**Steering Committee Conference Call: September 22, 2015**

**Participants**

Heather Breeze (DFO), Jawed Hameedi (NOAA), Jim Latimer (EPA), Matt Liebman (EPA) Kathryn Parlee (EC), and Christine Tilburg (GOMC)

**1. ICUC**

Christine Tilburg updated the Steering Committee regarding progress on the ICUC smartphone app. She stated that the Tesera team has the prototype available for both IOS and Android. If a Steering Committee member wants to view the app please let Christine know. Jim Latimer pointed out that the app is not fully functional at this point but still impressive. Christine stated that the app has two main functions. The first function is to allow users to locate nearby monitoring sites. The second function is to allow users to upload photos at specific sites. She stated that the sites (some were included in the GOMC GeoTour) are mainly state-side and she would like to start having conversations with individuals in New Brunswick and Nova Scotia about appropriate sites in the provinces. Kathryn Parlee mentioned that she already has set up a call (October 1) with Nova Scotia Working Group members. She wondered if New Brunswick Working Group members might be interested too. She stated that she has reached out to Jason Naug (DFO) and Maxine Westhead (DFO). Heather Breeze stated that she would like to include a site in the Musquash area.

**2. ALSI**

Christine updated the Steering Committee on the American Lobster Settlement Index fact sheet (sent with agenda). Rick Wahle (Fisheries Subcommittee member) is project leader for ALSI and had requested that the dataset be available through the ESIP Indicator Reporting Tool. The project has produced a fact sheet that includes a section on the ESIP webtool written by Christine.

**3. Communications Plan**

One of the deliverables on a current ESIP contract is a revised communications plan for ESIP. Christine based the Communications Plan on the GOMC 25th anniversary plan (written by Heather Breeze) and a plan submitted by Tesera for the ICUC smartphone app. Christine stated she has received comments from Jim and Abe Miller-Rushing. She will pull together all of the changes and send back to the Steering Committee by the end of the week.

**4. ESIP presentations**

Christine stated that ESIP has some presentations coming up in the next couple of weeks. She will be at the BoFEP meeting on September 29. She will also be giving a speed presentation (and poster) at the upcoming Schoodic Institute meeting (October 7). The ESIP poster will also be available at the RARGOM meeting (October 14). She stated that USGS is helping to put together a banner poster for ESIP. A copy was included with the agenda. The group discussed the banner poster. Jim confirmed that the purpose of the poster is to create a general banner to promote ESIP. Matt stated that he would like some image on the poster to include the Indicator Reporting Tool. Matt wondered if the text was useful discussing ESIP’s identification of gaps. Jim stated that he thinks it is very important to point out how ESIP fills datagaps and builds research efforts across the border. Heather wondered if the indicators could be listed. Christine stated that the Fisheries Subcommittee keeps changing the indicators so she isn’t comfortable listing them out. She wondered if a way to approach those two needs would be to change the middle of the poster (that currently has pictures of the fact sheet and newsletter). She thinks having the Eutrophication Fact Sheet on the left (and highlighting the indicators) would be helpful. The right side could then be a view of a different fact sheet’s section about the Indicator Reporting Tool. ***(Action to be taken: Send revisions (including type of St. John) to poster to USGS and then Steering Committee).***

**5. Announcements**

Matt Liebman reminded the Steering Committee that comments are due soon for the Integrated Sentinel Monitoring Network Plan. Christine stated that she has reviewed the document for ESIP and provided comments to Jackie Ball (NERACOOS).

**6. ESIP 2.0**

The group then discussed the schedule for ESIP 2.0 activities prior to launch. Christine stated that she would like to dedicate the full October conference call to discuss the InVEST model for ecosystem services that New Hampshire DES is using. She was hoping to invite someone from NHDES to participate in the call (Kirsten Howard). Christine provided some background on the model (<http://www.naturalcapitalproject.org/InVEST.html>). Jawed Hameedi wondered if there is any litereature on the model. After the call Jim Latimer forwarded the following article: “Embedding ecosystem services in coastal planning

leads to better outcomes for people and nature” by Katie Arkema et al., PNAS volume 112, no. 24 (<http://www.pnas.org/content/112/24/7390.full.pdf?with-ds=yes>).

Matt wondered if he could share the Directional Committee framework document with colleagues. Christine stated she would send a clean copy to him later this week. Christine suggested that the November and December calls then focus on the changing ESIP structure for ESIP 2.0. The group agreed with this approach.