



**Monday, March 14, 2011, Delta Brunswick, Saint John, NB**

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| <b>7:00 AM</b>  | <b>Committee meetings and breakfast on your own</b>   |
| <b>8:30 AM</b>  | <b>Welcome, introductions, and overview and objectives for the meeting</b><br><i>Theresa Torrent-Ellis, Maine Coastal Program / Maine State Planning Office and Working Group Chair</i>   |
| <b>8:40 AM</b>  | <b>Accept consent agenda</b> <ul style="list-style-type: none"> <li>▪ Working Group December 2010 meeting summary</li> <li>▪ Committee and Subcommittee reports</li> <li>▪ Marine Spatial Planning Ad-hoc group report (including preparation for final report 6.2011)</li> <li>▪ US Gulf of Maine Habitat Restoration and Conservation Plan</li> <li>▪ Great Waters advocacy</li> <li>▪ Recommendation for the Sustainable Communities Award (for Council vote at 6.2011 meeting)</li> <li>▪ Other reports as needed</li> </ul>  |
| <b>9:00 AM</b>  | <b>Special local presentation</b><br><i>Graeme Stewart-Robinson, Marsh Creek Project Manager</i>  |
| <b>10:00 AM</b> | <b>Understanding the use and influence of publications of the Gulf of Maine Council on the Marine Environment – a research update</b><br><i>Peter Wells, Canadian Co-chair, Gulfwatch Contaminants Monitoring Subcommittee</i>  |
| <b>10:30 AM</b> | <b>Break</b>  |
| <b>10:45 AM</b> | <b>Gulf of Maine Council Communications Strategy</b><br><i>Peter Alexander, Talking Conservation and Theresa Torrent-Ellis</i><br><b>Background:</b> The Outreach Committee, under the lead of EC Communications Specialist Debbie Buott-Matheson, began the process of building a communications strategy for the GOMC focusing on the current needs of ESIP and the SOER to build into an effective strategy for the December 2011 release of the revised Action Plan. Peter Alexander, with guidance from OC, has designed a Communications Strategy that he will share with the Working Group.<br><b>Outcome:</b> This training style presentation will familiarize the Working Group with the components of the Communications Strategy and will ensure that they will be adept in its application.  |
| <b>11:30 AM</b> | <b>Talking about the Council: what you need to carry the message</b><br><i>Theresa Torrent-Ellis and Peter Alexander, Talking Conservation</i><br><b>Background:</b> At the December meetings, the Working Group and Council discussed the need for a one-page narrative document and an accompanying FAQ that WG members and Councilors could use in their briefings with decision makers and for orientation of new Working Group and Council members. The Outreach Committee was tasked with developing this tool using the model provided by the document created for outreach for the SICC.<br><b>Outcome/Desired Action:</b> Review and adoption of proposed one page GOMC fact sheet, a draft set of FAQs and proposed action plan for using these materials.  |
| <b>11:45 AM</b> | <b>GulfofMaine.org user information: assessing products and providing guidance for new tools</b><br><i>Theresa Torrent-Ellis and Matt Nixon</i><br><b>Background:</b> At their December meeting, the Councilors discussed a policy to request basic information (e.g., email addresses, etc.) when visitors to GulfofMaine.org download documents. Many organizations, including the Center for Watershed Protection, use models such as pop up boxes and forms that must be completed before a user is allowed to access a publication. Organizations then have information about where and how their tools are used and organizations can notify “downloaders” when updates or new products are added. This information is useful for organizations when providing assessments of their tools in funder reports. We will review the <i>User Analysis of Salt Marshes in the Gulf of Maine</i> and how this information can better inform evaluation of our Council tools, information, and publications.<br><b>Outcome/Desired Action:</b> The Working Group recommends to the Council a policy and procedure for information gathering when users are visiting the GOMC website and when they are downloading Council publications or tools. |



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| <b>12:00 PM</b> | <b>Lunch on your own</b>   |
| <b>1:00</b>     | <b>Your Action Plan Part 1: Plan vision statement and Council mission statement</b><br><i>Theresa Torrent-Ellis</i><br><b>Background:</b> The Working Group drafted a recommended vision statement for consideration by the Council. Councillors provided guidance for revisions and discussed review of the Council mission statement, guiding principles, and terms of reference. Theresa along with the Action Plan Working Group has drafted a new version for Working Group comment and for proposal to the Council on a March conference call.<br><b>Outcome/Desired Action:</b> Consensus on Action Plan vision statement and Council mission statement.  |
| <b>1:30 PM</b>  | <b>Your Action Plan Part 2 : Review of Action Plan Working Group Outcomes and Recommendations</b><br><i>Theresa Torrent-Ellis, Mathew Nixon, Maine Coastal Program and Program and Administrative Assistant to the Working Group – Facilitator Susan Russell Robinson - USGS</i><br><b>Background:</b> After review of the outcomes of the Working Group and Council meeting in December the Action Plan Team and Maine Secretariat formed a revision of the Action Plan process which reflects the organization's strengths identified and the unique role of the Council. This process was adopted by the Action Plan Working Group and a new set of activities and outcomes has been developed.<br><b>Outcome/Desired Action:</b> Working Group will work through each topic area and review outcome recommendations for the revised Action Plan draft to be distribution for public comment in the spring. |
| <b>3:30 PM</b>  | <b>Your Action Plan Part 3: committee and subcommittee evaluation</b><br><i>Theresa Torrent- Ellis and Mathew Nixon</i><br><b>Background:</b> Since the start of 2011, the Maine Secretariat has worked with the committees and subcommittees to gather their input on directions and activities for the Plan. We will review current committee status, steps forward for committees, and recommendations on how to better facilitate Committee effectiveness.<br><b>Outcome/Desired Action:</b> Discussion and decision on committee directions and recommendations on how to best foster and maintain committee engagement and effectiveness.  |
| <b>4:00 PM</b>  | <b>Wrap up and travel to Irving Nature Park</b>  |
| <b>4:15 PM</b>  | <b>Irving Nature Park Visit hosted by Samantha Perrin, Irving Oil Co.</b>  |
| <b>7:00 PM</b>  | <b>Group Dinner in Saint John</b>  |



**Tuesday, March 15, 2011, Delta Brunswick, Saint John, NB**

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| <b>8:30 AM</b>  | <b>Meeting opening</b>  |
| <b>8:45 AM</b>  | <p><b>ESIP – Indicator Tools Interactive Session</b><br/> <i>Presenters: Susan Russell-Robinson, US Department of Interior-US Geological Survey and Kathryn Parlee, Environment Canada</i></p> <p><b>Background:</b> Over the past twelve months, several of the first-tier ESP indicators have been completed and data quality checked and incorporated into the Indicator Reporting Tool. Now the tool is ready for prime time, that is ESIP 2.0 where users validate, evaluate and contribute to improving the tool.</p> <p><b>Outcome/Desired Action:</b> <b>Please bring your laptop computer</b> to work through features of the tool, so you can answer questions and tell others about the Indicator Reporting Tool. The session provides guidance for Council June meeting discussion.</p> |
| <b>9:30 AM</b>  | <b>Your Action Plan Part 1: review of Activities from Monday’s discussion</b>   |
| <b>10:15 AM</b> | <b>Break</b>  |
| <b>10:35 AM</b> | <b>Your Action Plan Part 1: Activity Review continued</b>   |
| <b>11:30 AM</b> | <p><b>Your Action Plan Part IV: building support with an effective and inclusive public review process</b><br/> <i>Theresa Torrent-Ellis</i></p> <p><b>Background:</b> At its December meetings, the Working Group and Council discussed the need for an Action Plan public review process which would identify who should be our review audience, what we would like them to provide us in the way of feedback, and how this information will be used. We will review the public comment process used for the current action plan and how the information was applied.</p> <p><b>Outcome/Desired Action:</b> Recommendation to the Council during the March conference call on an effective public review process to be conducted in Spring.</p>   |
| <b>12:00 PM</b> | <b>Lunch on your own</b>  |
| <b>1:00 PM</b>  | <p><b>Council and Working Group meetings scheduling preferences and ideas for guest speaker presentations</b><br/> <i>Theresa Torrent-Ellis and Rob Capozzi, NB Department of Environment</i></p> <p><b>Background:</b> The meetings for the New Brunswick Secretariat year need to be scheduled. Issues including travel restrictions, days of the week, legislative sessions, and other conflicts need to be identified to maximize meeting participation.</p> <p><b>Outcome/Desired Action:</b> The New Brunswick Secretariats will have clear guidance on all member and agency scheduling conflicts and preferences for meeting days. New Brunswick will be able to craft a schedule of meeting locations. A list of potential guest speaker presentations will be generated.</p>              |
| <b>1:30 PM</b>  | <p><b>Committee updates</b></p> <ul style="list-style-type: none"> <li>❖ <b>Coastal and Marine Spatial Planning Group – Glen Herbert</b></li> <li>❖ <b>US Gulf of Maine Association – Cindy Krum</b></li> <li>❖ <b>State of the Gulf Reporting and Funding – Justin Huston</b></li> </ul>   |
| <b>3:00 PM</b>  | <b>Adjourn</b>  |