**Steering Committee Conference Call: September 23, 2014**

**Participants**

Heather Breeze (DFO), Adria Elskus (USGS, UMaine), Jim Latimer (EPA), Abe Miller-Rushing (NPS), Kathryn Parlee (EC), and Christine Tilburg (GOMC)

**1. Video**

Regan Alsup has completed work on the 4 minute ESIP introductory video. As of September 24 the video has been uploaded to the new Gulf of Maine Council youtube account. Christine Tilburg will release the video through a monthly journal entry and announcement to the ESIP community. It was asked if the video might be made available through the GOMC website also. Christine stated that she will release it through the GOMC Facebook account. She will also connect with Pressade Valle and Jim Cradock regarding putting it on the GOMC webpage. ***(Action to be taken: See if the ESIP video can be made available on the GOMC webpage also).*** In addition, Regan has completed the Schoodic Institute’s video (cameo by Abe Miller-Rushing) which can be viewed at: <http://www.schoodicinstitute.org/>.

**2. Monitoring Map Name Change**

Individuals on the call also discussed potentially changing the name of the Monitoring Map. Christine mentioned that ESIP users and members have a difficult time understanding the difference between the Monitoring Map and Indicator Reporting Tool. Christine wondered if calling the “Monitoring Map” a “Monitoring Portal” would help the situation. Adria Elskus wasn’t certain that changing the Monitoring Map name would be helpful as it is a map. Jim Latimer wondered why the two webtools are separate. Christine stated that the Monitoring Map holds many site locations (over 13,000) whereas the Indicator Reporting Tool serves the data for less than 1000 sites. Heather Breeze stated that calling the tool a Monitoring Portal does not make it clearer (Matt Liebman emailed with this comment also). The group wondered if a comment or function on the ESIP webpage could lead the users from the Monitoring Map to the Indicator Reporting Tool for sites that have a corresponding dataset (Christine wondered if the site pins could be different for these sites). The group wondered if a “Monitoring Portal” could direct users to the Monitoring Map or Indicator Reporting Tool as necessary. It was also suggested that simplified names might make things clearer. For exsample, most users do not equate the name ‘Indicator Reporting Tool’ with ‘data’. Using simplified names, a ‘Monitoring Portal’ could direct users to a webpage with two links: ‘Sites’ and ‘Data’. Christine asked that Steering Committee members think about this and finish the discussion in October. ***(Action to be taken: The Steering Committee needs to continue this discussion in October).***

After the call Heather emailed that she liked Abe’s suggestion to Map of Monitoring Locations (or sites) with an explanation that data for some of the sites was available

through the Indicator Reporting Tool (hyperlinked).

**3. RARGOM and Acadia Science Symposium**

ESIP will be presenting at two different meetings on October 1. Jim Latimer will be presenting a talk titled “A comparative ecological approach to assess the role of watersheds in estuarine condition” at RARGOM in Boston, Massachusetts. Christine will be presenting a poster (and the ESIP video) at the Acadia Science Symposium. ESIP fact sheets will be made available at both presentations. Christine wondered what the audience make-up will be at the Acadia Science Symposium. Abe Miller-Rushing stated that the audience will include park researchers, area groups, USFWS individuals and possibly DMR individuals among others.

**4. Gulf of Maine Initiative**

Finally the group discussed a funding opportunity that has become available for groups working in the Canadian portions of the Gulf of Maine. Christine stated that ESIP is putting together a proposal focused at filling data gaps in the area - lack of Nova Scotia eutrophication datasets and a complete lack of sediment chemistry monitoring or reporting. Both of these gaps were identified through the ESIP 1.0 process as critical for understanding the Gulf of Maine ecosystem. The funding itself will be for 15 months. It was mentioned that everything in the proposal needs to link to the priorities discussed in the funding opportunity along with noting how the project will facilitate information sharing with respect to conservation and **responsible** development.