**Steering Committee Conference Call: August 25, 2015**

**Participants**

Adria Elskus (USGS, UMaine), Jim Latimer (EPA), Matt Liebman (EPA), Marilyn ten Brink (EPA), and Christine Tilburg (GOMC)

**1. ICUC**

Christine Tilburg walked Steering Committee members on the call through the ICUC app mock up. She mentioned that the ICUC team is very excited about the work Tesera has been doing on the app. She described how the user will have a map upon first view that uses a bounding box to look at sites in the vicinity of the user. Steering Committee members wondered if it will be possible for users to submit photos from outside of the Gulf of Maine. Christine stated that all images will be curated before loading into the public app. Members on the call also wondered if there will be a corresponding webpage for the app that will allow users to look at other images or other parts of ESIP. ***(Action to be taken: Christine needs to ask about this on the Tesera call this week).*** Members also wondered how users will get to the “Background View” with the menu. ***(Action to be taken: Christine needs to ask about this on the Tesera call this week).***

The group also wondered if some of the menu boxes can draw users more into the ESIP project. It was suggested that one of the boxes be something that explains how ESIP is using the information. ***(Action to be taken: Christine needs to include this with draft text “How this helps us”).*** Christine liked this idea as it will encourage users to visit several times. Adria Elskus mentioned that it would be good to think of users outside of the traditional ESIP audience. Perhaps high school students or other groups. ***(Action to be taken: Christine needs to see how she can get the information to NEOSEC).***

**2. RARGOM**

Christine updated the Steering Committee on ESIP’s participation in the upcoming RARGOM meeting. She has spoken with Kevin Friedland (NOAA) about how posters will be made available during the meeting. Kevin has not visited the space (Red Hook Brewery) and therefore doesn’t know if a banner form for the poster might work. He suggests that ESIP submit an abstract and then use the banner poster. If space allows ESIP can move the banner poster into a more convenient place.

**3. Communications Plan**

Christine also reminded the Steering Committee of the suggestion (at the Annual Meeting) that the Communication and Outreach Plan be revised. The timing for this activity is good as the Steering Committee thinks about how best to release the ICUC app. Tesera has forwarded a document to describe a framework for releasing the app and Christine will try to bring those materials into the final plan. The group discussed the importance of the different types of ESIP users. Marilyn ten Brink suggested that the Communication Plan be realistic and not too ambitious. Christine agreed to send out a revised version for review in the next week. Matt Liebman wondered when the “due date” for suggestions and revisions will be.

Christine stated that the Steering Committee will have at least 2 weeks to review the document. ***(Action to be taken: Christine needs to send out the revised Communications Plan in the next week).*** The group discussed how ESIP can take advantage of the state Seagrant offices. ***(Action to be taken: Christine needs to make these connections and ask for assistance).***

**4. Brainstorming for ESIP 1.0 Path**

Christine also reminded the group that the Steering Committee plans on having a lengthier conference call (hopefully in October) to decide on the best path forward for the ESIP 2.0 effort. She suggested that the group review the New Hampshire ecosystem services effort for discussion during the September Steering Committee call. Members on the call thought it might be helpful to have someone from the NH effort on a call in the near future (Kirsten Howard?).

**5. Announcements**

* Matt Liebman announced that the Integrated Sentinel Monitoring Project plan has been released for comments. Christine will forward the document to the Steering Committee.
* Jim Latimer mentioned that the Long Island Sound effort is nearing culmination.
* Matt also announced that there is an upcoming “State of the Bay” meeting coming up for Casco Bay. Christine asked Matt to forward information in case she can attend.
* Christine mentioned that the BoFEP OHI project is continuing and she will be traveling up to NB in September to participate in a community meeting.