to Joan for circulation to WG and Council.
- Joan will develop combined information for GOMC and CZC 2014 and circulate to WG and Council for early travel requests.

25th Anniversary Communications Strategy

Kelly Cowper and Krista Holland from Environment Canada facilitated an interactive session to begin developing a communications strategy for the 25th anniversary year. Kelly indicated that the strategy once complete will

include sections regarding opportunity, objective setting, public environment analysis / research / political environment / communication environment, key messages, target audience, tools and timeline. The following top three objectives were identified:

1. Increase Awareness of GOMC
2. Increase Awareness /Stewardship of GOM ecosystem
3. Generate more 'buy-in' for the Council

WG members submitted a wide range of ideas regarding audience and key messages to be included in the strategy. Kelly and Krista will review information submitted at the WG meeting and use it to form the basis of a draft communications plan. Peter and Theresa asked Kelly to be sure that the draft reflects the vision statement in the GOMC Action Plan. Ashley noted that the 'Bay of Fundy' had an extremely effective PR campaign that could serve as a model. Heather noted that we already picked products to celebrate the 25th anniversary and the strategy should be linked to them. Kelly agreed and noted that she will also include newer communications strategies to address the gap in social media.

Key Decisions / Action Items

- Kelly will send a draft communications strategy to WG by December 13.
- WG will send initial feedback by December 20.
- Additional follow-up will take place at the January M&F meeting.
- WG will identify and provide PR contacts for jurisdictions to Kelly.

25th Anniversary Planning

Heather, Susan and other members of the ad-hoc committee provided an update regarding 25th Anniversary planning activities for the publication, special GOMC session at CZC 2014, multi-media display, and geocaching project.

Key Decisions / Action Items

- Publication will highlight GOMC accomplishments and be used as a tool for outreach and fund development.
- Multi-media display will be launched at CZC 2014 and displayed in other locations after June 2014.
- GOMC special session will highlight the value of the Gulf of Maine ecosystem and promote a vision for future protection.
- Geocaching will engage families in exploring and learning about the Gulf of Maine ecosystem – project will launch in June 2014.
- Kelly and Krista will join the Anniversary Planning committee to collaborate on communications.
- Committee will provide content that can be used for messaging / social media strategies.
- Sophia / Kathryn will circulate list of potential geocache sites for review by WG.
- WG are asked to think about potential award nominees so that early decisions can be made.
- Committee will follow up with specific tasks for Council participation (announcements, PR etc.).
- WG are asked to identify outreach / communications staff to assist with 25th Anniversary activities.
- Susan and Heather will prepare and submit an abstract for the GOMC panel session at CZC 2014 by deadline of December 16th
- WG are asked to send additional recommendations regarding potential speakers / panelists for the GOMC session.
- Committee and WG will identify appropriate additional publications / Fact Sheets to be made available at CZC 2014 along with the multi-media display.
- Heather will follow up with Councilors regarding requests for specific in-kind or financial support.

March 2014 Working Group Agenda

Sophia, Joan and WG members identified the following items for inclusion on the agenda for the March 5th videoconference meeting.

- 25th Anniversary Activities

- 25th Anniversary Communications
- 2014 Awards –Selection and Planning for Ceremony
- Final logistics for June 2014 CZC / GOMC collaboration
- Fund Development – Update from Jim Boyle
- Fund Development – Follow up regarding Priority Projects, Overarching Projects
- Website Update
- Social Media Strategy
- EIUI – Check-in (10 minutes)

The following items were recommended for the WG follow up call scheduled for March 19th.

- Planning for June Council meeting
- Expand opportunities for Councilor engagement / decisions at June Meeting
- Determining the ‘path forward’ for next 25 years
- Determine how to address Action Plan updates in June

Follow-up from December 3rd Council Meeting

Following discussion led by Sophia Foley, Working Group members identified the need to increase opportunities for Council engagement, and develop a shared consensus for the future direction of GOMC.

Key Decisions / Action Items

1. Increase Opportunities for Council Engagement

- WG will increase communication to Councilors about value of GOMC work to jurisdiction - consider updating ‘one-pagers’ highlighting value to each jurisdiction
- Demonstrate how GOMC efforts support each Department’s goals
- For June meetings, focus on jurisdictional priorities in the context of supporting the Action Plan
- Develop strategies to ensure meetings are compelling – link to key policy decisions as appropriate
- Consider ‘ignite’ format for committee updates
- Restructure meeting format so that Councilors are engaging with each other on jurisdictional priorities not just listening to WG
- Identify strategies for engaging Premiers and Governors in addition to Councilors
- M&F will further develop proposed strategies for WG discussion in March
- March 19th WG call will be dedicated to developing plan for the June meeting that will increase opportunities for Council engagement

2. Future Direction for GOMC

- WG and Council will determine future direction for GOMC in light of 25th Anniversary and changes in funding
- WG and Council will determine best strategies for implementing second ½ of Action Plan
- Ensure progress in achieving Action Plan is incorporated into 25th Anniversary messaging
- Engage WG in March, and Councilors at June 2014 meeting in developing the ‘path forward’
- During the March 19th call, WG will discuss strategies for engaging Councilors in determining future direction of GOMC

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 December Working Group meeting are available online at: <http://www.gulfofmaine.org/2/about-the-council/meetings/>



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March 05, 2014

Mr. David Keeley,

We greatly appreciate your dedication to the Gulf of Maine Council on the Marine Environment since its inception almost 25 years ago. Without your vision, this organization would not be what it is today. We all want to thank you for your many years of great leadership. Many of us have additional personal reasons for our gratitude, for we have all worked with you in different facets of the Council's history and programs and Council activities.

You were involved with the initial set up of all the major initiatives of the Council from habitat restoration to the ecosystem indicator partnership. You have had many roles from Working Group member, to Councilor to contractor. Over all these years, you were continually looked to for insight and guidance. As the lead for the Core Services contract for many years, you oversaw Council Coordination, Information Technology and the Gulf of Maine Times. In recent years, you worked tirelessly to successfully raise funds for priority initiatives. During each phase of your working relationship with the Council, you were always very generous with your time and continually assisted the Council to more efficiently carry out its mission.

We would like to take this opportunity to thank you for your long-standing support and unwavering commitment to this organization. We give you special thanks for your caring of this great body of water and the people who inhabit it. We thank you for all you have done and all you have taught us and send our very best wishes for what may lay ahead.

Lorrie Roberts

Executive Director, Policy Division, NS Environment
Gulf of Maine Council Chair 2013-2014

*The mission of the Council is to maintain and enhance environmental quality in the Gulf of Maine and to
allow for sustainable resource use by existing and future generations*
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Maine

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Dear CZC 2014 Committee Co-chairs:

On behalf of the Gulf of Maine Council on the Marine Environment, thank you for supporting the 2014 Gulf of Maine Council Meetings and Awards ceremony. Your donation of reduced rate for meeting space, as well as free meeting space is greatly appreciated and important for the continued working of the Council and its activities. A partnership with the CZC conference comes at an opportune time. While the Council reflects on 25 years of working to maintain and enhance environmental quality in the Gulf of Maine and its watershed, the 2014 CZC conference theme, Our Coasts: Legacies and Futures, recognizes that our past choices and decisions have led us to where we are today, both positive and negative. The theme also recognizes that opportunities abound to influence and shape the future. It appears as though we are on similar paths.

The Gulf of Maine Council on the Marine Environment was established in 1989 by the Governments of Nova Scotia, New Brunswick, Maine, New Hampshire, and Massachusetts to foster cooperative actions within the Gulf watershed. Its mission is to maintain and enhance environmental quality in the Gulf of Maine to allow for sustainable resource use by existing and future generations.

The Council could not do what it does without the generous support. Thank you again.

Most sincerely,

Lorrie Roberts
Executive Director, Policy Division, NS Environment
Gulf of Maine Council Chair 2013-2014

March 05, 2014

*The mission of the Council is to maintain and enhance environmental quality in the Gulf of Maine and to
allow for sustainable resource use by existing and future generations*

Nova Scotia Environment • 2013-2014 Secretariat
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Gulf of Maine Council on the Marine Environment 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, Kelly Cowper and Krista Holland, Environment Canada; Theresa Torrent, Maine Coastal Program; Joan LeBlanc, Council Coordinator					
Type of Item	For Decision	For Direction	X	For Information (internal GOMC)	X For Information (External)
<p>Background: The ad hoc GOMC 25th Anniversary Committee co-chaired by Heather Breeze and Susan Russell-Robinson continue to work on several activities:</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; • a multimedia presentation (will be used at CZC 2014 and other venues); • a display at CZC 2014, including a postcard/bookmark to hand out; • GOMC awards ceremony at CZC that will highlight the 25th anniversary of the Council; • a geocaching event, to be launched in June 2014 and continue over the next year; and • an overall Communications Plan related to GOMC's 25th year. <p>Ann Rodney, the publication lead, has identified consultants and is putting together contracts to complete the publication. Photos and sources of photos have been identified. Funding for the publication is expected to be confirmed by the end of February. The publication subcommittee¹ meets regularly via conference call.</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. The speakers for three talks to be given at the event have been identified. A moderator (Lee Sochasky) and several members of a panel have been identified, with other potential panelists considering their invitations. A multimedia presentation that will be launched at the special session is under development. The multi-media presentation will also be shown at other events during the 25th anniversary year.</p> <p>A map is being developed to show where GOMC Award winners are located around the Gulf of Maine. This will be part of a general GOMC display at CZC2014 and may also be included in the publication. 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.</p> <p>Krista Holland and Kelly Cowper have prepared a 25th Anniversary Communications Plan (previously circulated to the Working Group). An implementation plan/workplan for the Communications Plan is under development. 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. Lorraine Gailey (Environment Canada) will be replacing Kelly Cowper for a couple of months.</p> <p>Dan Earle from the Gulf of Maine Institute has volunteered to participate in coordinating the GeoTour preparations. He is in the process of identifying five partner sites in each jurisdiction, i.e., 25 sites in total. A design for a geocoin has been developed, but funding has not yet been secured to mint the coin.</p> <p>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 geocoins 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.</p>					
<p>Possible Activities / Next Steps (optional): Once the publication subcommittee confirms USGS funding, they will launch the contracts for the writer and</p>					

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

designer of the 25th anniversary publication.

The 25th Anniversary Committee will continue to work with the Outreach 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.

If Council or Working Group members need their conference fee paid, this needs to be identified now.

The USGS will be able to fund a very limited amount of travel to the GOMC 25th anniversary celebrations at CZC2014 via invitational travel funds. Priorities for travel funding are: 1) participants on GOMC special session at CZC and 2) award winners.

Kathryn Parlee, Sophia Foley and Dan Earle will continue to look for partners for the Geocaching activity and work out the details for this event. Kathryn will look into options for minting the geocoin.

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 encourage the participation of Outreach Committee members from their organization in 25th anniversary activities.
2. Working group members are asked to look into their travel arrangements for the June 2014 special events and WG/Council meetings.
3. Working group members will be asked to identify potential partners for the geocaching activity.

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

Gulf of Maine Council on the Marine Environment
 March 2014 • Working Group Meeting • Briefing Book, Version 1

Gulf of Maine Council on the Marine Environment Meeting Briefing Note				
Title of Agenda Item: GOMC 2014 Awards – Call for Nominations				
Submitted by: Joan LeBlanc, GOMC Council Coordinator				
Type of Item (place X in appropriate box)	For Decision	For Direction	For Information (internal GOMC)	For Information (External)
X			X	
<p>Background (required):</p> <p>Working Group members are asked to help identify candidates for the GOMC 2014 awards. The call for nominations is included below for reference.</p> <p>2014 Gulf of Maine Council Awards, Call For Nominations <u>Deadline:</u> March 30, 2014</p> <p>The Gulf of Maine Council on the Marine Environment is now accepting nominations for its 2014 Awards. In honor of its 25th Anniversary, the Council seeks to recognize the value of young people as well as experienced leaders in working together to protect the Gulf of Maine ecosystem. We welcome nominees of all ages (including students or youth organizations) for our 2014 Gulf of Maine Visionary Awards and Longard Volunteer Award.</p> <ul style="list-style-type: none"> • <u>Gulf of Maine Visionary Awards:</u> Up to two individuals, businesses, or organizations within each province and state bordering the Gulf of Maine will be selected to receive Visionary Awards (paid professionals or volunteers are eligible). The awards recognize innovation, creativity, and commitment to protecting the marine environment. Recipients may work in the fields of environmental science, education, conservation, or policy. They may be engaged in projects that involve public awareness, grassroots action, or business/manufacturing practices. • <u>Longard Volunteer Award:</u> The Council presents this annual award to an outstanding volunteer within the Gulf watershed who has made significant contributions to conserving or managing the Gulf's resources. Past recipients have been involved in stewardship projects, educational programs, volunteer monitoring and scientific research. The award is named in memory of Art Longard, a Nova Scotia resident and devoted conservationist who helped to conceive and launch the Gulf of Maine Council. • <u>Susan Snow-Cotter Leadership Award:</u> This award is bestowed in memory of Susan Snow-Cotter, a long-time friend of the Council and Working Group. The Award is given to an individual from one of the five states and provinces bordering the Gulf of Maine. The Susan Snow-Cotter Leadership Award honors those coastal management professionals who exemplify outstanding leadership or exceptional mentoring in the Gulf of Maine watershed. As former Director of the Massachusetts Office of Coastal Zone Management, Susan was recognized as a leader who exhibited unwavering passion, enthusiasm, and insight to develop pragmatic approaches to coastal management challenges. • <u>Gulf of Maine Industry Award:</u> The Gulf of Maine Industry Award is made annually to an individual, company, or organization within the Gulf of Maine region (Massachusetts, New Hampshire, Maine, New Brunswick, and Nova Scotia). The award recognizes demonstrated innovation and leadership in efforts to improve the well-being of the Gulf of Maine ecosystem and the communities that call it home. Nominations are sought from the following sectors: tourism, fisheries (commercial and recreational); aquaculture (finfish and shellfish); renewable energy generation (tidal, wave and wind) and transportation (shipping, ferries, etc.). • <u>Gulf of Maine Sustainable Community Awards:</u> The Gulf of Maine Council will recognize a community, or group within a community for exemplary work in achieving sustainability outcomes related to the environment and economy, that are in line with the objectives of the Council's Action Plan. 				
<p>Actions, Outcomes or Decisions Requested (optional):</p> <ul style="list-style-type: none"> • Working Group members are asked to identify potential candidates and facilitate nominations for GOMC 2014 Awards. Nominations will be accepted through March 30, 2014. 				

Gulf of Maine Council on the Marine Environment March 2014 Working Group Meeting – DRAFT Briefing Note																																		
Title of Agenda Item: GOMA / GOMC Fiscal Year 2014-2015 Budget																																		
Submitted by: Cynthia Krum																																		
Type of Item <small>(place X in appropriate box)</small>	For Decision	For Direction	For Information <small>(internal GOMC)</small>	<div style="text-align: center;">X</div> For Information <small>(External)</small>																														
Background (required):																																		
Budget Summary: This document accompanies the GOMA Fiscal Year July 2014 - June 2015 (FY 2014-2015) Budget provided under separate cover (attached to Briefing Packet e-mail). Please note that the FY 2014-2015 budget is a DRAFT summary to be edited prior to the June Working Group and Council meetings. The edited version will be based on updated Fiscal Year 2013-2014 year-end expenditure predictions and any additional funding received. At the December, 2013 GOMA / GOMC Working Group and Council meetings, initial FY 2014-2015 budget estimates were presented. Since that time, DRAFT individual budgets for all programs (with confirmed and expected funding) have been prepared and reviewed by committee co-chairs and/or contract managers. The FY 2014-2015 Budget details for all funded programs were reviewed by the Management and Finance (M&F) and Working Group members on February 26, 2014. The second draft will be presented to Management and Finance by the end of April, 2014.																																		
M&F and Working Group members, on the February 26 call, recommended preparing six-month contractor Scopes of Work from July 1- December 31, 2014. In particular, this was recommended for Core Services (Council Coordination, Information technology and Fund Development), and for GOMA services (Finance Manager and Executive Director). During FY 2014-2015, available funding for these contracts will be reviewed on a monthly basis. It will be important to receive membership dues as early in the fiscal year as possible.																																		
GOMC Priority Project Funding Needs Summary: The Priority Project documents, with additional details, are included as a separate document with the Briefing Packet. In December, 2013, it was determined that the Working Group would like to review committee funding needs that are based on these completed Priority Project documents. Committee project funding needs represented in those documents have been summarized in the table below. This is a work in progress. The numbers represent each committee's understanding of best way to estimate funding needs (e.g. wish list or immediate priorities).																																		
<table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="width: 15%;">2012-2017 Action Plan Activity #</th> <th style="width: 20%;">2012-2017 Continuing Action Plan Activities</th> <th style="width: 20%;">One - Year Core Funding Need</th> <th style="width: 20%;">One - Two year Project Funding Need</th> <th style="width: 25%;">Totals</th> </tr> </thead> <tbody> <tr> <td>1.2.1</td> <td>Habitat Restoration</td> <td>\$20,000- \$80,000*</td> <td>\$300,000-\$1,000,000</td> <td>\$320,000 – \$1,080,000</td> </tr> <tr> <td>1.3.1</td> <td>Climate Network</td> <td>\$25,000 - \$75,000*</td> <td>\$745,000</td> <td>\$770,000 - \$820,000</td> </tr> <tr> <td>2.1.2</td> <td>Gulfwatch</td> <td>\$103,000</td> <td>\$120,000</td> <td>\$223,000</td> </tr> <tr> <td>2.2.3</td> <td>ESIP</td> <td>\$69,380*</td> <td>\$120,000</td> <td>\$189,380</td> </tr> <tr> <td colspan="2" style="text-align: right;">TOTALS**</td> <td>\$217,380 - \$327,380</td> <td>\$1,285,000- \$1,985,000</td> <td>\$1,502,380 - \$2,312,380</td> </tr> </tbody> </table>	2012-2017 Action Plan Activity #	2012-2017 Continuing Action Plan Activities	One - Year Core Funding Need	One - Two year Project Funding Need	Totals	1.2.1	Habitat Restoration	\$20,000- \$80,000*	\$300,000-\$1,000,000	\$320,000 – \$1,080,000	1.3.1	Climate Network	\$25,000 - \$75,000*	\$745,000	\$770,000 - \$820,000	2.1.2	Gulfwatch	\$103,000	\$120,000	\$223,000	2.2.3	ESIP	\$69,380*	\$120,000	\$189,380	TOTALS**		\$217,380 - \$327,380	\$1,285,000- \$1,985,000	\$1,502,380 - \$2,312,380	* Funds available for FY 2014-2015 core committee funding need are: Habitat Restoration - \$5,689 (confirmed); Climate Network - \$18,000 (unconfirmed); ESIP - \$17,345 (confirmed) and \$52,035 (unconfirmed). ** Management and administration fees are not included in the numbers in the table above.			
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Possible Activities / Next Steps (optional): Priority Project funding needs are being used for fund development efforts.																																		
Supporting Documentation (If applicable, list additional documents included in the Briefing Book following this Briefing Note): A Priority Projects Summary Document is included on the GOMC website along with meeting materials.																																		

Gulf of Maine Council on the Marine Environment
March 2014 • Working Group Meeting • Briefing Book, Version 1

Gulf of Maine Council on the Marine Environment Meeting Briefing Note					
Title of Agenda Item: GOMC Fund Development and Priority Projects					
Submitted by: Jim Boyle, GOMC Fund Developer; and Joan LeBlanc, GOMC Council Coordinator					
Type of Item (place X in appropriate box)	For Decision	For Direction	X	For Information (internal GOMC)	X
Background (required):					
<p>Jim Boyle began working as the GOMC new fund developer in December 2013. Jim's first task was to develop a list of nearly 60 potential funders including foundations, corporations, and public sources of funding. The list has been vetted through the GOMA Executive Committee, M&F, and the ad-hoc fund development group. Jim is now working on getting in touch with potential funders to identify funding opportunities.</p> <p>Since joining GOMC, Jim has worked closely with committee co-chairs, GOMA Executive Director, Council Coordinator and Working Group members to familiarize himself with GOMC background and funding priorities. Committees were asked to prepare written summaries highlighting priority projects in need of funding as well as funding needs associated with core committee services. To date, Gulfwatch, ESIP, Climate Network and Habitat Restoration committees have prepared priority project write-ups. Jim is using the information in the priority project write-ups to match projects with potential funding sources.</p> <p>Committees are asked to continue providing Jim with updated information regarding projects that need funding and to work together with the Working Group to identify any potential opportunities for new projects or programs that involve a collaborative effort among one or more committees.</p>					
Actions, Outcomes or Decisions Requested (optional):					
<ul style="list-style-type: none">• Working Group members are asked to provide feedback to Jim Boyle regarding ongoing fund development activities.• Working Group members are asked to consider developing priority projects that encompass activity across one or more GOMC committees.• Committee co-chairs are asked to continue working with Jim to provide additional background associated with priority projects in need of funding.					
Supporting Documentation (If applicable, list additional documents included in the Briefing Book following this Briefing Note):					
<p>A document, <u>March 2014 GOMC Priority Project Summaries</u>, is posted to the GOMC website along with meeting materials for the March Working Group meeting (follow link shown below). This document includes the most recent priority project write-ups submitted by GOMC committees.</p> <p>http://www.gulfofmaine.org/2/about-the-council/meetings/</p>					

Gulf of Maine Council on the Marine Environment March 2014 Working Group Meeting - Briefing Note																				
Title of Agenda Item: 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 x	For Information (internal GOMC) x	For Information (External)																
Background: One of the main tasks of the Gulf of Maine Council as it reassesses its role, resources and capabilities to meet the needs of an ever changing environment in a constantly changing economy is to take a close look at its website. Over the last few months work has been ongoing to transform the GOMC/GOMA 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. Over the last few months the working group has agreed on the general design of the website and work has been ongoing to decide on the main tabs and the items that need to be highlighted on the landing page. Work is currently ongoing on Phase 2 and Phase 3, mainly simultaneously.																				
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The ultimate goal is to have a product for June 2014 to coincide with the 25 th anniversary and more importantly to be a viable tool as we seek sustainable and long term funding. At the Working Group meetings in October and December, initial efforts to revamp the GOMC / GOMA website were presented. At the December meeting people were forthcoming with support to review content and during March content revision will be addressed.																				
Possible Activities / Next Steps: <ul style="list-style-type: none"> Volunteers will be asked to help review content Revision of State of the Gulf committee page content (Heather & Melanie) Revision of the Gulfwatch committee page content (Peter and Christian) Revision of the CMSP committee page content (Tim and Betsy) Once we have a draft, Joan will circulate to working group for feedback 																				
Actions, Outcomes or Decisions Requested : Based on a timeline that will be provided at the meeting: <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
 March 2014 • Working Group Meeting • Briefing Book, Version 1

Gulf of Maine Council on the Marine Environment March 2014 Working Group Meeting - Briefing Note				
Title of Agenda Item: Web and social media policy				
Submitted by: Sophia Foley, NS Environment and GOMC Working Group Chair				
Type of Item (place X in appropriate box)	For Decision	For Direction x	For Information (internal GOMC)	For Information (External)
Background: <p>In December it was noted that GOMC is operating social media sites without any policy or protocol. A publications protocol has existed for some time so it would be beneficial for members and contractors to have a policy to follow when posting to the web.</p> <p>The 25th anniversary of the council will be held in June 2014. With only a few months away there is a need for consistent messaging, a publication, social events and “elevator speeches” to promote the council. In addition, there are a number of grants that will need to be written in the short term to decrease the funding pressures we have for July 2014-June 2015. Our presence on the web and social media shapes the first impressions that the general public and funders have of the council</p> <p>Current Situation: Sophia Foley has developed a draft Website and Social Media Policy to share with the working group members for their thoughts and edits at the March working group meeting. This draft policy builds upon examples provided by NOAA as well as the GOMC publications protocol.</p>				
Possible Activities / Next Steps (optional): <p>Once the social media policy is edited and accepted by the working group, the suggested next steps are</p> <p>Website/ social networks</p> <ul style="list-style-type: none"> • The Secretariat Team will work with Jim to create and link different social media platforms together to increase our visibility on the web. • Prassede currently working with Jim to revamp website (as seen in separate briefing note) <p>25th social media campaign</p> <ul style="list-style-type: none"> • Environment Canada has offered to coordinate the 25th anniversary social media campaign. • Council Coordinator and Working Group Chair will continue to work with Outreach Committee and 25th anniversary committee to support 25th anniversary activities. Long-term: • As GOMA and Council work on messaging and pursue long term funding strategies and endowments/appropriations the Outreach Committee will be very important to support this function. • Spokesperson(s) and/or coordination of GOMC/GOMA involvement in getting the message out 				
Actions, Outcomes or Decisions Requested (optional): <ul style="list-style-type: none"> • Use time allotted in agenda to finalize policy • Need a Canadian co-chair for outreach committee 				
Supporting Documentation (If applicable, list additional documents included in the Briefing Book following this Briefing Note): <ol style="list-style-type: none"> 1. Draft GOMC Website and Social Media Policy for discussion at March 2014 Working Group 2. GOMC Publications Protocol for reference 				



Website and Social Media Policy

The purpose of this document is to provide guidance to Gulf of Maine Council members and contractors on all communications dealing with the website and social media outlets.

Our goal is for all member agencies to feel represented in communications and confident that their messaging and mandates are not harmed by anything that is shared or posted.

When posting any GOMC published papers, documents, or publications to the web, it is GOMC contractors and members will follow the publication protocol for style and follow this policy for web posting rules.

General Guidelines*

- **Develop key messages** – think about why you are communicating this information and related it back to the Gulf of Maine Council's work (such as a committee, a publication etc.)
- Member agencies are encouraged to **share relevant news via the social media sites**. If they do not share information with the social media facilitators then it will be difficult to know what information they want on the web and social media outlets

References to third party services, postings and documents

The following information must be followed when using the website or social media sites:

- Any content posted on social media or the web must reference the original source including articles, photos.
- Social media and web postings can also identify the information as non-official GOMC information.
- GOMC websites must notify visitors they are leaving a GOMC site, even if they are linking to a partner/member-sponsored page on a social media or third party web service.
- If information is being shared that a member agency has produced, it is important to share the original source of information. *For example*, CBC has an article on NOAA's newest climate change maps. Rather than cite CBC's article, every effort should be made to cite NOAA's website that holds the map information.
- When posting a news article, add language such as "The CBC reports that..."
- Do not post information that is critical of GOMC members.
- Social media and third party services must not be used to solicit advice from the public. Due to various rules for consultation and engagement at the various agencies, any solicitation of public information should be discussed first with Council.
- GOMC does not endorse commercial products or services, and the website or social media should give an appearance of an endorsement, affiliation or authorization.

***During the 25th Anniversary**, Environment Canada staff will support social media work. All posting to social media from May 2014 to July 2014 should be restricted to Environment Canada staff to be consistent with their social media objectives.

Gulf of Maine Council on the Marine Environment
Publications Protocol • April 8, 2008

All publications and other external communications and educational materials produced or sponsored by the Gulf of Maine Council on the Marine Environment (GOMC) or either of its US or Canadian Gulf of Maine Associations must adhere to this protocol. It has been developed to ensure consistency in presentation and organizational identity of quality documents that are professional in both content and appearance. This protocol does not apply to recipients of GOMC grants; however, grant recipients do need to credit the "Gulf of Maine Council on the Marine Environment" for funding.

GOMC LOGO

- All materials must display the official GOMC logo.
- The logo can be downloaded from the GOMC website (www.gulfofmaine.org/logo) and is available in green/blue and grayscale.



Gulf of Maine
Council on the
Marine Environment



Gulf of Maine
Council on the
Marine Environment

- Size and placement of the logo shall be established by the project manager.
- When appropriate, logos of other sponsoring/contributing agencies or organizations should be included. This decision is to be made by the project manager.

MISSION STATEMENT

- All materials shall include the GOMC mission statement.
"The Gulf of Maine Council on the Marine Environment was established in 1989 by the Governments of Nova Scotia, New Brunswick, Maine, New Hampshire, and Massachusetts to foster cooperative actions within the Gulf watershed. Its mission is to maintain and enhance environmental quality in the Gulf of Maine to allow for sustainable resource use by existing and future generations."
- It should be prominent and located near the GOMC logo.
- The project manager will establish the text option and its placement. The guidelines listed below should be followed.
 - Recommended font style and size are Veranda (Microsoft Verdana) 8 points or larger.
 - Text should stand alone – it should not be integrated with other text in a paragraph.
 - It should NOT go in a preface, acknowledgements, or footnote.
 - Inside title page of a multiple-page report is recommended.
 - Anywhere on a fact sheet or short document, as determined by the layout person, as long as it is prominent and near the logo.

FUNDING STATEMENT

- All materials must include the following text:
"This (publication) was made possible through the support of the Gulf of Maine Council on the Marine Environment and a grant from (the agencies that provided funding)."

CREDITS

- All materials must acknowledge authors, editors, researchers, photographers, and artists.

DATE

- All materials must include the month and year of publication. For workshop or conference reports and proceedings, this is the date that the publication was finished and made available. The date when the workshop or conference was held should go in the preface, executive summary, or introduction. If there are deemed to be valid reasons, an exemption from this requirement may be provided by the project manager.

EDITORIAL REVIEW

- Project managers are required to develop a review plan and coordinate participation as outlined below by the respective Committee or Subcommittee, Secretariat Team, US or Canadian Gulf of Maine Association, and Outreach Committee.
 - Technical review by Committee or Subcommittee.
 - Secretariat Team review of statements or conclusions with possible policy implications. Secretariat Team may seek guidance from the Working Group or Council.
 - US or Canadian Gulf of Maine Association review of funding statement to ensure that all funding agencies have been appropriately credited.
 - Outreach Committee review of logo, mission statement, credits, and date.
- Committee or Subcommittee co-chairs must inform Secretariat Team when review has been completed.
- Secretariat Team acknowledges completion of review process and notifies the Working Group and Council.

DISTRIBUTION

- Project proposal must contain a distribution plan with associated funding requirements, which must be approved by the Working Group.
- Print copies of all materials should be distributed to the following:
 - US and Canadian Gulf of Maine Associations (two copies each),
 - GOMC Central Registry, Maine State Planning Office (one copy),
 - US National Library, <http://www.loc.gov/index.html> (one copy), and
 - Canadian National Library, <http://www.collectionscanada.gc.ca/index.html> (one copy).

ELECTRONIC ACCESS

- All materials must be produced in a format that is compatible with the GOMC website.
- Documents should be either in HTML or Adobe PDF format.
- Images should be in JPG or GIF format.
- Databases and spreadsheets should be in MS Excel, MS Access, or tab-delimited ASCII format.
- Production costs to meet this requirement should be included in the distribution plan.

ISBN USE

- GOMC will provide ISBNs for approved publications of 4 or more pages.
- ISBNs may not be used for pamphlets, brochures, or white papers.