



**Gulf of Maine  
Council on the  
Marine Environment**

**Working Group Briefing Packet**

*Version 1 • December 6, 2006*

Fredericton NB • December 12-13, 2006



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## Working Group agenda

**Tuesday, December 12, 2006, Grand Ballroom D, Delta Fredericton, Fredericton NB**

8:30 AM	<p><b>Welcome and Introductions</b> <i>Russ Henry, Working Group Chair, NB Dept. of Agriculture &amp; Aquaculture</i></p> <p><i>Christian Krahorst, Contaminants Subcommittee co-chair and Hilary Neckles, HMSC co-chair will introduce Dr. Greg Klassen to the Working Group who has been selected to fill the new position of Environmental Monitoring Coordinator in support of CMSC and HMSC</i></p>
9:00 AM	<p><b>Approval of Consent agenda</b></p> <ol style="list-style-type: none"> <li>1. October 2006 meeting summaries (p. 6) - <i>Michele L. Tremblay, Council Coordinator</i></li> <li>2. 2006-2007 Internal Grants summary (separate document included with the briefing packet materials), <i>Cindy Krum, US Gulf of Maine Association Executive Director</i></li> <li>3. Committee, sub-committee, task force, and initiative reports: <ul style="list-style-type: none"> <li>▪ Habitat Monitoring Sub-committee (p. 18) – <i>Hilary Neckles, US Geological Society and Al Hanson, Canadian Wildlife Service</i></li> <li>▪ Ecosystem Indicator Partnership (p. 19) – <i>Ray Konisky for Gary Matlock, National Oceanic and Atmospheric Administration, Susan Russell-Robinson, United States Geological Survey, Charlie Strobel, United States Environmental Protection Agency and Maxine Westhead, Fisheries and Oceans Canada, Co-chairs</i></li> <li>▪ Sewage Sub-committee (p. 20) - <i>Peter Wells and Pat Hinch, Task Force Co-chairs</i></li> </ul> </li> </ol>
9:15 AM	<p><b>Implementation of the 18-month Work Plan</b></p> <p><u>Meeting Packet Materials:</u> Work Plan (separate document included with the briefing packet materials) Managing the Work Plan Discussion (p. 21) Assisting the Council Allocate Resources to Priority &amp; Signature Activities (p. 22) Action Plan Funding (separate document included with the briefing packet materials) Securing Resources to Implement the 18-month Work Plan (p. 23) <u>Past Working Group Decisions:</u> October meeting approved draft work plan elements and criteria to distribute unallocated Internal Grant funds and EC support <u>Purpose/Action Requested:</u> To finalize and approve the 18-month work plan To understand the resources we have and how they are to be allocated To record results of jurisdictional “buy-in” To identify the resources we need, possible sources and 12-18 month strategies to procure <u>Discussion Points:</u> Content Review Financial Review Other Considerations <u>Expected Outcomes:</u> Recommend Work Plan approval to Council Allocation of Internal Grant and EC funding Priorities to secure funding to implement the Work Plan <u>Decision:</u> <u>Persons responsible:</u> David Keeley and Cindy Krum</p>
10:45 AM	<p><b>Break</b></p>
11:00 AM	<p><b>Implementation of the 18-month Work Plan</b> (continued)</p>
12:00 PM	<p><b>Lunch</b> (on your own)</p>
1:30 PM	<p><b>Presenting the Action Plan to Council</b></p> <p><u>Meeting Packet Materials:</u> Action Plan (PDF) (separate document included with your briefing packet)</p>



	<p>GOMC Action Plan Marketing Strategy (p. 24)  <u>Past Council Decisions:</u> The Plan would be completed and released at the December meeting.  <u>Purpose/Action Requested:</u> To discuss how the Working Group will present the Action Plan to Council  <u>Expected Outcome:</u> Concurrence on how to present the Plan to the Council and Plan marketing  <u>Decision:</u></p> <p><u>Persons responsible:</u> Russ Henry, David Keeley, Theresa Torrent-Ellis and Michele L. Tremblay</p>
2:00 PM	<b>Break</b>
2:15 PM	<p><b>Council’s Support for Ecosystem-based Approaches – Implementing the Action Plan</b>  <u>Meeting Packet Materials:</u>  Overview of selected EBM Initiatives (p. 25)  Terms of Reference for Ocean Network (p. 26)  <u>Past Working Group and Council Actions:</u> In June 2005 the Council accepted the EBM recommendations from the ad-hoc Oceans Task Force and requested they be included in the 2007-2012 Action Plan. In June 2006 the Council agreed to host an EBM workshop and requested several partners to join in this effort.  <u>Action requested:</u> Provide input to the workshop Steering Committee on workshop goals, agenda, geography, and Framework; develop recommendations to Council; interaction with the Oceans Working Committee the CCFAM/OTG/NROC  <u>Expected Outcome:</u> Recommendation to Council on the Terms of Reference and the March 2007 workshop  <u>Decision:</u></p> <p><u>Persons responsible:</u> David Keeley, Kate Killerlain Morrison, Jason Naug, Betsy Nicholson</p>
4:00 PM	<p><b>Working Group Terms of Reference</b>  <u>Meeting Packet Materials:</u> Working Group Terms of Reference (p. 29)  <u>Past Council Decisions:</u> Approval of the Working Group Terms of Reference  <u>Purpose/Action Requested:</u> Recommendation by the Working Group to Council for both Committee Co-chairs to attend Working Group meetings  <u>Expected Outcome:</u> Approval of revision to the Terms of Reference  <u>Decision:</u></p> <p><u>Person responsible:</u> Michele L. Tremblay</p>
4:10 PM	<p><b>Gulf of Maine Council (GOMC) on the Marine Environment Terms of Reference</b>  <u>Meeting Packet Materials:</u> GOMC Terms of Reference (p. 30)  <u>Past Council Decisions:</u> Approval of the GOMC Terms of Reference  <u>Purpose/Action Requested:</u> Recommendation by the Working Group to Council for approval of revision to GOMC Terms of Reference  <u>Expected Outcomes:</u> Approval of the revised GOMC Terms of Reference  <u>Decision:</u></p> <p><u>Person responsible:</u> Michele L. Tremblay</p>
4:20 PM	<p><b>Secretariat Team Terms of Reference</b>  <u>Meeting Packet Materials:</u> Secretariat Team Terms of Reference (p. 32)  <u>Purpose/Action Requested:</u> Recommendation by the Working Group to Council for approval of Secretariat Team Terms of Reference  <u>Expected Outcomes:</u> Approval of the Secretariat Team Terms of Reference  <u>Decision:</u></p>



4:30 PM	<p><u>Person responsible:</u> Michele L. Tremblay</p> <p><b>Develop options to recruit US/CA science representatives to GOMC</b></p> <p><u>Meeting Packet Materials:</u> New Terms of Reference and Councilor positions (p. 33)</p> <p><u>Past Council Decisions:</u> Approval of revised Terms of Reference</p> <p><u>Purpose/Action Requested:</u> Develop options to present to Council</p> <p><u>Expected Outcome:</u> Develop options for further discussion and review with Council</p> <p><u>Estimated Deadline:</u> June 2007</p> <p><u>Decision:</u></p> <p><u>Person responsible:</u> Michele L. Tremblay</p>
4:40 PM	<p><b>Gulf of Maine Council-Bay of Fundy Ecosystem Partnership (BoFEP) Agreement</b></p> <p><u>Meeting packet materials:</u> Draft GOMC-BoFEP Agreement (p. 36)</p> <p><u>Past Working Group and Council Actions:</u> In December, 2003, the Council agreed to establish a collaborative agreement in which the GOMC would provide \$10,000 per year for three years to the Bay of Fundy Ecosystem Partnership (BOFEP) to support projects and programs of mutual interest that link to the GOMC Action Plan. Between 2003-06, BoFEP conducted 6 projects supporting the goals of the 2001-06 Action Plan of Council. In addition, BOFEP augmented the GOM Action Plan by:</p> <ol style="list-style-type: none"> <li>1) Contributing to the scientific understanding of the Bay of Fundy ecosystem through focussed research and studies/programs on contaminants, habitat restoration, and acting as the key information source for the Bay of Fundy and other northern parts of the GOM;</li> <li>2) Promoting effective communication and information exchange between GOMC and BOFEP members, and cross-linking information sources - GOM and BOFEP web sites, displays, joint fact sheets with both BOF and GOM information;</li> <li>3) Contributing to the conduct of the 2007-2012 GOMC Action Plan by bringing forward a consensus on priorities from Bay of Fundy stakeholders, starting the discussion at the 7<sup>th</sup> BOFEP Fundy Workshop, October 2006;</li> <li>4) Providing consultation and scientific advice on issues of importance to Council;</li> <li>5) Implementing new research projects supporting Goals 1, 2 and/or 3 of the Action Plan; and</li> <li>6) Inclusion of more US representatives in BoFEP or its activities.</li> </ol> <p>The continued formal linkage of GOMC and BOFEP has value for both organizations. For the GOMC, this partnership agreement engages a credible group, that has been working for many years on issues in the north-east GOM i.e. the Bay of Fundy, hence offering tangible contributions from a multi-partner, community based group in partnership with government. For BOFEP this agreement ensures that its specific projects are linked with, reflect and benefit from work being conducted on/in the greater GOM, from research to communications and practical work in the field. The commonality of the programs of the two organizations has been illustrated numerous times at GOMC Working Group meetings and workshops since 1998. The GOMC and BOFEP share compatible visions, principles and core program elements.</p> <p>The attached request is for a renewal of the GOMC-BoFEP Agreement and for the development of further projects to support Action Plan 2007-2012.</p> <p><u>Action requested:</u></p> <ol style="list-style-type: none"> <li>1) General approval in principle for the renewal of the GOMC-BoFEP Agreement.</li> <li>2) Approval to proceed with the request for project proposals from BoFEP.</li> <li>3) Approval of specific projects provided that they meet Action Plan goals.</li> </ol> <p><u>Expected Outcome:</u> Approval of the attached agreement in principle and carry forward of the</p>



	item for presentation at the December 14, 2006 Council meeting. <u>Decision:</u> <u>Persons responsible:</u> Dr. Barry Jones, Chair, BoFEP and Dr. Peter Wells, Vice-Chair BoFEP
4:50 PM	<b>Re-cap</b>
5:00 PM	<b>Adjourn</b>



## Working Group Agenda

**Wednesday, December 13, 2006, Grand Ballroom D, Delta Fredericton, Fredericton NB**

8:30 AM	<b>Welcome; Review Today's Agenda; Recap and Summarize Day One</b> <i>Russ Henry, Working Group Chair, NB Dept. of Agriculture &amp; Aquaculture</i>
8:45 AM	<b>Southwest New Brunswick Marine Resources Planning Initiative</b> <u>Meeting Packet Materials:</u> None required <u>Purpose/Action Requested:</u> Susan Farquharson will give a backgrounder and outline the next steps to the multi-stakeholder marine planning process that is commencing Phase II in Southwest New Brunswick. For information purposes. <u>Expected Outcome:</u> Awareness of initiative and process used; Marine planning in one part of New Brunswick <u>Decision:</u> None required <u>Person responsible:</u> Russ Henry
9:15 AM	<b>Presentation on Biodiversity Project - Outreach and Marketing Strategies</b> <u>Meeting Packet Materials:</u> Biodiversity Project (p. 42) <u>Purpose/Action Requested:</u> One of the stakeholders of this initiative and to be the host of their first stakeholder meeting which we hope to have in tandem with the March Working Group meeting. <u>Expected Outcome:</u> Increased awareness of the Gulf of Maine as a unique and valuable resource <u>Estimated Deadline:</u> <u>Decision:</u>  <u>Persons responsible:</u> Peter Alexander and Theresa Torrent-Ellis
9:45 AM	<b>Petitcodiac causeway EIA</b> <u>Purpose/Action Requested:</u> Update on the outcome of the Petitcodiac Causeway EIA (a decision is expected at the end of November). <u>Expected Outcome:</u> Update for information purposes <u>Person responsible:</u> Jane Tims
10:15 AM	<b>Break</b>
10:30 AM	<b>Canadian Shipping Federation</b> <u>Purpose/Action Requested:</u> Presentation followed by a discussion of interaction/partnership opportunities between the CSF and GOM. <u>Expected Outcome:</u> Interaction/partnership opportunities between the CSF and GOM. <u>Estimated Deadline:</u> <u>Decision:</u>  <u>Person responsible:</u> Justin Huston
11:00 AM	<b>Wrap up and final review in preparation for Council meeting</b>
12:00 PM	<b>Lunch</b> (on your own)
1:00-5 PM	<b>Room open for additional meetings in preparation for Council meeting as needed</b>



## **October 2006 meeting summary with decision and action items**

**Draft Working Group Business Meeting Summary with Decision and Action Items  
October 23-24 2006 • Fairmont Algonquin, St. Andrews NB**

### **Working Group members in attendance**

Joe Arbour, Department of Fisheries and Oceans; Seth Barker, ME Department of Marine Resources; Bill Burtis, Clean Air-Cool Planet; Russ Henry, NB Dept. of Agriculture, & Aquaculture/Dept. of Fisheries; Liz Hertz, ME State Planning Office; Larry Hildebrand, Environment Canada; Pat Hinch, NS Department of Environment and Labour; Justin Huston, NS Fisheries and Aquaculture; Marianne Janowicz, NB Department of Environment and Local Government; Kate Killerrain Morrison, MA Office of Coastal Zone Management; Betsy Nicholson, NOAA; Ann Rodney, Oceans and Coastal Protection Unit, US EPA; Susan Russell-Robinson, US Geologic Survey; Jack Schwartz, MA Division of Marine Fisheries; Jane Tims, NB Department of Environment and Local Government; Theresa Torrent-Ellis, ME Coastal Program, State Planning Office; Peter Wells, Environmental Conservation Branch, Environment Canada; Maxine Westhead, Fisheries & Oceans Canada; Eric Williams, NH Department of Environmental Services

### **Others in attendance**

Karin Hansen, PEPC; Susan Howe, GOMC Administrative Assistant; Elise Jarry, NB Department of Environment and Local Government; Jon Kachmar, ME State Planning Office; David Keeley, GOMC Policy and Development Coordinator; Ray Konisky, GOMC ESIP Program Manager; Cindy Krum, US Gulf of Maine Association Executive Director; Kyle McKenzie, Environment Canada; Michele L. Tremblay, GOMC Council Coordinator

### **Summary of Decision and Actions**

#### **Decisions**

1. The consent agenda was approved by the Working Group except for GOMMI funding. Further discussion is required during the Working Group meeting.
2. The Working Group recommended combining options 1 and 2 (David Keeley presentation) for the short-term outcomes and focus the Goal committees on which approach is suitable for them. See explanation below under Review of Draft Action Plan
3. The Working Group approved the recommendation for New Brunswick to withdraw the voting privileges of Russ Henry from the Management & Finance team. This will allow Nova Scotia to maintain their two representatives on the M&F team.
4. The Working Group strongly supports both co-chairs attend the Working Group meetings.
5. The Working Group recommends reevaluating a good communication tool for GOMC and do a 6-month pilot for an E-newsletter. We also require a clear definition of what we need for activities.
6. The Working Group agreed that we should pursue further the opportunity of co-hosting a session at the 13<sup>th</sup> International Conference on the Environment, June 30-July 3, 2007. Justin will provide further information at the December Working Group meeting.

#### **Actions**

1. It was requested that the Working Group e-mail to their respective Council members, a note indicating that "we are making good progress" regarding the Action Plan and 18-month Work Plans.
2. Jurisdictional buy-in; Need to outline, actions required and put forth to Council. Susan will include for December Council agenda.
3. Russ to compose an e-mail for Byron James to send to Councilors stating that the June Council meeting was pivotal in supporting our efforts for the Action Plan.





4. The following individuals advised that they would assist PEPC with the Marketing Strategy. Bill Burtis, Betsy Nicholson + her new assistant, Michele Tremblay and Liz Hertz. Larry Hildebrand advised that he could commit some time from his communications advisor.
5. Ray Konisky asked if the Working Group requires further information on ESIP to send an e-mail to him. He also requested if the Working Group has any contact information that would be useful for this initiative please forward to Ray.
6. Justin Huston will send information to Ray Konisky on community counts.
7. Ann Rodney will follow up with Ray Konisky for EPA.
8. Done - The Management and Finance team met during this meeting to develop the criteria document for the Working Group members to review. Criteria for what? I don't think it was for members-
9. Cindy will compile a spreadsheet based on the recommendation of a breakdown for dedicated funding and activities that have funding deficits.
10. David Keeley will circulate the draft workshop objectives to the Working Group regarding the Ecosystems indicators Workshop, May 2007.
11. Maxine Westhead offered to send information to the Working Group on the DFO website.
12. During his presentation to the Working Group, Joe Arbour will send information to the Working Group as to what his organization is doing.
13. Cindy will keep track of in-kind contributions by way of attendance at these meetings.
14. Susan will place strategy for alternative funding sources on agenda for Management & Finance and Working Group and Council in December.
15. Put forward the Working Group recommendation to Council in December regarding the new complement of membership for the Management & Finance team. Susan will place on agenda.
16. For the next Secretariat call, advise that the process for CA/US Science representatives is moving along. We need to get on track as per the direction. Susan to confirm this for the agenda.
17. Susan to include on agenda and put forth for approval at the December Council meeting, recommendation for both co-chairs to attend Working Group meetings.
18. Michele will finalize the list of First Nations names in order to take the next steps.
19. Wording in the TOR for First Nations needs to be changed/clarified. Michele to follow-up.
20. Put forth First Nations TOR for Council in December. Susan to include on agenda.
21. Include First Nations discussion regarding TOR on M&F and Secretariat Team agendas. Susan to include on agendas.
22. The committee status spreadsheet, which is located on the GOMC website, will continue to be updated by Michele. The Working Group recommended this be revised further. However, Michele indicated this is an ever-evolving process. The Working Group can access the most updated version on the website.
23. It was asked, what are the responsibilities of a committee member in terms of commitment of time and travel. Michele advised that the GOMMI contractor has the information as to what is expected of a committee member. Michele will follow up and provide the information to the Working Group.
24. Council membership will be brought forward to Council at the December meeting. Susan to include on agenda.
25. Seth will review the Working Group recommendations regarding Basecamp and other tools with the technology group.
26. The Goal 3 committee will maintain their test group for Basecamp.
27. Recommendations for Basecamp/communications will be made at the December meeting.
28. Internal/External communication/newsletters. It was recommended to bring forward to Secretariat and M&F. It was also recommended to place on March Working Group agenda after the budget decisions have been made in December.
29. The Working Group agreed that we should pursue further the opportunity of co-hosting a session at the 13<sup>th</sup> International Conference on the Environment, June 30-July 3, 2007. Justin will provide further information at the December Working Group meeting.
30. Resurrecting an Ocean Task Force (group). David and Michele will draft a Terms of Reference. Council should partner with overlapping management, science and indicator initiatives in the region (i.e. Sea Grant, COMPASS, Environmental Law Institute). US participants will provide matrix of



overlapping efforts as soon as possible. Management Committee and new Ocean Task Force will explore options. David and Michele will draft a Terms of Reference regarding resurrecting an Ocean Task Force (group).

### **Introductions**

Russ Henry opened the October Working Group meeting by introducing the participants and reviewing the expected outcomes for this meeting.

### **Consent Agenda**

The Consent Agenda was approved except for the GOMMI funding. It was requested that further discussion was required regarding the \$40K commitment, and consideration of the overall content of the overall commitment (page 29 of the Briefing packet). This should be part of broader discussion and not through the consent agenda process.

Cindy Krum requested that the reference to the “Financial Report” in the Table of Contents be removed from the Briefing packet as this should not be a part of this documentation. .

### **Review of Draft Action Plan-Short-term Outcomes in the 2006-2011 Action Plan**

- Schaheen has worked through the logic models for the three goals. There has been a lot of work involved in this process
- We have followed the logic model process for the three goals – short-term, mid-term and long-term outcomes. As of the June meeting (as reviewed by Council) there were 22 short-term outcomes. As of today, we have 15 short-term outcomes.
- Larry Hildebrand noted that there doesn't appear to be any responsibility for the Feds in the Action Plan. Environment Canada is looking carefully at what we can be involved in. David responded by advising that the Action Plans states Council and then the Feds would be involved, but the target audience is provincial and state lawmakers
- Marianne Janowicz advised that for Habitat Conservation Sub-committee and partnerships – this is a good role for Federal partnerships
- Jane Tims advised that this is a preamble for the Action Plan – build in re. partnerships

David Keeley presented to the Working Group the following four options for the short-term outcomes and Year 1-2 Activities.

1. Communicate with CAG that we should not create measurable short-term outcomes
2. Set plausible targets for 2011 (e.g., by 2012 30% of x will know y) and measure those levels in 2011. In essence, use our best judgment now and put off the measuring for 5-years
3. Review our short-term outcomes and look for surrogate data that already exists for some short-term outcomes that can be applied with explicit caveats
4. Decide what activities will be worked on in Year 1-2 and choose a subset of short-term outcomes to collect baseline data – in essence pilot the effort with a few measures

David asked if there are other options that we should be considering? Following is the feedback provided by the Working Group:

- The third option (noted above) should combined with the fourth option.
- We have \$40,000 to contract an evaluator. These funds are part of the earmark. We did not conduct a needs assessment in the beginning. What are our options now? We cannot set targets successfully if we don't have a baseline. Therefore, we should use a portion of the \$40,000 (evaluator contractor) to conduct this work.
- We do not know if it is realistic to try and review and evaluate our successes on all 15 short-term outcomes. We are looking for a reasonable set of short-term outcomes.
- Bill Burtis commented that in the non-profit world, knowing what we want to ask and then ask around i.e. how many questions can be inserted into other surveys – perhaps federal and state.



- We should remove the measurable piece. Response: David advised that we have a methodology piece that would defer the process until we have a more time and money. We are going to CAG to regarding taking out quantifiable.
- We should select one or two items from each goal to measure well. This would give us a good idea on how to measure the progress. It's admirable that we strive.
- Conducting short-term measures? e.g. before and after the workshop survey?
- It was suggested that we target lawmakers
- It was suggested that we conduct a "super" survey
- Measures should become the baselines

#### *Decision*

*The Working Group recommended combining options 1 and 2 noted above for the short-term outcomes, and focus the Goal committees on which approach is suitable for them.*

#### **Production Timeline and Format of the Action Plan and Year 1-2 Work Plan**

David reviewed the production schedule for the Action Plan and Year 1-2 Work Plan

- Need to remember to mention Federal participation and role in various activities (mentioned by Larry Hildebrand)
- Review of the draft Action Plan and Year 1-2 draft Work Plans It was noted that we need to modify the timing of the production schedule

#### **Finalize 18-month Work Plan (January 2007 to June 2008)**

##### **Goal 1, 2, 3 Table of Contents**

David Keeley reviewed the Table of Contents for Goal 1, 2 and 3 for the 18-month Work Plan, January 2007 to June 2008. Following is the feedback by the Working Group:

- Should the evaluation include where we've come from since 1989? Michele advised that this is the approach we have taken. She has incorporated information from previous action plans. We currently have 10-12 pages of text.
- Betsy advised that we have agreement; we have EPA on board.
- The Council Advisory Group will provide sign off of the draft Work Plan during the November 1, 2006 CAG call.
- David provided a status to the sections: Section 4 – good material to draw on, Section 5 – currently working on this, Section 6 – Work Plan summary. This is what the Working Group will be working on during this meeting.
- What is the design for the Action Plan? It will cost approximately \$3,000 to publish a 24-page publication with a color cover and gray scale on the inside. It will not be glossy paper.
- We should have something for the public to look at quickly.
- For the draft Work Plan, we have more flexibility for more content and substance. Printing, as an insert in the Action Plan could be done in January 2007.
- It was suggested that we have an indicator in the Action Plan that will direct people to the Work Plan.

#### *Actions*

1. *It was requested that members of the Working Group e-mail, to their respective Council members, advising that "we are making good progress" regarding the Action Plan and 18-month Work Plans.*
2. *It was requested that Byron James (Russ Henry to draft) send an e-mail to Councilors stating that the June Council meeting was pivotal in supporting our efforts for the Action Plan.*

#### **6-Month Outreach and Marketing Strategy**

Theresa Torrent-Ellis provided recommendations for the new Marketing Strategy.

Theresa advised that we currently have a number of boxes of brochures left over from the last Action Plan. It was recommended for this Action Plan, we look at a strong Web presence. The positive aspects of this approach would include:

- Material can be modified on the Web
- We agree that there still needs to be a hard copy of the Action Plan to use as a tool



- Recommend using a post card for the audience
- Measure the hits on the website and identify from which markets
- We want to speak well to this action plan
- The Web tool needs to be flexible, easily updated, interactive and have the ability to measure who is accessing the website

Karin Hansen also presented recommendations for the Marketing Strategy. PEPC has spent a considerable amount of time preparing this Marketing Strategy. We need to determine how we can support the Action Plan with a strong Web presence. In addition to a Web presence, we recommend the following:

- Marketing tool kits
- Marketing teams with a point person within each jurisdiction
- Talking points
- Jurisdictional cross-walks
- Provide a tool that would be the basis for this kit
- Encourage advocating for the Action Plan – propose PEPC and marketing team put together marketing campaign that includes a tool kit, glossy insert – this needs to happen at the same time, both internally and externally
- Produce interactive press release directing links to the Action Plan

The following feedback was provided by the Working Group:

- For internal marketing, produce a CD with marketing products; book marks available in gray-scale you can print yourself
- There should be a measure as to who enters the website – e.g. ZHTML
- PEPC asked whether some could volunteer to assist with this strategy. The following individuals advised they would assist:

*Action*

*Bill Burtis, Betsy Nicholson + her new assistant, Michele Tremblay and Liz Hertz. Larry Hildebrand advised that he could commit some time from his communications advisor*

**Governors and Premiers Proclamation**

David Keeley reviewed the status of the Governors and Premiers Proclamation with the Working Group. He indicated that we require the following to finalize this proclamation:

- Photos of the Governors and Premiers
- Approved quotes from the Governors and Premiers
- Challenge we currently face is the change in leadership (upcoming elections in the U.S.)
- Note: the Proclamation was reviewed and approved by Council at the June 2006 meeting

**Jurisdiction Buy-in**

Michele reviewed the document “Jurisdictional Buy-in Examples”

The following feedback was provided by the Working Group:

- Discuss Jurisdictional Buy-in during the December meetings
- This could be part of a press release

*Action*

*Outline along with action required to put forth to Council*

**ESIP Presentation**

Ray Konisky provided an updated on ESIP.

- Monitoring is the current focus
  - Development of man use and population change
- Development of marketing material – this is useful and a good example  
It was asked what the link was with AXES?



#### *Actions*

1. Ray requested that individuals send an e-mail to him to request information and also provide him with contact information.
2. Justin Huston advised that he would send information to Ray Konisky regarding community counts.
3. Ann Rodney will follow up with Ray for EPA.

#### **Budget**

Cindy Krum reviewed the status of funding for the Gulf of Maine Council.

The Working Group provided the following feedback:

- We need to fund existing contractors as appropriate
- It was suggested we should have an outline of how much money is being spent based on how much we have to spend
- What are the \$400K restricted funds being used for? These funds are for the Habitat Restoration program
- Do we have a breakdown for the work items i.e. which ones have dedicated funding and which ones have deficits in the framework of our 3 Goals. It was commented that even with this information, we would still have an incomplete picture
- It was recommended that contractors carry out Action Plan items – give contractors the first priority. However, we don't have enough money for everything.
- It was asked whether science translation is currently producing data? Working Group members discussed this and essentially we must determine how much money we have and what are the priorities. This will determine who will fit within each priority.

#### *Actions*

1. It was requested that the Management and Finance team meet during this meeting to develop a criteria document for the Working Group members to review.
2. Cindy will compile a spreadsheet based on the recommendation of a breakdown for dedicated funding and activities that have funding deficits.

#### **CA/US Ecosystem Overview and Assessment Report**

Joe Arbour, Department of Fisheries and Oceans, presented the CA/US Ecosystem Overview and Assessment Report. There were no decisions to be made by the Working Group, but discussion was requested on how the Council and Working Group could be involved in this project.

For this fiscal year, we are working on a detailed annotated outline with available data, weighting, reviewing material. We are starting at offshore, looking in. Initial take is offshore component pulled together. The purpose of this presentation to the GOMC is to ensure we haven't missed anything.

This is part of the NOAA Work Plan that will be signed on November 17, 2006. There are three parts:

1. This work is important to Canada/US collectively. Ecosystem indicators, track collective activities.
2. The Work Plan is a national scope. A workshop is scheduled for May 12, 2007.
3. This is a piece of what the admirals will be signing. It was confirmed that the admirals would not be available to attend the December meeting

#### *Action*

1. David Keeley will circulate the draft workshop objectives to the Working Group
2. Maxine Westhead will send information to the Working Group on the DFO website
3. Joe Arbour will send information to the Working Group as to what they are doing

#### **Alternative Funding Sources**



David Keeley requested advice from the Working Group for seeking alternative funding sources. The key role is: What do we want to do? How do we want to track them down? David provided a number of strategies in his briefing document.

The Working Group provided the following feedback:

- Notion of a signature match
- NB Environmental Trust Fund – what are their interests? Try to align with our 5-year plan
- We should have specific mandates
- Equal US/CA Federal/Government involvement
- To target private industry as a funding source, we need to shift in the way we present ourselves
- Government “lead” organizations – look at projects, matching funds, plus in-kind support
- Presentation to Council; include in-kind top priorities of Work Plan for staff support. ETF – Municipal or NB NGO would apply; way to build partnerships.
- At the committee level, bring in other sectors for funding
- Specify Environment Canada objectives. This introduces another set of objectives. Bring our priority activities back to Environment Canada. Great opportunity here. There are a lot of resources that can make the connection internally.
- Government shared spirit; goals, notions, alignment; role to coordinate what governments are doing.
- Private sector is reluctant to provide funding
- Convey Action Plan as non-government tool
- How do we connect with non-government organizations that do pursue these funds? – we must remember the road we went down before
- Restructure Council membership
- Cindy advised that we have 100’s of 1000’s of dollars of in-kind contributions, but there is currently not a good tracking of this
- If Council goes down this road of seeking alternative sources of funding, then a new work plan will be needed to support this
- We may not receive much more in-kind than we already have
- May be more justification for money being there
- Last time there was a change in dues was 11 years ago
- If you look at high enough level to seek funding then requesting an amount such as \$15,000 for example is a small amount for the high level
- Takes money to make money

#### *Actions*

1. *Cindy advised that she will keep track of in-kind contributions by way of attendance at these meetings*
2. *Place Alternative Funding sources on agenda for Management & Finance and Working Group and Council in December.*

#### **Council Membership**

Michele reviewed the Council membership and the Terms of Reference. Russ Henry offered to withdraw his voting privileges on the Management and Finance team in order to streamline the membership. Therefore, Nova Scotia will maintain their membership of two on the M&F team. Jane Tims supported this and agreed that it fits with our mandate to streamline membership. Pat Hinch thanked New Brunswick for this and expressed that it means a lot to Nova Scotia and that it is important from a management standpoint to have two representatives from Nova Scotia at the table. Pat advised that Canada is not as integrated as the US. It was never the intent for a Canadian agency to step down. Pat recommended that we need to watch this closely and look at this again in two years. The decision regarding the complement of the M&F committee was not totally vetted at the June meeting. Pat’s Minister is very interested in the GOMC as well as her boss. Pat asked the committee to watch this closely and advise if this continues to work for New Brunswick.

#### *Decision*



*The Working Group approved this recommendation for New Brunswick to remove one spot (voting privileges of Russ Henry) from the Management & Finance team. This will allow Nova Scotia to maintain their two representatives on the M&F team.*

*Action*

*Put forward the Working Group recommendation to Council in December regarding the new complement of membership for the Management & Finance team*

**CA/US Science representatives**

The briefing note was reviewed regarding the requirement for CA/US science representatives. Jane Tims advised that at the Canadian Association meeting (the week of October 14<sup>th</sup>) there were 4-5 names identified.

David asked the group to think about the good science minds in our region. We need to create a list. Determination of how to approach

It was suggested that we have both co-chairs on Working Group.

*Decision*

*The Working Group strongly supports both co-chairs attend the Working Group meetings*

*Action*

- 1. For the next Secretariat call, advise of the process for CA/US Science representatives is moving. We need to get on track as per the direction*
- 2. Susan to include recommendation for Council meeting in December regarding both co-chairs attending Working Group meetings*

**First Nations representative**

Michele reviewed the status of securing a First Nations representative for the Gulf of Maine Council. This person would bring a First Nations perspective to the Council. Michele has a significant list of names. We hope to have one person at the December meeting. It was suggested that in the TOR for First Nations, we should include that travel expenses will be covered and also honorarium requests.

It was commented that this venture is a wonderful idea and we should follow through. We should go ahead with our eyes wide open as this may be a challenge. We need to make sure the language is clear in the Terms of Reference. Tribal vs. First Nations. This does not cover the whole breadth of the community e.g. those who live off the reserve. This needs to be confirmed/clarified. Michele offered that we can always make a change in wording in the TOR such as Aboriginal for example. She advised recruitment hinges on the type of wording used. Russ advised Council is aware this is a sensitive issue and this is something we have to work through.

*Actions*

- 1. Michele will finalize the list of First Nations names, so we can take the next steps*
- 2. Wording in the TOR for First Nations needs to be changed/clarified*
- 3. Put forth First Nations TOR for Council in December*
- 4. Include First Nations discussion re. TOR on M&F and Secretariat Team agendas*

**Memberships – other information**

1. Goal two committee document; need to submit names in two weeks – week of Nov. 5th
2. There is no one further identified for Gulfwatch, however they indicated that this is not a priority for them.
3. Need to look at volunteer process for recruiting members.
4. Table for overarching committees. Need a more comprehensive table. Council approved the organization chart in June. Committee status is on the website and is ever changing.
5. When calling for new members, we need to advise the amount of travel required, number of meetings, extent of work and expectations



6. Jon Kachmar advised that Habitat Restoration is looking for a committee co-chair
7. Marianne Janowicz advised that Rivers requires a co-chair

#### *Actions*

1. *The committee status will continue to be updated on the website by Michele*
2. *GOMMI contractor can provide the information as to what is expected of a committee member. Michele followup and provide the information to the Working Group.*
3. *Bring forward to Council re. memberships at the December meeting.*

### **Communications**

#### Basecamp

Seth Barker presented a demo of Basecamp to the Working Group. From June-October, 2006 there has been great participation from individuals for the pilot of Basecamp. This tool has the capability of keeping track of to do's; timeline/calendar – add items; write board – allows you to develop document but is not very sophisticated; you can add/share files. The cost for the Basecamp plan is \$24/month. This plan can manage 15 projects and gives us a starting point.

#### Feedback from the Working Group

- The Goal 3 committee served as one of the test groups for Basecamp. Liz was questioning the value. For the same document, there is no capacity to work on a document at the same time. She also found that Basecamp is not intuitive, it's frustrating and confusing, and is not sure if Basecamp is what we want.
- Michele advised that there is a free tool on Google that allows you to update documents in real time.
- Jane advised that one of the positive aspects is that you can go into the message board and see a number of e-mails at one time.
- Justin liked the shared drive and it's easy to send to. Would like to explore the Google idea offered by Michele.
- Theresa offered that it's an effective tool for group projects. The pilot group needs training, altogether in order to evaluate effectively.
- Susan Russell-Robinson commented that this tool is too small for this group.
- Susan Howe likes the idea of one stop shopping but wondered if we could manage these things in an area on the GOMC website.
- Michele advised that a lot of money has been spent on our dedicated tool (website/server).
- Seth offered that we can continue to look at solutions that could work.

#### *Actions*

1. *Seth will take back the Working Group recommendation to the technology group.*
2. *Maintain Goal 3 test group for Basecamp.*
3. *Make recommendations for Basecamp/communications at the December meeting.*

### **Listserve**

Michele provided a list of all of the listserve and their subscribers. It was suggested that it would be nice to see the actual names associated with these listserve. The listserve recommendation document that was prepared by Peter Taylor was not discussed during this meeting. Michele advised that she has the ability to create listserve based on specific requests.

### **Internal/External newsletters**

Theresa thanked the Secretariat for forwarding copies of minutes from the Secretariat Team and the Management and Finance Team meetings to the Working Group. It's very much appreciated. Theresa offered the following points regarding internal and external communications.

- What tools do we have to facilitate communication?
- A year ago, Working Group requested that we have better communication
- We recommend both internal and external communications
- Goal – bulleted news items; question is what kind of news will we share in an informal format?





- Still have a need to let people know about the Council and what we are doing. The intent is not to replace the Gulf of Maine Times. Note: Lori Viligra has accepted the position as Editor of the GOMT and Cathy is the Assistant Editor in in-kind time, plus a freelance writer from Halifax.

The Working Group provided the following feedback:

- We should wait until Work Plans are done to identify contractor needs. Therefore, wait until March, 2007 WG meeting
- E-newsletter is a very good idea. Need some sense of how much time from staff to accomplish this
- E-newsletter should be more focused on Council activities
- Karin advised that the content of the E-newsletter came from recommendations from the Working Group
- A concern was raised with respect to asking more time from the Working Group members to issue articles

#### *Decision*

*The Working Group recommends to re-evaluate a good communication tool and do a 6-month pilot for an E-newsletter. The Working Group recommends that we need to clearly define what we need for activities*

#### *Action*

*Bring to Secretariat and M&F. Place Internal/External communication/newsletters on March Working Group meeting agenda.*

### **Fundy Biosphere**

Peter Etheridge provided an update on the Fundy Biosphere project. The website does lead to attractiveness in tourism.

- Larry Hildebrand advised that for Bradore – not competitive. Biosphere is further ahead to establish Biosphere in Canada.
- Russ Henry advised that he sees several similarities and overlap. Should parallel GOMC goals and objectives. Would like to see collaboration and cooperation.

### **Workshops**

13<sup>th</sup> International Conference on the Environment, June 30-July 3, 2007.

Justin advised that this conference has good potential for GOMC to co-host a technical session. The website for the conference is [www.ieaonline.org](http://www.ieaonline.org). By December, we should have a clearer understanding. We need to make a decision as to whether we will be involved.

#### *Decision*

*The Working Group agreed that we should pursue further the opportunity of co-hosting a session at this conference.*

#### *Action*

*Justin will provide further information at the December Working Group meeting.*

### Ecosystem Based Management Workshop

There is a workshop planned for June 2007. David reviewed the NROC and SIMOR letter sent by Byron James requesting their participation. Betsy Nicholson advised that SIMOR has agreed favourably to the SIMOR letter. They are very interested in learning more. We are trying to work towards getting dollars. They are interested in working together on the workshop.

### NROC

NROC is the US arm of Oceans Canada. They met in July and Betsey attended. Need to hammer out form and function and find common issues each entity has. We have access to political ear – a voice for GOMC. There are five topics/deliverables, two of which match with our Work Plan. One deliverable mentions assisting the GOMC.



### COMPASS

Lot of action on the west coast. The signature fund for COMPASS is \$700,000. Verna Delower is the New England Science/Policy Coordinator. They have the money to coordinate a workshop in New England. Verna is going to put together a matrix of overlapping regional initiatives.

### Environmental Law Institute

Legal efforts. Legal ways to leverage. Would like to organize a meeting in 2007.

### National Sea Grant Program

Each Regional Sea Grant program in the states received around \$250,000 to develop a regional science plan over a period of two years. New England/Gulf of Maine is included as well. First meeting is January 2007.

Council should partner with overlapping management, science and indicator initiatives in the region (i.e. Sea Grant, COMPASS, Environmental Law Institute). US participants will provide matrix of overlapping efforts as soon as possible. Management Committee and new Ocean Task Force will explore options.

### *Action*

*David and Michele will draft a Terms of Reference regarding resurrecting an Ocean Task Force (group).*

Betsy recommends that we will know better by December how much SIMOR/NROC are willing to work with us, and how we want to craft this through management.

David informed the Working Group that the proposal submitted to the National Sea Grant Legal Program in Mississippi was declined.

What do we need to do with the goal activities? Priority and signature activities receive priority or funding.



## **Habitat Monitoring Sub-committee**

The Habitat Monitoring Subcommittee is nearing completion of a pilot web- and spatially-enabled data system for regional habitat monitoring data. This project is funded by a GOMC internal grant to the HMSC and DIMC, with additional contributions from NOAA and GOMC web development funds. Project partners beyond HMSC and DIMC include the Gulf of Maine Ocean Observing System, Wells National Estuarine Research Reserve, Massachusetts Office of Coastal Zone Management, University of New Hampshire, GOMC Science Translation, and USGS. The Regional Habitat Monitoring Data System will include online, standardized data entry, centralized data storage, and synthesis and dynamic visual display of coastal and estuarine habitat monitoring results. The project's technical team has completed data entry and storage components of the system. Project collaborators met in Portland, ME, on November 1 to plan the displays, and the technical team is currently developing the system's output components. A beta version is expected by the IGP deadline of December 14, 2006. Additional time will likely be needed for testing, and the technical team is committed to performing work needed to ensure functionality. This "proof-of-concept" will provide regional synthesis and display of salt marsh and seagrass vegetation monitoring data and will be flexible in design to accommodate future expansion. The system is intended to serve as a springboard to establishment of a regional habitat monitoring network, analogous to Gulfwatch. The next steps are to 1) Populate the habitat monitoring web tool with existing data on salt marsh and seagrass vegetation indicators; 2) Expand the system to include additional indicators of habitat integrity within selected index sites; and 3) Expand the system to indicators at different scales (remote sensing/mapping scale and rapid assessments). These steps are included as tasks in the new Action Plan.

The HMSC and EQMC have selected Dr. Greg Klassen (NB) to fill the position of Environmental Monitoring Coordinator. The contract is currently being developed and will begin in mid-December. Greg brings exceptional and diverse experience to this position and we welcome him on board.

*Respectfully submitted,*

*Al Hanson, CA co-chair  
Hilary Neckles, US co-chair*



## **ESIP (Ecosystem Indicator Partnership) Progress and Transition**

### *ISSUE:*

The ESIP program has established significant momentum in the 2006 as a focal point for ecosystem-based approaches to marine management in the Gulf of Maine. Program activities through June 2008, identified in the work plan and action plan, require approval of the Council for funding. Transitions in program management personnel also require attention, and new team members will need support of the Council to ensure continued progress of the program.

### *BACKGROUND:*

ESIP has delivered the following products and services in 2006:

1. The ESIP listening session report and strategy report were published.
2. An ESIP web page was launched on [www.gulfofmaine.org/esip/](http://www.gulfofmaine.org/esip/) as a clearinghouse of indicator-based activities in the region, including ESIP reports for download.
3. A synthesis of GoM marine monitoring programs was conducted and resulted in a clickable web-based map of monitoring locations, organized by the six ESIP focus areas (climate change, contaminants, nutrients, coastal development, fisheries/aquaculture, aquatic habitats). This pilot system is accessible from the ESIP web site and serves as a spatial framework for indicator reporting.
4. A regional marine indicator workshop was jointly organized by ESIP and RARGOM (Regional Association for Research in the Gulf of Maine). On November 15, twelve speakers presented indicator results across all six ESIP focus areas to eighty regional participants. The workshop results are expected to advance the prioritization of indicator selection for regional reporting.
5. A technical project funded by GeoConnections for initial reporting of contaminants and nutrient data was launched in October at a kick-off meeting attended by more than twenty partners. The one-year project has now moved into data discovery and requirements development.

A transition of key personnel is also underway. Susan Russell-Robinson (USGS) has assumed the role of co-chair. Co-chair Maxine Westhead (DFO) has accepted a new position in Ottawa, and Jason Naug (DFO) has stepped in to replace Maxine. Contract program manager Ray Konisky is leaving on January 1 and a replacement search is now in progress.

### *ACTION REQUESTED:*

The Working Group is asked to comment on the direction of the program, provide advice for maintaining and building momentum, and offer support for continued progress toward regional indicator reporting.

*Submitted by Ray Konisky, ESIP Committee*

## **Sewage Management Task Force**

The GOM Sewage Task Force and Environmental Quality monitoring Committee continue to work on tasks specified in its GOM Internal Grants application in 2005. The application was approved by the Internal Grants Review Team to receive 7K in November 2005. The Passamaquoddy Tribe and USEPA provided an additional \$12K US to match the contribution received from the GOMC. The Sewage Task Force subsequently hired Dr. Donald Waller to conduct the contract work.

The contract requirements are as follows:

- 1) Design and implement a jurisdictional survey and conduct interviews of Sewage Task Force members and regulatory agency representatives in each GOM jurisdiction, to collect information on jurisdictional status, activities and progress on on-site wastewater management (including regulations, policies, achievements, best management practices, emerging issues, challenges, issues of concern, challenges, information gaps, questions for future investigation, and resource materials on-site wastewater management);
- 2) Work with the GOM Public Education and Participation Committee to develop the framework of a public communications/outreach plan to disseminate documents, reports, key message and notices of the sewage task Force, adopting, adapting or building on current GOMC outreach and communications procedures and practices;
- 3) Work with the GOM EQM Committee to select known sewage indicators by which to evaluate the environmental and human health quality of receiving waters, for consideration in GOM/Bay of Fundy monitoring programs, including Gulfwatch, and prepare a report to discuss the rationale behind the selection of the chosen sewage indicators;
- 4) Produce a reference/resource document from information gathered from the jurisdictional survey and from interview responses, for internal Sewage Task Force use only;
- 5) Prepare a detailed draft outline of a workshop program for a proposed GOMC hosted workshop in 2007, or forum or technical session during the Annual Aquatic Toxicity Workshop (Oct 2007) in Halifax, based on input from Sewage Task Force members to reflect their interests;
- 6) Prepare a technical report on current best management practices and proven wastewater management technologies of on-site systems in the Gulf region and provide examples of other innovative technologies applied, under consideration, or development throughout the world, that could be applied in the Gulf region;
- 7) Prepare a dissemination plan for the distribution of the Best Management Practices and Innovative Technologies report to selected industries, municipal, state, and provincial agencies in the Gulf of Maine;
- 8) Set aside relevant information materials collected for the best management practices report, for the future development of a factsheet for public distribution, on best management practices.

Status: Dr. Waller has completed the communications survey (item 2), the design and implementation of the survey (item 1), the draft indicators report (item 3), has set aside collected reference materials and resource information (items 4, 6 and 8), and has completed the dissemination plan (item 7). He is currently finalizing the best management practices report and the workshop outline (item 5) based on input received from Task Force members.

Recommended Action: None. This is an information item only. Copies of the final materials will be placed on the GOMC website in January 2007.

*Submitted by: Patricia Hinch, NS Dept of Environment and Labour, Co-Chair Sewage Mgmt. Task Force*

## **Managing the Work Plan discussion at the December WG and GOMC meetings**

### **Objectives**

- To finalize and approve the 18-month work plan
- To understand the resources we have & how they are to be allocated
  - Internal grants, contractor staff support, results of jurisdictional “buy-in”
- To identify the resources we need, possible sources and 12-18 month strategies to procure

The results of this discussion should be a sense of accomplishment/momentum and confidence that we know what we will work on and how we will get it done.

### **Working Group Meeting: Work Plan Discussion (2.5 hours+)**

#### Proposed Process

##### *A. Content review (20-minutes)*

1. Review/remind what has transpired over the past 6-months in regard to development of the draft work plan, Council determination of high priority and signature tasks, and what we need the Council to do at their meeting.
2. Provide opportunity for WG to discuss and clarify specific activities. Then substantively approve the work plan for Council consideration.

##### *B. Financial Review (90-minutes)*

3. Review hand-out on WG ranking criteria developed in St. Andrews, the assignment of points to work plan activities, and the ranking results
4. Review the proposed Secretariat Team/M&F allocation of internal grant resources to support priority projects
5. Review the High Priority tasks (and other tasks time permitting)
  - Identify and record jurisdictional commitments of cash and in-kind resources to specific activities in the Work Plan (use large pre-printed wall charts as graphic aid)
  - Identify resources remaining to be required, possible sources, and 12-18 month strategy to procure organized by priority activities and others
6. Review & discuss results
7. Approve recommendation to Council to accept Work Plan

##### *C. Other Considerations (45 minutes)*

8. Understand possible Councilor misgivings/concerns about the Work Plan and develop strategies to address
9. Critique proposed process to present the Work Plan to Council
  - Desired outcomes (see objectives above)
  - Content review
  - Financial review including their additions of jurisdictional buy-in/commitment
  - Strategy to secure required resources including roles of Council, WG, contractors, etc.



## Assisting the Council Allocate Resources to Priority & Signature Activities

### OPINION AND RECOMMENDATION “Advice to Working Group”

Date: 25/11/2006

**TITLE: Assisting the Council Allocate Resources to Priority & Signature Activities**

**ISSUE:** There are over 40 activities in the Council’s proposed January 2007 to June 2008 Work Plan. Given limited resources the WG needs to develop and apply a thoughtful funding allocation process for available unrestricted funds and present recommendations to Council.

**BACKGROUND:** At the June 2007 Council meeting members identified high priority activities and signature tasks (e.g., things the Council is known for). In October the Working Group developed the following six factors that should be considered and a weighting scheme to reflect relative importance of these factors. This approach was then applied to the proposed activities in the Work Plan to assist in allocating available Internal Grant funds, \$42K contributed by EC, the use of Council contractor time, and to help focus fundraising efforts over the next 18-months.

Criterion	Weighted Score (1-3)
1. Ranked by the Council as a priority or signature task.	3
2. Regional response required /role of Council (A-1)	3
3. A reasonable investment will help substantially to make progress towards our short-term outcome (i.e. likelihood of success)	2
4. Cornerstone activity that would advance a number of other activities...must be done first (i.e., it is a pre-requisite)	1
5. Timely response to an issue	1
6. Following through on previous investments. Current effort would die without additional funds.	1
<b>Possible high score</b>	<b>11</b>

**CURRENT STATUS:** Management and Finance has prepared the attached Excel spreadsheet that applies the criteria and proposes an allocation of existing funding.

**RECOMMENDATIONS:** The Working Group should:

- Review the application of the criteria to priority and signature activities in the Work Plan (see spreadsheet); and
- Develop recommendations to Council on how to allocate available funding.

## Securing Resources to implement the 18-month Work Plan

OPINION AND RECOMMENDATION  
“Advice to Working Group and Council”  
Date: 2/12/2006

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**TITLE:** Securing Resources to implement the 18-month Work Plan

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**ISSUE:** There are not sufficient resources to fully implement the January 2007 to July 2008 work plan and the Council needs to adopt a strategy to raise the remaining funds.

**BACKGROUND:** The Council will approve a 2007-2012 Action Plan and a work plan (1-07 to 7-08). A significant portion of the resources required to implement the work plan is yet to be secured. This funding shortfall is exacerbated by the lack of a US Congressional earmark that would have normally supported work during the 2007-2008 period.

**CURRENT STATUS:** Councilors and Work Group representatives are presently pursuing jurisdictional resources and will report on their progress at the December meeting. However it is anticipated that additional resources will be needed.

The draft Work Plan does contain 40+ narratives for activities the Council will pursue. Some of these may be partially or completely supported with funding from the existing NOAA earmark or from \$42,000 recently provided by Environment Canada.

**CAPACITY:** The GOMC currently funds the equivalent of 4 days/month for fundraising. In addition, Working Group and Committee members play a fundamental fundraising role in the articulation of project goals and identifying partners.

**OPTIONS:** The Council has several viable options to secure the needed resources. These are described below in possible order of priority. They include:

- Provide agency/senior management discretionary funding to support specific activities in the work plan;
- Make commitments of in-kind staff support to perform specific activities in the work plan (e.g., organize a workshop, conduct research, etc.) or to contribute technical services (e.g., organize a workshop, provide lab analyses, layout, etc.);
- Increase dues and annual contributions (e.g., determine appropriate activities to be supported with annual funding and costs, establish annual fee assessment, etc.);
- Secure ongoing federal and state/provincial funding through authorization and appropriations legislation (e.g., create Gulf of Maine Program Office in US federal law similar to the Great Lakes);
- Access existing government funding programs that are supportive of Action Plan priorities (e.g., understand sources, priorities, timing, access points, linkages to regional priorities, etc.);
- Engage other federal, state and provincial agencies that the Council could partner with on activities in the 5-year Action Plan and seek their support (e.g., cash and in-kind);
- Build partnerships that attract non-government funding to address regional issues (e.g., work with NGOs, the business community, academia, etc.)

**RECOMMENDATIONS:** Between January and June 2007 work to secure resources to implement the work plan should focus on the first five bullets above.



## **GOMC Action Plan Marketing Strategy**

### **Objective**

In December 2006, the Gulf of Maine Council will release their 2007-2012 Action Plan. The Council will use this Plan as a framework for its activities over the next five-years and to encourage its partners to accelerate their work in three focal areas.

The objectives of a 6-month marketing strategy (e.g., January to June 2007) are to:

- Communicate within and among the Council member agencies about what the Action Plan priorities are and how they will be addressed through succeeding biennial work plans.
- Communicate with other government agencies that have applicable coastal and ocean mandates about the Plan's priorities, how they align with their programs and policies, and how they can participate in Council initiatives that advance their interests/requirements.
- Communicate with non-government organizations and other partners (e.g., regional organizations, marine dependent industries, etc.) about the Plan's priorities and how they can participate in Council initiatives that advance their interests/requirements (via the Work Plan).

### **Action Plan products**

The Council will produce five products – a 25-page printed Action Plan, a web-based Action Plan, a PowerPoint presentation & supporting materials, features in the Gulf of Maine Times, and an oversized postcard that can be used in other mailings by the jurisdictions and distributed at events. (These contents of the postcard can be provided to others that have newsletters.)

### **Marketing Activities**

1. **December 14, 2006 Council media event** – Outreach and the Secretariat will arrange a media event at the December Council meeting to publicly release the Plan and provide a high profile setting for Provincial and Canadian federal agencies to describe what the Council is, the importance of the Plan, and how it augments current efforts to conserve the environment and support sustainable communities (e.g., relation to Canada's Oceans Action Plan, provincial coastal management efforts, etc.).
2. **December 14th Governors (and Premiers) release** – Outreach will coordinate with pertinent WG and GOMC members to prepare press releases to state media outlets and assist Governor's Offices with issuing the releases with copies of the Plan. (A comparable effort may be needed with the two Premiers.) Use regional mainstream media through Outreach member lists as well as the distribution services of the New England Press Association (over 900 outlets)
3. **Post 12-14 Activities**
  - Outreach prepares graphic press release and a news article that offers Action Plan highlights, links directly to the website and the document, and challenges the Council's partners to get involved/accelerate their efforts. The press release and/or article will distribute to targeted outlets including but not limited to the following:
    - The Council's NGO database (670 members), NOAA listservs, ACZISC e-newsletter (4700 members), Summit listserv, NH DES Riptide (325 members), MA CZM e-news, etc.
  - Outreach works with Secretariat Team to produce PowerPoint and supporting materials (e.g., talking points, etc.). Between January and June WG and GOMC members will use these materials to communicate the Plan's objectives to agencies and organizations in their jurisdiction with a focus on recruiting people to get more involved.
  - Outreach works with GOM Times staff on major article in GOM Times spring edition
  - Secretariat Team and Outreach develops a focused marketing strategy for Council designated tasks in the Work Plan to garner support from our partners for specific activities. Jurisdictions would then be asked to move forward in working with non-profits and other agencies.



## **Ecosystem-based Approaches – implementing the Action Plan**

(Briefing note for Working Group)

### **Session Objectives**

- To increase collective awareness about the region's progress in pursuing EBM;
- To finalize recommendations to Council:
  - To form the ad-hoc Oceans Network; and
  - To guide the development and results of the March 2007 EBM workshop

### **Session Agenda – Working Group**

- 1. Present overview of the role of EBM in the Action Plan**
- 2. Review EMB-related tasks in Work Plan (January 2007 to July 2008)**
  - Proposed activities, funding needs, leads, etc
  - Identify complimentary jurisdictional efforts & synergies (e.g., people, resources, etc.)
- 3. Form Ad-hoc Oceans Network (TOR, roster/people, etc.)**
  - Approve Terms of Reference
  - Develop roster of participants from Council agencies (and elsewhere?)
- 4. Discuss March 2007 workshop goals and outcomes, comment on framework/vision, identify how this benefits GOMC, identify possible Council follow-up, etc.**



***Council Ocean Network  
Terms of Reference • V.1***

**Purpose**

The Council Ocean Network (CON) is an interconnected, electronic system of people working in the Gulf of Maine/Bay of Fundy on ecosystem-based approaches to coastal and ocean management. It serves the Gulf of Maine Council on the Marine Environment (GOMC) and is responsible for:

- a. Facilitating the collaboration, interaction and exchange of information and creative ideas (e.g., institutional mechanisms, stewardship, etc.) among government agencies, non-profits and marine-dependent businesses that are actively engaged in coastal/ocean management; and
- b. Assisting the Council in implementing its five-year Action Plan and biennial work plans through partnerships that advance regional ocean initiatives.

**Organization**

- a. **Participation:** Participation is open to anyone interested in coastal/ocean management in the Gulf of Maine/Bay of Fundy. A Steering Committee, designated by the Council, ensures the network is effective.
- b. **Methods:** CON performs its work electronically and telephonically. Examples of ways it conducts its business include:
  - Web services -- a web page on the Council's web site serves as a dynamic repository for ecosystem-based approaches to coastal/ocean management in the Gulf of Maine/Bay of Fundy and elsewhere.
  - Ocean management list-serve & digest – a place to post questions and contribute ideas (e.g., archive by key word of previous messages/materials, digest of entries sent automatically (e.g., daily, weekly, or monthly) modeled after other efforts (e.g., Tools of Change on [www.cbsm.com](http://www.cbsm.com)).
  - Professional development -- facilitate dialogue, stimulate learning and foster innovation among Gulf of Maine/Bay of Fundy ecosystem-based management practitioners.
  - Non-binding Agreements – pursue agreements to share data, personnel, and materials.
  - Capacity building – enable existing EBM practitioners to be more effective by providing support, workshops, and training.
- c. **Qualifications:** It is anticipated participants will have professional and/or personal interests in coastal/ocean management.
- d. **Duration:** CON is a temporary entity of the Council and will dissolve by June 2012 unless extended by the Council.



### ***Briefing Materials -- Overview of selected EBM Initiatives***

#### **GOMC – March 2007 workshop**

In the summer of 2006 the Council invited several partners to join it in hosting a workshop on ecosystem-based approaches in the Gulf of Maine/Bay of Fundy. (They include the Northeast Regional Ocean Council/Oceans Working Committee (NROC/OWC), the US eleven federal agencies involved with the Subcommittee on Integrated Management of Ocean Resources (SIMOR), the Communication Partnership for Science and the Sea (COMPASS) and the Massachusetts Ocean Partnership Fund.) The workshop will identify the priority science needs for advancing ecosystem-based approaches and the tools needed by managers that link science, policy and management. Invitations will be extended to scientists, managers, marine-dependent industries, policy and legislative staff from Labrador to New York.

#### **Northeast Regional Ocean Council -- Proposed Work Plan**

Two years ago the NEGC-ECP formed the US Northeast Regional Ocean Council and the US/Canadian Ocean Working Committee to accelerate work on ocean issues extending from Labrador to Connecticut. OWC is still in its formative stages.

The primary intent of NROC is to link together and cultivate regional ocean management and science institutions and programs for the Gulf of Maine, Long Island Sound, and southeastern New England. Recently NROC produced a draft 1-year work plan that proposes it will focus on ocean energy resource planning and management; ocean and coastal ecosystem health; maritime security; and coastal hazard response and resiliency. The work plan contains the following actions.

- *Submit an appropriations request from the New England governors to support the Gulf of Maine Council on the Marine Environment and the proposed Northeastern Sounds Ecosystem Alliance;*
- *Create a regional entity for southeastern New England's sounds parallel in purpose and scope to the Gulf of Maine Council on the Marine Environment;*
- Convene a Northeast Regional Ocean Congress to establish short-term regional ocean management priorities;
- Seek an additional resolution from the NEGC/ECP annual meeting for the Oceans Working Committee to issue an annual ocean management priorities statement; and
- Create Action Plans around the priority issue areas

#### **DFO-NOAA Ecosystem Assessment**

DFO and NOAA have developed a joint work plan with two main initiatives: a spring 2007 ecosystem indicators workshop to share experiences to date, and work towards a Bay of Fundy/Gulf of Maine ecosystem overview and assessment report. Representatives of the agencies have met several times. At their March 2006 meeting they concluded:

- There is potential to develop a joint US/CA integrated assessment/ecosystem overview for the Bay of Fundy/Gulf of Maine area, initially focusing on offshore waters and living marine resources. The effort will be led by DFO Science and supported by an Oceans Working Group.
- A Canadian Table of Contents for the overview was generally agreeable.
- DFO and NMFS have the capacity to undertake some portions of the document (in terms of knowledge, expertise and desire) but additional expertise from others will be required to complete the overview as currently outlined. Completing the document will also depend on the level of resources available.
- The group will aim to have an annotated outline with some content development by March 31, 2007.



### **Canada – US Initiatives**

There are several ongoing Canada-U.S. initiatives are also producing materials that will be beneficial to the region's work on ecosystem-based approaches. These include:

1. GoMaGOOS -- a fisheries-oriented observing system for the Gulf of Maine. This project began in May 2004 and is led by DFO. It will develop indicators and undertake research for ecosystem management.
2. GLOBEC -- the Global Ocean Ecosystem Dynamics program on Georges Bank is assessing how global climate change may affect the abundance and production of animals in the sea.
3. The US and CA are working together on better access and visualizing of resource survey and environmental data as well – the next generation of ECNASAP.
4. ODP – the Ocean Data Partnership is facilitating the exchange and use of GOM data.
5. GoMOOS – the Gulf of Maine Ocean Observing System provides hourly oceanographic data from the Gulf of Maine to all those who need it.



## Working Group Terms of Reference – Proposed Changes

### Working Group

Terms of Reference • ~~June 7~~, *proposed edit December 2006*

#### Purpose

The Working Group serves the Gulf of Maine Council on the Marine Environment (GOMC) and is responsible for the:

- c. Development, implementation and evaluation of the Council's five-year Action Plan; and
- d. Strategic planning and preparation of policy options.

#### Organization

- e. **Membership:** Department / agency Council members shall appoint one representative to the Working Group. The Council may appoint additional members by consensus of its members. In addition, each Council committee's ~~co-chairs shall serve~~ *shall serve* ~~designate a committee Co-chair that will serve~~ as a member of the Working Group.
- f. **Qualifications:** Representatives of the Working Group shall:
  - Have the authority to represent the position of their agency and make decisions (e.g. recommendations for the Council on policies, work plans, and other elements of the Council's work, etc.); and
  - Work directly with his/her Councilor to brief him/her.
- g. **Chair:** The Working Group Chair will be a member of the Working Group and from the jurisdiction in which the Council Chair is located. The Chair, in consultation with the Secretariat and Management and Finance, will set meeting agendas, and conduct other business as appropriate.
- h. **Meetings:** The Working Group will meet at least three times annually. These meetings may be coincidental with the Council's semi-annual meetings. Locations of the meetings will be rotated among the member jurisdictions.

#### Decisions

Decisions will be made by consensus.

## **Gulf of Maine Council on the Marine Environment Terms of Reference – Proposed Changes**

**Gulf of Maine Council on the Marine Environment**  
*Terms of Reference • **Proposed edit December, June 7, 2006***

### **Scope**

The Governments of Maine, Massachusetts, New Brunswick, New Hampshire, and Nova Scotia established the Gulf of Maine Council on the Marine Environment through "*An Agreement on Conservation of the Marine Environment of the Gulf of Maine*" (1989 and amended in June, 1992). The Council discusses and acts on issues that require or significantly benefit from a coordinated regional response. The *Agreement* directs the Council to:

- Coordinate conservation of the Gulf's ecosystem - establish long-term, cooperative environmental management strategies for the states, provinces and federal agencies;
- Promote sustainable development - promote the sustainable development and management of the Gulf's marine and coastal resources,
- Promote public awareness - improve stewardship of the Gulf by engaging decision-makers and the public in the development of progressive responses to leading management issues
- Expand our knowledge base - improve management of the Gulf by promoting mapping, monitoring, data/information management, and research on the structure of the Gulf ecosystem as well as the effects of pollution, habitat loss, and other stresses.

### **Role**

The Council has three primary roles:

- a. Facilitators of integrated watershed, coastal and ocean management – The Council fosters an ecosystem-based management approach. It works to ensure decision-makers possess the necessary information to manage human effects on the ecosystem, to preserve ecological integrity and to sustain economically and socially healthy human communities.
- b. Enable the region's governments be more effective stewards – By working together in a regional forum the states, provinces and federal agencies learn from each other, try new approaches and as a result are better stewards of the resources they are legally responsible for.
- c. Sustain strong partnerships – The Council works to be an effective partner and build the capacity of local and regional organizations that are addressing issues of regional concern.

### **Membership**

Each Governor and Premier appoints two cabinet level or senior level representatives and two non-government representatives from the non-profit and/or business sectors. Canadian and US federal agencies with a statutory mandate pertinent to the *Agreement* may designate a senior representative to serve as a member of the Council.

In addition, the Governors, Premiers, and the Council work collaboratively to make two-year, renewable appointments for representatives of the following interests:

- a. A senior representative of the scientific community from each country that resides in the watershed; and
- b. A member of the tribal community ~~that is nominated by the region's First Nations~~ **selected from names solicited by the Council.**

### **Responsibilities**

Each Councilor is expected to actively participate in the development and execution of Council meeting agendas including follow-up actions. In addition, Councilors are proponents of regional responses and actively pursue methods to advance the Council's 5-year Action Plan and annual work plan tasks while in their home jurisdiction.



### **Leadership**

Responsibility to chair the Council rotates on an annual basis among the states and provinces. During that year the host jurisdiction serves as the Secretariat.

### **Meetings**

The Council meets at least semi-annually to conduct business at a location and at a time to be determined by the Council. The Chair of the Council, or his/her designee, will moderate the meeting.

### **Committees**

The Council may establish committees as it deems necessary to fulfill its mandate.

### **Communication**

The Council routinely apprises the Premiers, Governors, and others about Council activities and prepares an annual report that documents its accomplishments and remaining challenges.

### **Support**

The Council Coordinator, Policy and Development Coordinator, and the Executive Director of the US Gulf of Maine Association provide the necessary staff support. In addition, other Council contractors, agency representatives, and committee co-chairs assist as needed.

### **Decisions**

The Council will develop, as necessary, a unified consensus on policies and programs affecting its mandate. The Council may decide to vote on specific issues but the results are non-binding on those that oppose or abstain from the decision.





## **Secretariat Team Terms of Reference**

### **Secretariat Team *Terms of Reference • V.3***

#### **Purpose**

The Secretariat Team serves the Gulf of Maine Council on the Marine Environment (GOMC), Working Group, and Management and Finance. Its purpose is to advise the Secretariat on matters related to routine policy, budgetary, logistical, and contract issues. The Secretariat Team develops options to facilitate the smooth operation of the organization for implementation by other GOMC groups.

#### **Organization**

- i. **Membership:** The Secretariat Team consists of a representative from the immediate past, current, and future jurisdictions to serve as the Secretariat. The Council may appoint additional members by consensus of its members.
- j. **Chair:** The Working Group Chair facilitates the Secretariat Team's calls, meetings, and processes.
- k. **Meetings:** The Secretariat Team is expected to conduct the majority of its business through telecommunications and email. It may meet as needed and agreed upon by its membership.
- l. **Decisions:** The Team has limited decision-making abilities. It may take action on matters directed to its attention. Decisions will be made by consensus. The Secretariat Team will forward its decisions as recommendations to the body that requested that its involvement.
- m. **Support:** The Council Coordinator, US Gulf of Maine Association Executive Director, and the Policy and Development Coordinator provide support to the Secretariat Team and participate in its discussions.



## New Gulf of Maine Councilor representatives

### Background

The Gulf of Maine Council on the Marine Environment approved new Terms of Reference at its June 2006 meeting. In addition to adding a second non-government / private sector Councilor from each jurisdiction (previously, each State and Province had one private sector member), the new Terms of Reference provide for two new important memberships: scientific community and First Nations/Tribes (FNT).

*Excerpted from the current/newly accepted Terms of Reference:*

“Membership

Each Governor and Premier appoints **two cabinet level or senior level representatives** and **two non-government representatives from the nonprofit and/or business sectors**. Canadian and US federal agencies with a statutory mandate pertinent to the *Agreement* may designate a senior representative to serve as a member of the Council. In addition, the Governors, Premiers, and the Council work collaboratively to make two-year, renewable appointments for representatives of the following interests:

- a. A **senior representative of the scientific community from each country that resides in the watershed**; and
- b. A **member of the tribal community** selected from names solicited by the Council.”

### Non-governmental Councilors

The new Council Terms of Reference call for two non-governmental representatives from each jurisdiction. Working Group members are working with their agencies and Governors’ and Premiers’ offices to identify two non-governmental representatives from each jurisdiction. The Council Coordinator remains ready to assist jurisdictions in this process.

### Science Councilors

Working Group members have submitted several names for consideration. The Working Group and Council should submit before December 31, 2006 any further lists of names so that candidates can be contacted and two Council representatives selected from them.

### Candidates for First Nations / Tribes Gulf of Maine Councilor

The Council has reached out to FNT and agencies that work with them to learn from their experiences and collect names of candidates for this important Council representative position. As the Council has discussed, this individual would not come to the table representing all or any FNT but would instead bring a perspective that could better and more fully inform the Council’s discussions and decisions. The Council should codify this important distinction before recruitment and a nomination are made.

The following details the candidates suggested to date, their affiliations and contact information, and brief background on their experience. The first four referrals from Steve Crawford are in listed in order of their likelihood of availability to provide the Council with the FNT perspective.

#### **Hugh Akagi**

Retiring Tribal Chief  
Passamaquoddy Tribe  
506.529.4657

passamaquoddyrecognition@nb.aibn.com

[akagih@nb.aibn.com](mailto:akagih@nb.aibn.com) (home email)

Background and comments: Hugh works from St. Andrews Biological Station or Huntsman Marine Science Center and is active with LNG issues.

*Referred by Steve Crawford, Environmental Department, Passamaquoddy Tribe at Sipayik and GOMC Working Group member*



***Jim Sappier***

Retiring Penobscot Tribal Governor  
207.827.7776

[jsappier@penobscotnation.org](mailto:jsappier@penobscotnation.org)

Background: has worked nationwide on committees with a broad approach and with an interest in the Gulf of Maine watershed.

Referred by Steve Crawford, Environmental Department, Passamaquoddy Tribe at Sipayik and GOMC Working Group member

***Donald Soctomah***

Passamaquoddy Tribal Historic Preservation Officer (THPO)

207.214.7727 (mobile) or at the  
Passamaquoddy Tribal Museum, Princeton  
207.796.5533

Background and comments: Donald has worked with historical preservation, the legislature, and has a strong background in tribal land issues, and has authored books on these topics.

Referred by Steve Crawford, Environmental Department, Passamaquoddy Tribe at Sipayik and GOMC Working Group member

***Dale Mitchell***

Passamaquoddy Tribal Council member (possibly next Lt. Governor)

Water Resource Technician

207.853.2600 x 245  
207.214.5747 mobile

[dalem@wabanaki.com](mailto:dalem@wabanaki.com)

Background and comments: Dale serves on the tribal council, has worked on the red tide issues, and has worked with ME Department of Marine Resources

Referred by Steve Crawford, Environmental Department, Passamaquoddy Tribe at Sipayik and GOMC Working Group member

***Diana C. Scully***

Executive Director, Maine Indian Tribal State Commission

207.622.4815

[vantage@mint.net](mailto:vantage@mint.net)

Background and comments: This organization's staff may be able to provide the needed perspective or it may provide a referral to contacts from Maine's two First Nations / Tribes: the Penobscot Nation and Passamaquoddy Tribe.

*Referred by David Keeley from the ME State Planning Office database*

***Bernd Christmas***

Membertou First Nation, Cape Breton Island

(902) 564-6466

No email listed

Background and comments: The Christmas family is prominent on the Membertou Council. An attorney, Bernd has a strong business and industry background and was appointed to the Bennett Environmental Inc. Board of Directors.

*Referred by Susan Howe, GOMC Administrative Assistant*

**Discussion, decisions, and recommended actions and timelines**

- Jurisdictional representatives should begin or continue recruiting the non-government Council positions.
- Working Group members and Councilors should forward to the Council Coordinator by the end of December their suggestions for the Canada and US Science representatives to the Council
- The Council should discuss and agree on the role of the First Nations / Tribe representative.



**Gulf of Maine  
Council on the  
Marine Environment**

**Working Group Meeting  
December 12-13, 2006**  
Briefing Packet • Version 1 • December 6, 2006

- The Council should agree to the First Nations / Tribe recommendation that the representative will bring a perspective to the table but will not speak or be expected to speak for those nations and tribes.
- The Councilor positions will be finalized with the goal of having these new members at the June 2006 meeting.

*Prepared by Michele L. Tremblay, Council Coordinator*



# Gulf of Maine Council-Bay of Fundy Ecosystem Partnership (BoFEP) Agreement

## Contribution Agreement between

*The Gulf of Maine Council on the Marine Environment*  
(as represented by the Council Chair)

and

*The Bay of Fundy Ecosystem Partnership*  
(as represented by the BOFEP Management Committee)

The Parties to this Agreement are:

a) The Bay of Fundy Ecosystem Partnership, (hereinafter called The Recipient), is dedicated to fostering the well-being of the Bay of Fundy Ecosystem within the Gulf of Maine. BOFEP is representative of the coastal, marine, watershed scientific, government, academic, and non-government communities which have interests in integrated ecological management, conservation, and sustainable resource management of Bay of Fundy natural resources (Appendix A).

b) The Gulf of Maine Council on the Marine Environment (hereinafter called The GOM Council), is a US-Canadian partnership established by Governors and Premiers of States and Provinces bordering the Gulf of Maine, to coordinate transboundary resource management concerns and to promote activities that sustain the ecosystem of the Gulf of Maine (Appendix B).

### **Whereas:**

Each party to this Agreement has its own distinct mission and operates independently, together they share similar purposes, goals and objectives and a common interest in the Gulf of Maine/Bay of Fundy (Appendix A, B, and D)

The wise environmental management of the Gulf is of concern to both parties;

The Gulf of Maine Council and The Recipient wish to continue the formal linkage between the two organizations.

This Agreement will allow The Recipient to implement aspects of its workplan that directly relate to and reflect the goals and objectives of the 2007-2012 Gulf of Maine Council Action Plan: Protect and Restore Coastal and Marine Habitats; Protect Human Health and Ecosystem Integrity; and Encourage Sustainable Maritime Activities.

The Recipient's projects contain planned outcomes and clear deliverables that relate to The GOM Council priorities. GOM Council support will be subject to mutual agreement between The Recipient and The GOM Council regarding progress in satisfying the terms and conditions of this Agreement.

The GOM Council has approved the provision of financial assistance to The Recipient to enable it to carry out the activities described in Clause 2.

### **1. Purpose and Expected Results:**

The purpose of the Agreement is for The GOM Council to provide support to The Recipient to undertake project



initiatives of mutual interest that relate to activities outlined in the Gulf of Maine Council 2007-2012 Action Plan.

**2. Activities to be Undertaken:**

- a) The Recipient will be the party responsible for coordinating the projects of mutual interest as outlined in their agreed upon annual workplan.
- b) The Recipient agrees to perform activities and deliver products outlined in the agreed upon annual workplan (Appendix C).
- c) The GOM Council will be responsible for authorizing the provision of resources to The Recipient for implementation of the agreed upon annual workplan.
- d) The Gulf of Maine Management Team and The Recipient will annually hold a joint meeting (in person or by teleconference) to review the contract and develop the contract workplan for the subsequent year. (Participants at this meeting will include the Management Committee of The GOM Council, the Chair of the Bay of Fundy Ecosystem Partnership and representatives of the BoFEP Management Committee; more frequent meetings at the working group level would support and derive from this annual meeting).

**3. Contribution Amount:**

The GOM Council agrees, subject to the terms and conditions of this Agreement, to contribute towards the costs incurred by The Recipient for the activities described herein, to a maximum of \$10,000 US per year for a 3-year period beginning in June, 2007, for a total not exceeding \$30,000 US.

**4. Method of Payment:**

Within the limits of Clause 3 and in accordance with the laws of the United States and Canada relating to financial administration, as amended from time to time, the GOM Council agrees to pay The Recipient in pre-agreed instalments upon receipt of invoices for the duration of this Agreement set out in Section 11.

**5. Invoices or Requests for Payment:**

- a) All invoices or requests for payment should be sent to:

Cindy Krum, Executive Director  
US Association of Delegates to the Gulf of Maine Council  
33 Myrtle Avenue  
South Portland, ME 04106  
USA  
Contact information:  
ph: 207-799-9964  
e-mail: [ckrum@maine.rr.com](mailto:ckrum@maine.rr.com)

- b) All payments should be made to The Recipient, BOFEP Inc. and mailed to the following address:

Dr. Barry Jones, Chair, Bay of Fundy Ecosystem Partnership, *Inc.*  
626 Churchill Row  
Fredericton, New Brunswick  
Canada, E3B 1P6  
  
Contact information:  
ph: 506-454-6108  
cell: 506-449-3413  
e-mail: [barryj@nbnet.nb.ca](mailto:barryj@nbnet.nb.ca)

**6. Accounts and Financial Statements:**



The Recipient agrees to keep proper accounts and records of the revenues and expenditures for the subject matter of the Agreement, including all invoices, receipts and vouchers relating thereto for a period of at least three years after the expiry of the Agreement.

**7. Intellectual Property:**

Any intellectual property rights arising from the project will be vested in The Recipient provided that The Recipient hereby grants to The GOM Council the licensed rights to produce, *re*-publish, translate, reproduce, adapt, broadcast or use at no cost, any work subject to such intellectual property rights.

**8. Access to Information:**

Data and information arising from projects outlined in this Agreement shall be deemed to be in the public realm and therefore freely available upon reasonable notice.

**9. Audit**

The GOM Council reserves the right to audit or cause to have audited the accounts and records of The Recipient to ensure compliance with the terms and obligations of this Agreement and The Recipient shall make available to such auditors any records, documents, and information that the auditors may require. The scope, coverage and timing of such audit shall be as determined by The GOM Council, at its own cost and by those of its own choosing.

**10. Public Acknowledgement:**

Any information released or announced to the public concerning the subject matter of this Agreement shall adequately acknowledge the contribution made by The GOM Council. The logo of The GOM Council shall be placed in a prominent place within all published materials.

**11. Duration:**

This Agreement shall bind the Parties for the period beginning on the effective date and extending for a period of three years.

**12. Amendments:**

This Agreement may be amended by the mutual consent of both parties in writing.

**13. Termination:**

The GOM Council Chair may terminate this Agreement and withdraw from the project if, in the opinion of The GOM Council Chair, The Recipient fails to meet the objectives, as set out in Clause 1.

Additionally, either The Recipient or The GOM Council Chair may terminate this Agreement by giving one (1) month written notice to the other Party. Payment for incurred costs and non-reversible commitments by The Recipient for the purposes set out in Clause 2, will be covered by The GOM Council.

This Agreement and the obligations of The GOM Council under this Agreement shall terminate upon receipt of notification to The GOM Council of a notice of either The Recipient =s dissolution or insolvency.

**14. Renewal of Agreement:**

This Agreement may be extended by mutual consent of the parties and such consent should be in writing.



IN WITNESS WHEREOF the Parties have executed this Agreement on the 30th day of April, 2007. Herein after deemed to be the effective date of this Agreement.

**FOR THE RECIPIENT**

**FOR THE GULF OF MAINE COUNCIL ON THE MARINE ENVIRONMENT**

-----  
Dr. Barry Jones  
Chair, Bay of Fundy Ecosystem  
Partnership

-----  
Hon. Rick Doucet  
Chair, Gulf of Maine Council

-----  
Date

-----  
Date

**Bay of Fundy Ecosystem Partnership**

Description. In December, 2003, the Council agreed to establish a collaborative agreement in which the GOMC would provide \$10,000 per year for three years to the Bay of Fundy Ecosystem Partnership (BOFEP) to support projects and programs of mutual interest that link to the GOMC Action Plan. Between 2003-06, BoFEP conducted 6 projects supporting the goals of the 2001-06 Action Plan of Council. The plan now is to develop further projects supporting Action Plan 2007-2012.

The continued formal linkage of GOMC and BOFEP has value for both organizations. For the GOMC, this partnership agreement engages a credible group, that has been working for many years on issues in the north-east GOM i.e. the Bay of Fundy, hence offering tangible contributions from a multi-partner, community based group in partnership with government. For BOFEP this agreement ensures that its specific projects are linked with, reflect and benefit from work being conducted on/in the greater GOM, from research to communications and practical work in the field. The commonality of the programs of the two organizations has been illustrated numerous times at GOMC Working Group meetings and workshops since 1998. The GOMC and BOFEP share compatible visions, principles and core program elements.

Outputs/Outcomes. In addition, BOFEP will augment the GOM Action Plan by:

- 1) Contributing to the scientific understanding of the Bay of Fundy ecosystem through focussed research and studies/programs on contaminants, habitat restoration, and acting as the key information source for the Bay of Fundy and other northern parts of the GOM;
- 2) Promoting effective communication and information exchange between GOMC and BOFEP members, and cross-linking information sources - GOM and BOFEP web sites, displays, joint fact sheets with both BOF and GOM information;
- 3) Contributing to the conduct of the 2007-2012 GOMC Action Plan by bringing forward a consensus on priorities from Bay of Fundy stakeholders, starting the discussion at the 7<sup>th</sup> BOFEP Fundy Workshop, October 2006;
- 4) Providing consultation and scientific advice on issues of importance to Council;
- 5) Implementing new research projects supporting Goals 1, 2 and/or 3 of the Action Plan; and
- 6) Inclusion of more US representatives in BoFEP or its activities.

Budget (\$U.S.)

Contract with BOFEP	\$10,000
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**Gulf of Maine  
Council on the  
Marine Environment**

Source of Funds: GOMC or its affiliates \$10,000

Budget (\$U.S.):

Contract with BOFEP	\$10,000
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## **Appendix A:**

*(Adapted from the Bay of Fundy Ecosystem Partnership Strategic Plan)*

The purpose of BoFEP is to foster the well-being of the Bay of Fundy Ecosystem. to promote integrated ecological management and coastal management based on a holistic understanding tot the Bay of Fundy ecosystem and to facilitate co-operation among individuals and groups seeking to ensure sustainable development of Bay of Fundy resources. encourage communication and cooperation among all those who share an interest in the well being of the Bay of Fundy Ecosystem.

The mission of BOFEP is to: promote the ecological integrity, vitality, biodiversity and productivity of the Bay of Fundy ecosystem, in support of the social well-being and economic sustainability of its coastal communities and facilitate and enhance communication and co-operation among all citizens interested in understanding, sustainably using and conserving the resources, habitats and ecological processes of the Bay of Fundy.

The operating principles of BoFEP are:

**Conservation, protection and management of Bay of Fundy resources and their habitats should be ecosystem-based** and reflect an **holistic understanding** of ecosystem structure, processes and interactions.

Resource development and other coastal zone activities should be based on **ecologically sound integrated coastal planning and management.**

**Coastal planning and management should be transparent and open** to participation by resource users, coastal communities, industries, scientists, governments, managers and all other individuals and groups with interests in the Bay of Fundy ecosystem.

**Effective communication and active co-operation** among all citizens with an interest in the Bay of Fundy, and linkages with groups and programs that share similar objectives are vital to this enterprise.

The goal of BoFEP is to foster wise conservation and management of the Bay's natural resources and habitats, by encouraging cooperative activities on issues facing the Bay, monitoring the state of the ecosystem and disseminating information.

## Biodiversity Project



### Biodiversity Project

Life. Nature. You. Make the connection.

214 N. Henry Street, Suite 201  
Madison, WI 53703

P. 608-250-9876

F. 608-257-3513

[www.biodiversityproject.org](http://www.biodiversityproject.org)

#### GULF OF MAINE CONSERVATION COMMUNICATIONS CAMPAIGN

Biodiversity Project, a national environmental communications organization located in Madison WI, proposes to facilitate implementation of a Gulf of Maine-wide communications campaign aimed at raising public awareness and concern about the vulnerability of the gulf and watershed, and building public capacity and will to take responsibility for its protection and restoration. This is not a specific issue campaign, nor an advocacy campaign for a particular policy or legislative initiative. Rather, it is a long-range awareness-raising program, similar in nature to the “Got Milk” campaign, which branded the product itself rather than featuring a particular company’s product or brand.

Biodiversity Project’s Great Lakes Forever program (see [www.greatlakesforever.org](http://www.greatlakesforever.org)) provides a model for the Gulf of Maine program we envision. Great Lakes Forever is a large, informal coalition of organizations, ranging from grass roots environmental groups to large conservation organizations, government agencies, and learning institutions such as zoos, aquaria, and universities. Coalition partners benefit from access to well-crafted messaging, public opinion research, training workshops to build internal communications capacity, and use of a dedicated website that provides the public with information, background, science, action items, and other information on ways they can be involved. Great Lakes Forever is supported by foundation funding, and contributions from institutional and corporate partners. See also [www.greatlakestownhall.org](http://www.greatlakestownhall.org).

The basic principles of the campaign for a Gulf of Maine program as we envision it are:

- 1) Brand the concept of a “Healthy Gulf” (not a particular *organization*.)
- 2) Raise the tide (increase the profile and visibility of threats to the gulf) that would float the “boats” of many related issues, rather than tying the fate of the campaign to a single issue or short-term outcome (position ourselves for the “30 year” mega-campaign to restore and protect the gulf).
- 3) Integrate the best capacities of education and communications across the spectrum of players and outreach venues.
- 4) Build a team of diverse partners from education, advocacy, science, tourism, and business to promote the appreciation and protection of the gulf.

The way our Great Lakes Forever program has worked in practice has included:

- 1) Creating a foundation of public opinion research to guide message development
- 2) Testing (and improving) campaign messages in focus groups and in the media
- 3) Use of innovate strategies and strategic partnerships to get messages to the public
- 4) Partnering with other organizations and sharing with them the messages and campaign materials that we create
- 5) Providing, through a website, ways that individuals can learn more, get involved, and take action (all campaign materials currently direct readers/listeners to the website)
- 6) Helping build the communications capacity of each partner organization through a series of



research and message briefings, and workshops on strategic, values-based environmental communications.

The process we are following in order to implement this program has several components. The timeline indicated is our best estimate, but could be impacted by funding and other considerations.

- 1) Current Phase: talking with organizations to assess needs and ensure that we would not be duplicating efforts, and to determine any “cautions” about moving forward.
- 2) Spring 2007: Convene a planning meeting to bring together key players in the region to:
  - a. Convey clear understanding of GLF model and potential for GOM campaign.
  - b. ID key issues and narrow field to 3-5 most salient
  - c. Create preliminary Goals for communications campaign
    - i. Identify considerations that might suggest different goals in different states/provinces
    - ii. Preliminary ID of audiences
  - d. Preliminary guidance for research (what do we want to find out?)
    - i. Current public awareness and level of concern on various issues?
    - ii. Who and where are the “base” and what actions might they be persuaded to take?
    - iii. Where is pushback on key issues?
    - iv. Attitudes and roles of non-residents (owners of vacation properties)
  - e. Discussion of Funding criteria
    - i. Not competing with local organizations for existing limited pool of resources
    - ii. Guidance on corporate partnerships
  - f. Create inclusive list of partners (all groups that will/should use the messages and participate in message training & communications workshops)
  - g. Formalize an “Advisors” Group (organizations that are regional in focus whom we will want at the table for this meeting, and whose buy-in we want in some form)
- 3) Summer 2007 – Fall 2007: Conduct research, develop messages, message kits, plan campaign strategy. Launch web site.
- 4) Winter 2007 – Spring 2008: Conduct research briefings and message trainings with partners. Launch Media campaign.
- 5) Summer 2008: Conduct first evaluation of campaign and partnership.