People all over the world use apps to monitor aspects of their lives: heartbeats, heartlands, and the closest seafood restaurant. This proposal centers upon the idea of using apps to help increase interest in the Gulf of Maine while at the same time generate images and data for scientists and managers working on the Gulf of Maine. The project has four core goals:

1. Engage users in monitoring in their communities.

2. Collect images and information by users at sentinel sites (and users' choice sites).

3. Increase knowledge of the Gulf of Maine through education and information delivered by social media and outreach.

4. Grow the next generation of citizen scientists.

**Furth discussion from brainstorming call:**

***About Sloan letter:***

It appears from reading the Sloan write up on the web that they do fund internet projects and have a focus on public understanding of science. The webpage also lists $125,000 as the amount that can be applied for. The subcommittee decided to send a 1 page letter (by mid-September) to determine if a full proposal should be written.

***About the project:***

* Steve Perrin's images from Acadia park after storm surges could be used as an example of images to be collected (C. Tilburg)
* Concern about what kind of useful information could be obtained (A. Elskus)
* Transferable to other regions (J. Brawley)
* Concern over how to make images comparable over time. Ideas include detailing how/where the photo could be taken. Other idea is to have a point/node set for sentinel sites and ask that four images be taken (rotating). This should provide overlap in images.
* John Brawley: I think that proposing “nodes” where individuals would record images at any angle (relative to the center) would be an approach to consider.  Under this scenario the likelihood of overlapping angles of view will be high and the breadth would be greater, potentially providing more information than lots of images aimed at one specific target.
* Good project for engaging younger people (especially if social media used to promote app).
* Could also allow for "pictures of opportunity" to be included (other than sentinel sites). Examples include fish lesions, loosestrife blooming.
* Suggestion of making the image library have comment function (like Flickr Commons).
* First step of app would have to be identifying if the location of the user is **IN** the watershed of the Gulf of Maine.
* John Brawley stated that someone from WHOI has made a monitoring app for Buzzards Bay. He will connect with that individual. Could be helpful to hear how much money their app cost to make. Also if there were any issues encountered.

***Examples of how photos might be used:***

* Changes over space and time (J. Latimer)
* John Brawley: Timing of seasonal change and events (species migration, vegetative blooms). Information could also support ongoing observation work to assess interannual variability, phase changes (NAO/ENSO) and overall trends in climate change.
* John Brawley: Ice conditions (onset, duration, and melting) which would be related to the incidences and severity of epizootic events during warm months which is then correlated to winter water temperatures. Ice in estuaries is an indicator of relatively cold water temperature with a level of consistency over time (i.e., ice insulates and buffers against solar heading and radiational cooling).