



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

Working Group Meeting Briefing Packet

Version 1 • September 28, 2007

Bar Harbor, ME • October 10-11, 2007

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Working Group **Draft** Agenda

Wednesday, October 10, 2007 – Bluenose Inn, Bar Harbor, Maine

12:00 PM	<p>Welcoming remarks <i>Julia Knisel, Massachusetts Coastal Zone Management and Working Group Chair</i></p>
12:10 PM	<p>Approval of consent agenda</p> <ol style="list-style-type: none"> 1. Committee and Subcommittee reports <ul style="list-style-type: none"> ▪ Outreach Committee Action Plan Marketing Update ▪ Outreach Committee report ▪ Gulf of Maine Mapping Initiative Subcommittee Report 2. Working Group Chair Terms of Reference recommendation for approval to the Council – <i>Michele L. Tremblay, Council Coordinator</i> 3. Organization chart proposed changes (<i>final version that will be recommended for approval to the Council at its December meeting</i>) – <i>Michele L. Tremblay, Council Coordinator</i> 4. Northeast Regional Ocean Council – Progress in implementing the Governors' and Premiers' August 2007 Ocean Proclamation 5. Canada/US Oceans Working Group – Progress report on items relevant to the Council's Action Plan: Oceans Prosperity Agenda (CA), and Ocean Action Plan and Joint Ocean Commission Initiative (US) including funding for Gulf of Maine activities via DFO, EC and SIMOR 6. State of the Environment Reporting: producing the next <i>Tides of Change</i> report – issues, timing and funding needs
12:15 PM	<p>Results of Working Group Survey (<i>separate PDF Posted on Web Site</i>) <i>Michele L. Tremblay, Council Coordinator and Julia Knisel, MACZM</i></p>
1:00 PM page 19	<p>Affirming ESIP Audiences and their needs <i>Susan Russell-Robinson (USGS, and Christine Tilburg (ESIP)</i> Affirm the proposed audiences being created by the six work groups with the Working Group members, and the needs of these intended users.</p>
1:30 PM page 22	<p>Advancing ecosystem-based approaches in the Gulf of Maine <i>Betsy Nicholson, NOAA; David Keeley, Policy and Development Coordinator; and Peter Taylor, Science Translator</i> Recommendations on how to organize the Council's December 2007 discussion. Presentation of EBM Tool kit.</p>
3:00 PM	<p>Break – refreshments provided</p>
3:15 PM page 32	<p>Communicating Our Goals to the Public <i>Julia Knisel, MACZM, and David Keeley, Policy and Development Coordinator</i> The Secretariat Team, with the assistance from College of the Atlantic staff, will lead a discussion on how we can more effectively use the Action Plan and the Council's signature activities to present a more coherent agenda for the coming 12-24 months.</p>
5:00 PM	<p>Adjourn for the day</p>



Thursday, October 11, 2007, Bluenose Inn, Bar Harbor, Maine

8:30 AM page 34	Recommendations on allocating the July 2008 dues/contributions <i>Julia Knisel, MACZM, and David Keeley, Policy and Development Coordinator</i> Management and Finance will offer recommendations on using anticipated dues/contributions in 2008-09
9:45 AM page 35	Securing Resources to Implement the Work Plan for July 2008 to June 2009 <i>Cindy Krum, USGOMA and David Keeley, Policy and Development Coordinator</i> Report on discussions with committee co-chairs about work plans, the resources for the coming year, and discuss Council action at the December 2007 meeting.
11:00 AM	Time reserved for items removed from the consent agenda – refreshments provided
12:30 PM	Presentation of Visionary Award to Jane Disney <i>Theresa Torrent-Ellis</i>
12:35 PM	Closing remarks, review upcoming meeting schedule and adjourn the meeting <i>Julia Knisel, MACZM</i>

June 2007 Working Group meeting decision and action items

Fairmont Algonquin, St. Andrews-by-the-Sea NB – June 12-13, 2007

Working Group members in attendance

Bill Burtis, Clean Air-Cool Planet; Ted Diers, NH Department of Environmental Services Coastal Program; Russell Henry, NB Department of Agriculture and Aquaculture; Liz Hertz, ME State Planning Office; Larry Hildebrand, Environment Canada; Patricia Hinch, NS Department of Environment and Labour; Justin Huston, NS Department of Fisheries and Agriculture; Marianne Janowicz, NB Department of Environment; Kate Killerlain Morrison, MA Office of Coastal Zone Management; Gary Lines, Environment Canada; Linda Mercer, ME Department of Marine Resources; Betsy Nicholson, NOAA; Ann Rodney, USEPA; Susan Russell-Robinson, US Geological Survey; Jack Schwartz, MA Division of Marine Fisheries; Jane Tims, NB Department of Environment and Local Government; Peter Wells, NS Dalhousie/Acadia Universities; Max Westhead, Department of Fisheries and Oceans

Others in attendance

Laura Cullen, Environment Canada; Susan Farquharson, SWNB Marine Planning Office; Meg Gresh, GOMC ; Jon Kachmar, ME Coastal Program/GOMC Restoration Subcommittee; David Keeley, GOMC Policy and Development Coordinator; Cindy Krum, US Gulf of Maine Association; Clare McBane, NH Fish and Game Department; Kathryn Parlee, Environment Canada; Rob Stephenson, Department of Fisheries and Oceans; Christine Tilburg, GOMC ESIP; Michele L. Tremblay, Council GOMC; Lori Valigra, Gulf of Maine Times

Decision Items

1. The Working Group will continue the discussion of committee structure at a future date when more time can be dedicated to the discussion. There is a request for a name change from Gulfwatch Subcommittee to Gulfwatch Contaminants Monitoring Subcommittee. Moving forward, we need to discuss committee names, i.e. Climate Change and ESIP.
2. The Working Group suggests that the Council accept its recommendations on what constitutes core activities (e.g., Coordinator, AA, web technology, policy, Gulf of Maine Times, meetings, and fund development).
3. The Gulfwatch work plan and budget will be discussed on the next Secretariat Call.
4. December and June meetings will be in Massachusetts, others are open for suggestions.

Action Items

1. Jurisdictions may invite anyone they wish to fill their seats. The Working Group and the Council can explore other possibilities for funding. A recommendation was made that David Keeley and Kate Killerlain Morrison should continue the conversation with The Moore Foundation. Kathleen Leyden or Bruce Carlisle may be an appropriate third person to approach the foundation.
2. At the Council meeting, ESIP will talk about how their mapping product relates to other products.
3. State of the Environment and contract caveats should be September Working Group agenda items.
4. The Working Group will direct ESIP to go ahead with letter of intent to GeoConnections, being that all Management and Finance members were present and aware of this intent. It was agreed that this is an exception to the usual procedure, which still stands, of filling out a document informing Management and Finance of the intention to apply for funds.
5. The Working Group will recommend that the Council meet and discuss Ecosystem Based Management at its December meeting. The Council will be offered the option of meeting in the fall and a forum associated with the December meeting. The Councilors will discuss the gaps and consistencies of government approaches to EBM. The goal would be to articulate to what degree there is a consistency in vision, and what, if any, are the major points of difference. The Working Group will respond to COMPASS after the Council makes its decision.
6. The Working Group will recommend moving forward with written strategic alliance agreements on a case-by-case basis. The Working Group will also recommend support of the Bay of Fundy Ecosystem Partnership agreement as written, with the exception of the deletion of the second sentence of item number one, and the re-writing of one sentence regarding the five-year plan.
7. David Keeley will provide a briefing note regarding Action Plan Implementation to the Council, and seek a recommendation regarding wording, based on the June 2007 Working Group discussion and the content of the meeting's briefing packet.
8. At the next Working Group meeting, members should be prepared to present their actions taken, or actions they intend to take, on the jurisdictional commitments that they made in December. Members should prepare briefing notes and send them to David Keeley for inclusion in a report for the Council.
9. Identify efficiencies and consider ways to reduce costs for core Council activities;

10. Commence Planning for a Dues/Contribution Increase – The Council should direct Management and Finance to develop recommendations and present to CAG that:
 - Identify efficiencies and consider ways to reduce costs for core Council activities;
 - Explore a dues/contribution increase and implementation strategy for the period July 2008 to June 2009 to support core Council activities.
 - Continue to investigate other sources of funds (e.g. federal grants, non-government, other agencies with coastal/ocean mandates, etc.) to support core activities and develop recommendations;
 - Develop a policy that provides flexibility to allocate dues/contributions opportunistically (i.e., in the event other funds are available to support a portion of the core activities these funds could match and otherwise leverage external funding, etc.)
 - The Council should direct Management and Finance to address further program and administrative improvements pertaining to resources, meetings, leadership, committee, communications and departmental commitment. Management and Finance will report to the Council in December 2007.
11. Explore a dues/contribution increase and implementation strategy for the period July 2008 to June 2009 to support core Council activities.
12. Continue to investigate other sources of funds (e.g. federal grants, non-government, other agencies with coastal/ocean mandates, etc.) to support core activities and develop recommendations;
13. Develop a policy that provides flexibility to allocate dues/contributions opportunistically (i.e., in the event other funds are available to support a portion of the core activities these funds could match and otherwise leverage external funding, etc.)
14. The Council should direct Management and Finance to address further program and administrative improvements pertaining to resources, meetings, leadership, committee, communications and departmental commitment. Management and Finance will report to the Council in December 2007.
15. The Working Group will ask the Council to change or endorse the Susan Snow Cotter award, with an official unveiling in December at the Council meeting in Massachusetts. This will be placed on Thursday's Consent Agenda at the Council meeting.
16. The Working Group members will update Karin Hansen on events that they are coordinating that relate to Action Plan implementation.
17. The Outreach Committee will look at their strategy and consider new directions that may lead to more effectively publicizing GOMC news and events.
18. A conversation will occur between the Oceans Working Committees, NROC and GOMC, discussing ways to engage each other and work together, avoid duplication of efforts, define priorities and look for linkages between the provinces and NROC. Obtaining funding for the program will be explored.
19. The Resolution will be made less specific, and the Council will be kept fully apprised of this situation. There will be a conference call on Friday, June 15, where presentation and further discussion of the Resolution will take place.
20. The Premiers' resolution will be attached to the briefing given to the Premier.
21. The Working Group members will let Michele Tremblay know by June 30 of any conflicts with proposed meeting dates so schedule may be set.
22. The Working Group recommends that the Council review the list of Senior Science Representatives that was created, and that the Working Group consult with RARGOM to look within its own membership and outside it for recommendations for a short list of potential participants. The Working Group further recommends that the Council provide travel expense support, if needed, for these participants.
23. Any organization interested in Habitat Restoration Partnership funding must submit their letters of intent to Jon Kachmar by August 15.

Outreach Committee - Action Plan Marketing Update

The Outreach Committee has pulled together this brief update of Action Plan marketing activities for the past three months. Additionally, at the end of the document is a list of highlights from earlier this year.

MA Office of Coastal Zone Management office has given briefs on the Action Plan to the MA Executive Office of Energy and Environmental Affairs, Northeast Regional Association of Coastal and Ocean Observing Systems, Sea Grant Regional Ocean Science Council and the Massachusetts Ocean Partnership Fund.

Environment Canada has been promoting the Action Plan internally. Larry Hildebrand made a presentation in June to the Regional Executive Committee and a lecture at Dalhousie Law School in June on the AP. He has had some Director-level follow-on discussions about specific program linkages. His office is also promoting the AP to leadership in Ottawa, by highlighting the linkages to departmental agenda in various briefing documents. The AP is also referenced in a Treasury Board Submission (request for federal funding) that will support the Council AP. Larry is also writing a chapter of a book on transboundary ecosystem management with colleagues at Dalhousie Law School and the AP is discussed extensively. Publication not likely until the Spring of 2008.

In New Brunswick, Jane Tims, Colette Lemieux and Marianne Janowicz have begun the process of talking to each of the watershed groups along the Bay of Fundy. They have visited, or will soon visit:

Petitcodiac Watershed Alliance (July 17, 2007), Atlantic Coastal Action Program - Saint John (July 18, 2007) Hammond River Angling Association (July 18, 2007) Kennebecasis Watershed Restoration Committee (Aug. 7, 2007) Saint Croix Estuary Project (Sept. 11, 2007)(upcoming) Eastern Charlotte Waterways (Sept. 25, 2007) (upcoming) St. Croix International Waterway Commission (Sept. 25, 2007) (upcoming).

In each case, Jane made a short presentation on the GOMC and its Action Plan and Work Plan, went over the list of Work Plan elements, and invited them to apply for ETF (NB Environmental Trust Fund) funding for any project that would advance a work plan item. Jane specified that the following steps should be followed: discussion with us concerning any work plan item they propose to address; contact with the appropriate Sub-Committee to coordinate their efforts with others; inclusion in the proposal of a deliverable that would be appropriate for GOM Council (for example, the project might be for a New Brunswick setting, but a methodology or template that could be used anywhere in the GOM should be a deliverable); and a plan to present their findings to the GOM Work Group or Council.

Jane also presented the Action Plan to the NB Sustainable Planning Branch in various meetings (for example: Integrated Planning Section Monthly Meeting, January 19, 2007). The Branch has included elements of the Work Plan in various internal Work Plans, including:

- 1.5, 1.6 Regional criteria to identify coastal habitats at risk from climate change
- 1.9 identify long-term economic, social and ecological implications of coastal development patterns (our contribution is regarding indicators)
- 1.11 Complete documentation of coastal/marine managed areas
- 1.21 Propose regional climate change adaptation strategies
- 3.3 Assessing working waterfront awareness.

Also, they have identified a deliverable already in place and available to GOMC (it would have to be reviewed and modified for use in all five (jurisdictions): 2.5 Awareness of Best Management Practices for on-site septic systems - a folder which helps land owners to keep track of their septic system maintenance has been distributed already by Saint Croix International Waterway Commission and others; this could be modified for GOMC.

Kathleen Leyden, Maine Coastal Program, gave a presentation to the Northeast Regional Ocean Council meeting about the GOMC in general and did a panel at CZ 07 about the intersection of the GOMC and the NROC.

The webstats for the on-line Action Plan, February 1 – September 21, 2007 are as follows:

1,999 Page views
1298 unique views
2:04 minutes, time on page
51.76% bounce rate
33.01% exit

Just a reminder on what happened earlier this year-

On January 31, 2007 the Action Plan Marketing Campaign kicked-off with the release of the plan at the Gulf of Maine and Bay of Fundy awards celebration in Halifax, NS. Over 70 people attended and the plan was released by Mark Parent, Minister of Environment and Labour. The next morning press announcements were distributed by the Council, the communications offices of Nova Scotia Fisheries and Aquaculture, New Brunswick Department of Fisheries, New Hampshire DES and Maine Coastal Program.

CBC Fredericton conducted an interview with Peter Wells, the audio transcript is on the Council website, and David Keeley was interviewed by NH Public Radio.



Additionally, announcements posted on listserves and e-newsletters such as NOAA *Fishnews*, ACZISC news, the Council NGO directory and the Coastal Society news. *The Gulf of Maine Times* mailed on February 12 and features an article on the Action Plan.

In early February, the hard copies of the Action Plan and marketing postcards distributed to jurisdictional offices as well as a sample cover letter to personalize the mailings. Mailings have been completed in Maine and New Hampshire.

The Outreach Committee created an Action Plan PowerPoint presentation. It is available on the website to download and can be tailored to specific jurisdictions or agencies.

Submitted by Karin Hansen, Outreach and Education Contractor

Outreach Committee report

The Outreach committee met in September and is working on the development of new and enhanced outreach and communications tools. We have begun the process of evaluating our current e-communications products created by the Outreach committee contractor. The formats currently being used were designed three years ago by members of the Committee and with new membership we have the opportunity for fresh eyes and new ideas. The evaluation is of our press releases and other announcements that are sent electronically and does not include the Gulf of Maine Times and the website. At the same time we are updating our member databases and contacts lists.

Committee members are also working with the Biodiversity Project to better define our target audiences. We are providing the Biodiversity Project with audience reports and public opinion surveys to seek out existing research on knowledge, attitudes, and behaviors about the Gulf of Maine /Bay of Fundy. Additionally we are seeking in-kind or financial resources to conduct original audience research. Opportunities for funding may be available through the Maine State Planning Office and Environment Canada.

Committee members are assisting with the Oceans Eleven Project from the Nova Scotia Department of Education. The project is an ocean sciences resource kit for eleventh grade students in Nova Scotia. The committee will provide additional activities for the resource and will assist with distribution.

The Outreach contractor continues to write and distribute press releases and announcements for working group projects and committees, and to respond to requests for communications related tools. Recently, announcements were distributed on the new Action Plan grants winners, the LOI and RFP for the next round of Habitat Restoration grants, and others. The website's media room is maintained, media contacts and resources are continually updated, and communications with US and Canadian media representatives initiated and sustained.

The contractor supports the Gulf of Maine Times editor with management of the mailing lists and coordinates with Gannett Offset on mailing related issues. Currently, the Gulf of Maine Times list of e-subscribers is being moved in the Constant Contact database for the Outreach contractor to manage and message.

Outreach is assisting in the development of an industry sustainability awards program (work plan item 3.2). The committee has developed the goals and objectives of the awards program and is currently developing a mailing list in preparation for the upcoming call for nominations and awards announcements. The awards are planned to be announced at the June Council meeting.

The Coordinator has assisted with the project to develop and disseminate tools for managers to use Gulfwatch data and analyses through partnerships with other regional efforts (work plan item 2.1). The project team is made up of members of the Council Gulfwatch committee, ESIP, GoMOOS, Science Translation, Environment Canada and others. In an effort to document awareness of the Gulfwatch Program and to evaluate and enhance on-line tools, the team coordinated a focus group scheduled for the end of June. Environment Canada was providing the license to Microsoft Live Meeting software which allows members of the focus group to participate without leaving their offices. Unfortunately the committee could not gather enough participants to hold the focus group. But, feedback from the possible participants was gathered and the committee is evaluating the projects next steps.

Submitted by Theresa Torrent-Ellis, ME State Planning Office and Karin Hansen, Outreach and Education Contractor.

Gulf of Maine Mapping Initiative Subcommittee Report

Since holding a Planning Workshop in February 2006, GOMMI has been working toward meeting four main objectives laid out in its [2006-2008 Work Plan](#):

- Broaden base of support for GOMMI
- Complete pilot mapping project on Cashes Ledge
- Coordinate mapping efforts in the GoM
- Map priority areas.

Over the past year, we've been making good progress toward these as described below.

Broaden base of support

Steering Committee: GOMMI's Steering Committee was expanded to include representation from Maine and New Hampshire. Linda Mercer, Director of Maine Department of Marine Resources' Bureau of Resource Management, and Chris Williams, Consistency Coordinator for NH Coastal Program, joined the Steering Committee in January. Bruce Carlisle, Acting Director of MA CZM also joined the committee to continue the support that GOMMI had been receiving from Massachusetts through the guidance of Susan Snow-Cotter. Thus GOMMI now has representation from all three states that border the Gulf of Maine. Other plans to broaden our support involve legislative and public outreach, as well as a strategic alliance with the Center for Coastal and Ocean Mapping/Joint Hydrographic Center at UNH.

Legislative Outreach: The GOMMI Coordinator has been working with Council's Policy/Development Contractor to develop a legislative outreach strategy, with input from the Steering Committee and others. In a nutshell, the strategy is to gather testimonials from a broad range of stakeholders and opinion leaders, on the value of, and need for, regional seafloor mapping. These are being gathered in preparation for meetings with legislators and/or their oceans/environmental staff, to take place Oct-Dec 07. To date we have compiled a list of stakeholder groups, opinion leaders at federal agencies, and NE legislators and their oceans staff. We have also identified relevant pending oceans bills and their NE sponsors or co-sponsors. Newly-written GOMMI outreach materials include a Power Point presentation to be tailored to specific audiences, and a 1-page "Rationale for Mapping" designed to help stakeholders prepare their testimonials. The GOMMI Coordinator has started giving presentations to stakeholder groups including NEFMC Habitat committee (Sept 17), and Stellwagen Bank Scientific Advisory Committee (tentatively Oct 10).

Education and Outreach: GOMMI's second electronic newsletter was sent out in June to ~540 individuals, and was posted online. The GOMMI website continues to be a useful tool for outreach and education. A [general presentation](#) on seafloor mapping and GOMMI is now available, as well as a new page on high-resolution bathymetric [mapping techniques](#).

The GOMMI Coordinator and several GOMMI Steering Committee members gave presentations on seafloor mapping at meetings in Fall '06 and Spring '07, including the Bay of Fundy Ecosystem Partnership's 7th Bay of Fundy Science Workshop (St Andrews, NB, Oct 2006), NE Charterboat Captains' Association (Newburyport, MA, Nov 2006) and ICES Working Group on Marine Habitat Mapping (Woods Hole, MA, Mar 2007).

Center for Coastal and Ocean Mapping/Joint Hydrographic Center at UNH: GOMMI is working with the Center for Coastal and Ocean Mapping (CCOM)/ Joint Hydrographic Center (JHC) to establish a Gulf of Maine seafloor mapping program. Established in 1999 at the University of New Hampshire, CCOM/JHC is a national center for expertise in ocean mapping and hydrographic sciences. Overall, CCOM/JHC has a national focus, but it is a logical place for a Gulf of Maine mapping program, given that it is located in the Gulf of Maine, specializes in coastal and ocean mapping, has experts in the field, an excellent student training program, is largely NOAA-supported, and has already gathered and processed a large amount of data on GOMMI's behalf. GOMMI's association with UNH would provide sound infrastructure. An initial strategic planning meeting involving CCOM/JHC co-Director Larry Mayer, Betsy Nicholson of NOS, Tom Noji of NEFSC, and the GOMMI Coordinator will be held on Oct 4. We are considering holding a larger planning meeting in early 2008.

Conduct groundtruthing work on Cashes Ledge

GOMMI's top mapping priority is to complete a pilot mapping project that began in 2005 with the collection of acoustic imagery in portions of western Gulf of Maine, including Cashes Ledge. The Center for Coastal and Ocean Mapping/Joint Hydrographic Center (CCOM/JHC) at UNH has produced maps of contoured topography and backscatter. While this is a critical first step in visualizing benthic resources, biologically meaningful management tools require additional collection of biological data. Through a grant from the Davis Conservation Foundation,



GOMMI arranged for a Ph.D. student from the University of Ulster, Northern Ireland to come to Portland this summer to join a collaborative project on Cashes Ledge, led by J. Grabowski of Gulf of Maine Research Institute (GMRI). The student is using biological data collected by GMRI, and acoustic data collected by CCOM/JHC and SAIC, to develop new methods for mapping seabed habitats. Draft habitat maps are expected by the end of 2007. While this project is focused on Cashes Ledge, it has wider applicability to the Gulf of Maine and beyond. Notably, it will result in the first benthic habitat maps produced through collaborative efforts led from beginning to end by GOMMI.

This collaborative project resulted directly from a partnership that emerged at GOMMI's 2006-2008 Planning Workshop. This research has recently received additional support from the Council via a 2007 Action Plan grant to GMRI for \$16,000.

Coordinating mapping efforts

GOMMI has been tracking the progress of seafloor mapping in the Gulf of Maine with an [interactive map](#) showing known coverage via high-resolution bathymetric mapping techniques. This coverage map is linked to websites of the survey groups, and indicates where more details on the surveys can be found. An updated version was posted in June, thanks to Seth Ackerman (MA CZM) and Peter Taylor (GOMC). This map will be updated at least annually.

GOMMI helped coordinate mapping efforts that took place this summer and fall in Cape Cod Bay by bringing multiple groups together on conference calls, providing contact information, and keeping partners apprised of progress. Opening up the lines of communication in advance of field work helped prevent some duplication of effort, and will ultimately benefit all the groups through sharing and comparison of mapping data and techniques.

Map priority areas

GOMMI developed a research plan and engaged partners for a proposed benthic habitat mapping project in Cape Cod Bay. With support from MA Division of Marine Fisheries, MA CZM, US Geological Survey, Office of Coast Survey, and Northeast Fisheries Science Center, GOMMI prepared a joint grant proposal for groundtruthing work in Cape Cod Bay that would add value to ongoing mapping efforts. This \$200,000 proposal was submitted in April to NOAA as a component of GOMC's larger proposal entitled "Advancing Ecosystem-based Approaches to Management in the Gulf of Maine."

Action Requested

The current contract for GOMMI's Coordinator ends June 30, 2008. Council support is requested to continue to provide funding for a half-time contractor for GOMMI to maintain the forward momentum that we have developed. GOMMI intends to pursue a cost-sharing strategy for project coordination by seeking support through federal grants, private foundations, and state and federal agency contributions.

Submitted by Linda Mercer, ME Department of Marine Resources and Sara Ellis, GOMMI Coordinator

Working Group Chair Terms of Reference

DRAFT Terms of Reference • April 1, 2007

Role of the Working Group Chair

The Working Group Chair (Chair) is responsible for overseeing the day-to-day activities of the Gulf of Maine Council on the Marine Environment (GOMC) on behalf of the Council chair. The Chair facilitates a process to implement the will of the Council and takes the initiative to devise strategies for action by the Council through the following roles:

- manages selected core contractors and
- facilitates Working Group (WG), Management and Finance (MandF), and Secretariat Team (ST) calls and meetings.

Expectation of the Chair's role

The Chair should have the ability to

- travel to Working Group meetings
- facilitate MandF and ST calls and meetings
- communicate directly and freely with Council Chair

Scope of decision-making

The decision-making authority of the Chair focuses primarily on administrative matters and those actions required to implement the will of the Working Group and Council. The Chair facilitates policy-making, but does not set policy for the Council.

Term of Working Group Chair

The term of the Chair is one year.

Selection of the Chair

The Working Group members from the jurisdiction that chairs and host the Gulf of Maine Council designate the Chair.

Meetings and calls

The Chair is responsible for managing WG, MandF, and ST meetings and calls, including working with contractors to secure meeting space or teleconference lines, set the agenda, and record the decisions and action items made by the Group, Committee, or ST. The Chair solicits members for agenda items in advance of meetings. The Chair facilitates discussions at meetings and during calls. The purpose of such facilitation is to empower the WG, MandF, or ST to make informed decisions. Decisions are made by consensus, which means that all members of the WG, MandF, or ST can live with the decision, whether or not they agree with the decision. Voting is discouraged; if votes are taken, jurisdictions are not bound to abide by the vote.

Preparation of annual budget and work plan

The Chair is responsible for working with Management and Finance and contractors to develop and monitor an annual budget and work plan. The Working Group shall then act upon the annual budget and work plan and a recommendation formed for the Council.

Contracting

The Chair seeks the advice and consent of Management and Finance in making contracting decisions for those contracts that the Chair manages.

Communications

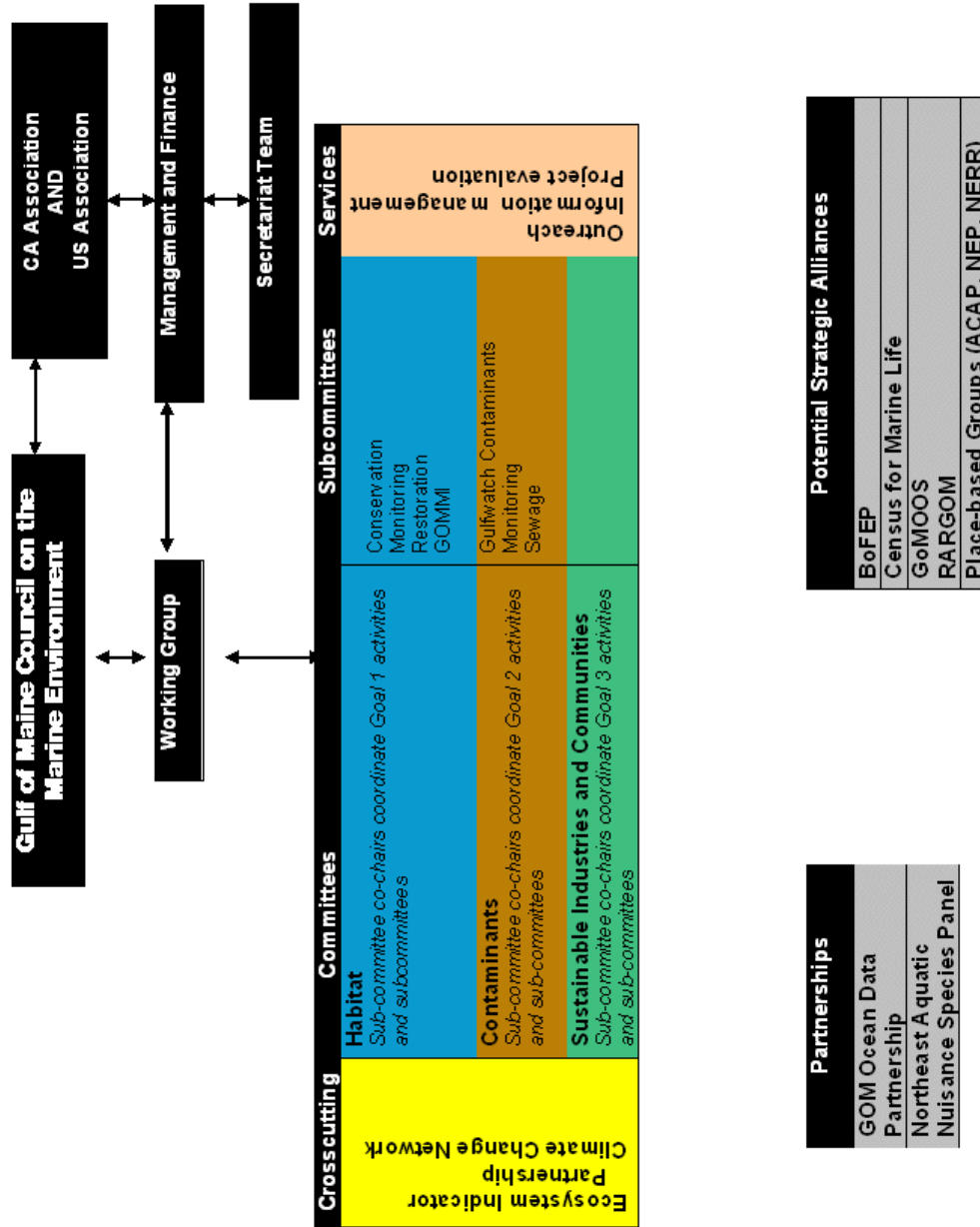
Working closely with the Council Chair, the Chair acts as the ambassador of the GOMC as appropriate for external communications. The Chair is generally available for consultation with Working Group and Council members as well as the applicable core contractors.

Prepared by Management and Finance and submitted by Michele L. Tremblay, Council Coordinator



Organization Chart

As agreed by the Working Group in June, 2007. This will be presented to the Council for approval in December, 2007.



Partnerships
GOM Ocean Data Partnership
Northeast Atlantic Nuisance Species Panel

Potential Strategic Alliances
BoFEP
Census for Marine Life
GoMOOS
RARGOM
Place-based Groups (ACAP, NEP, NERR)

Submitted by Michele L. Tremblay, Council Coordinator



Northeast Regional Ocean Council (NROC)

BACKGROUND: NROC is comprised of New England Governor-appointed state delegates and ex-officio federal co-leads from NOAA and DOI. This effort was formed to facilitate the development of more coordinated and collaborative regional goals and priorities and improve responses to regional issues. NROC works directly with the President's Council of Advisors on Ocean Policy to communicate regional needs at the U.S. national level and better address issues of national importance in the Northeast on the implementation of the U.S. Ocean Action Plan.

STATUS: In January 1 2007, NROC released its Work Plan which outlines four priority issue areas:

- Ocean energy resource planning and management,
- Ocean and coastal ecosystem health,
- Maritime security, and
- Coastal hazard response and resiliency.

An Oceans Congress was held in late May, which included representatives of New England regional entities, such as IOOS Regional Associations, research consortia, regional NGOs, and sub regional ocean governance groups (e.g., Gulf of Maine Council, Long Island Sound Study). The Congress succeeded in briefing this larger community on NROC form and function, narrowed the scope on the four priority areas, and determined appropriate regional responses to these issues that could be tackled by either NROC or another regional entity. Congress results were presented in the form of recommended actions to the NE Governors and Eastern Canadian Premiers at their annual meeting on Prince Edward Island in late June.

On October 5th, NROC will hold its next full Council meeting to discuss a terms of reference, process for engaging other regional partners (i.e., NERACOOS, The Nature Conservancy), and a draft 2008 work plan. The Northeast Federal Interagency Team will also meet in late October to discuss how best to support the states and engage with NROC in the coming year.

RELEVANCE: NROC continues to see itself as an umbrella structure to aid sub regional groups, like the Gulf of Maine Council, by increasing visibility and funding for its priorities. The Gulf of Maine Council will be represented at the October 5th meeting by Councilors Kathleen Leyden (ME) and Leslie-Ann McGee (MA), as well as several Working Group members. At the Bar Harbor WG meeting, we can report out on the Oct 5th meeting outcomes and specific NROC work plan items that will benefit the GOMC.

Submitted by Betsy Nicholson, NOAA NE Regional Coastal Program Specialist

Canada /US Oceans Working Group Gulf of Maine Ecosystem Overview Assessment Report

What is an Ecosystem Overview and Assessment Report and why are we doing this?

An Ecosystem Overview and Assessment Report (EOAR) brings together scientific information and knowledge to describe the current understanding of the ecosystem for use by oceans managers, partners, and stakeholders. The ecosystem overview (EO) component of the report aims to describe major components, relationships, and unique facets of the Gulf of Maine and report on ecosystem status and trends. Based on this overview, the ecological assessment component of the report aims to explain how the various natural and anthropogenic pressures on the Gulf of Maine act together in order to assess how clean, safe, healthy, productive and biologically diverse the marine ecosystem is.

The report will be based on the best science and knowledge available and will endure a peer review. In its entirety, the EOAR provides the integrated scientific knowledge needed to support the development of ecosystem objectives and the advancement of integrated management.

Canada's Oceans Action Plan recognizes the need to continue working cooperatively with the U.S. in the Gulf of Maine through existing transboundary mechanisms to further our understanding of the ecosystem and advance sustainable resource use. The U.S. Commission on Ocean Policy noted that "...ocean and coastal resources should be managed to reflect the relationships among all ecosystem components, including human and nonhuman species and the environments in which they live. Applying this principle will require defining relevant geographic management areas based on ecosystem, rather than political, boundaries." This joint EOAR will be developed by Canada and the U.S. within this collaborative framework.

General Scope and Approach

DFO has created a national standard Table of Contents for EOARs to facilitate national consistency of Canada's reporting efforts, which will be used as the basis for the report. As each region is unique with respect to data and knowledge availability, and geographic and political environments, the Table of Contents is flexible to adapt to specific needs. Canada and the U.S. both have mandates and policy frameworks to work within, and this EOAR will be adaptable to meet the requirements of both countries. The first phase of this effort will be to focus on completing the ecosystem overview (EO) portion of this report.

Rather than the traditional approach of focusing on individual species or activities, the Gulf of Maine ecosystem overview will take a broader community approach. It will aim to describe marine community structure and ecosystem linkages within the contexts of oceanographic processes and underwater geography. This effort will also begin to identify ecologically and biologically significant and unique areas. It is expected this approach will be the most practical and applicable to the ocean management and scientific communities.

Fisheries and Oceans Canada commissioned a report in 2007 entitled *Developing a Gulf of Maine Ecosystem Overview Report: A Scoping Exercise to Identify Key Review Literature and Considerations for Report Production*. This document identifies the key scientific summary literature available for the writing of the report, and provides recommendations to assist with planning and decision-making during development. Preliminary searches revealed over 250 overview, synthesis, review, and summary type documents were found in 12 marine subject areas, highlighting the importance of identifying appropriate and relevant material. This report also proposed a method of drafting such a report with both Canadian and US authors.

Authorship and Production

Overall report production and progress reporting will be the responsibility of the ad hoc Oceans Working Group Co-Chairs, Mike Fogarty (NOAA) and Dave Duggan (DFO). For each major section of the report, two lead authors should be identified – one from the US and one from Canada. These individuals may call on others to assist with writing and compiling data and information, however the leads will be accountable to provide drafts and final versions of documents.

Audience and Length

The EO is intended for a broad audience of scientists, managers, and stakeholders. The report will be written in plain language, targeted towards the non-scientist. Due to the high volume of available data and information in the Gulf of Maine, care will have to be given to ensure the document remains approximately 100 pages in length. Although the final product is a full report, other deliverables such as pamphlets, executive summaries, etc. may be desirable to deliver key messages. Consideration will be given toward developing an online report which will be updated on a regular basis as need and capacity allow.

Timeline

Under the CA/US Steering Committee, a Working Group was established in March 2006 to begin developing a joint work plan and building momentum for work that needs to be done. This group, co-chaired by Mike Fogarty and Dave Duggan, plans to develop the report according to the timeline below, with the goal of completing the EO by March 2009.

Work Plan and Deliverables

Product	Deadline	Lead(s)
Develop an overall joint CA-US work plan to present to the Steering Committee for approval.	September 2007	Mike Fogarty Dave Duggan
Identify co-authors for each major section of the report, one from Canada and one from the US. Ask contributors to begin planning the development of their sections.	October 2007	Mike Fogarty Rob Stephenson
Convene meeting of CA/US principal authors to review work plan and ensure potential overlaps and gaps are considered. Writing assignments to commence following meeting.	December 2007	Mike Fogarty Rob Stephenson
Inform Groups about report and process being undertaken. Share Table of Contents and consider any feedback or advice provided.	January 2008	Mike Fogarty Dave Duggan
Report progress to the CA-US Steering Committee.	April 2008	Mike Fogarty Dave Duggan
Co-authors complete first draft of each major section.	September 2008	Mike Fogarty Rob Stephenson
Report progress to the CA-US Steering Committee.	September 2008	Mike Fogarty Dave Duggan
Convene CA/US principal authors to review work to date, obstacles and successes. Outstanding gaps to be addressed and resources reassigned to address them as needed.	October 2008	Mike Fogarty Rob Stephenson
First draft complete.	January 2009	Mike Fogarty Rob Stephenson



Peer Review to ensure the information in the report is accurate.	January 2009	Mike Fogarty Rob Stephenson
Update Report. Updates completed based on Peer Review	March 2009	Mike Fogarty Rob Stephenson
Report progress to the CA-US Steering Committee.	March 2009	Mike Fogarty Dave Duggan
Final report.	March 2009	Mike Fogarty Rob Stephenson

Submitted by Jason Naug, Department of Fisheries and Oceans



2008-09 Work Plan for State of the Environment Reporting

ISSUE: The Council needs to act on a strategy to produce the 2nd *Tides of Change Across the Gulf* in the next 18-24 months.

BACKGROUND: In 2004 the Council and GPAC released the *Tides of Change Across the Gulf* at the Gulf of Maine Summit. The Council recognized it would be the first of a series of issue specific reports. (It focused on fisheries and aquaculture, contaminants, land use.) The report was written under the guidance of an ad-hoc committee that was lead by two dedicated volunteers. Three contractors with specific expertise were hired to write the three chapters focusing on the above areas.

In June 2006, the Council formally adopted *A Strategy for the Gulf of Maine Ecosystem Indicators and State of the Environment Reporting*. Chapter 6 of this report provides a full description of the purpose and how subsequent SOE reports would be produced.

STATUS: In June 2007 the Council directed the Working Group to include the preparation of the 2nd *Tides of Change Across the Gulf* in the 2008-09 work plan. The content for the report would focus on climate change, aquatic habitats, and eutrophication. It is envisioned this would form a baseline from which a State of the Environment report could be written.

RECOMMENDATION: Timing -- The second *Tides of Change* report could be planned for fiscal year 2008-2009 with completion of the report by October 2009. A 2nd Summit could be convened at that time – which would be 5 years since the 2004 Summit.

Organization – An ad-hoc committee, comparable to the 2003-04 effort, would be formed to raise the funds, produce the report and convene the Summit. (It will be important to fully engage ESIP, the Climate Change Network and the Habitat Monitoring Sub-committee as well as external interests.)

Submitted by Christine Tilburg, ESIP Program Manager

Affirming the Audience for ESIP Products and Services

ISSUE: ESIP seeks Working Group input on how ESIP has defined intended audiences/users

BACKGROUND: The new ESIP Monitoring Map is on-line. Organizations and programs are being added weekly based on feedback from ESIP members and presentations that have been done involving ESIP's products. ESIP's Monitoring Map and developing Indicator Reporting Tool were submitted to OBI 07 (Ocean Biodiversity Informatics conference in Dartmouth, NS) and for a special session at ERF 07 (Beyond Monitoring and Observing Systems: Scientific Tools and Applications). The ESIP webpage use has increased dramatically since the release of the Monitoring Map (from 1220 hits in July pre-release of 2nd version to >3000 hits in August). We hope to continue this progress towards making the ESIP webpage useful to members and the public with changing journal entries and increased exposure via media and presentations.

Since the June 2007 meeting in New Brunswick, ESIP subcommittees have made important progress towards determining priority indicators in the Gulf of Maine. All subcommittees have acknowledged chairs. In addition, an online content management tool has been created using the program Plone. The webpage can be accessed at www.gulfofmaine.org/esiplanning and is password protected. Reference documents and documents in progress (like the ESIP indicator matrix) are available for editing on the Plone webpage. In addition, the webpage has conference call and meeting information. During conference calls, members can be logged in to Plone and watch as changes are made live to the documents.

STATUS: A key question discussed at the June 2007 meeting and in subsequent calls of the subcommittees is "Who is the target audience for ESIP products?" Although the ESIP Strategy document states that ESIP's target audience is composed of "coastal managers and policy makers," there is a need to clarify what this means and if this is the only appropriate audience.

RECOMMENDATION/REQUEST:

- Comment on audience narrative – Please review the attached audience description. Is it complete? How would you suggest improving it?
- Complete questionnaire – Please take a moment to complete the questionnaire below regarding who you perceive would be the best target audience for ESIP products like the ESIP Indicator Reporting Tool - this will be used for the discussion during the ESIP presentation.

ESIP Audiences Under Discussion

Coastal Manager

Who is this user? This user might be involved in air, land, or water quality permitting/licensing and enforcement. They could work on land use planning issues, provide technical assistance to regional and local organizations on planning, zoning and land conservation. Coastal managers might also be part of fisheries and wildlife planning and management. They might work for government (e.g. federal, provincial, state, county regional, or municipal), non-profits (e.g. conservation commissions, regional planning agencies, etc), or for profit businesses (e.g. consulting firms, etc).

Typically looking at what scale of information? Typically site specific/local. May also require regional trends data.

What type of data are they looking for? Possibly environmental, land use, and/or demographic, economic, population type data.

What decisions does a coastal manager make? They make decisions about current and future land use through planning, land protection (e.g. acquisition, easements, etc), and regulation (e.g., permits, etc). They are also presenting information for others to make decisions.

Will they want raw data or synthesized data for these answers? Possibly both.

Normally accesses information through what avenues?

Is it realistic for this user to be defined as one of the primary users for GOMC indicators? From a management perspective, indicators should be part of the management process and not an end in themselves. Indicators might serve as an early warning sign and underpin education and outreach initiatives.



Decision Maker

Who is this user? Decision makers are concerned with the environmental, social, and economic status of the Gulf of Maine. They consist of mid-level and higher elected officials (e.g. legislators, local officials, etc), government employees (e.g. agency commissioners, directors, senior level managers, legislative staff, etc.), non-governmental personnel (e.g., chambers of commerce, academic institutions, research organizations, etc), and mid to upper level private sector representatives. This group can be further broken down as follows:

- Policy group (political)
 - State/Provincial
 - Local Planning Boards
- Advocacy Group (NGOs, Businesses)

Typically looking at what scale of information? Most likely geo-political, sub-regional (multi-town) to regional (state/province) in scale.

What type of data are they looking for? Environmental, social, and economic type data.

What sort of questions is this user trying to answer? Concerned about multi-year trends and decision-making affecting long-term investments in land quality, infrastructure, patterns of development, etc.

Will they want raw data or synthesized data for these answers? Most likely synthesized.

Normally accesses information through what avenues? Likely relies on staff to locate and synthesize data. Possibly using information from white papers, peer-reviewed studies, or web data portals.

Is it realistic for this user to be defined as one of the primary users for GOMC indicators? Indicators can be used to help set policy.

Academic/Governmental Research Scientist

Who is this user? This group of users is highly involved with active research in the area.

Typically looking at what scale of information? Could be municipal, sub-regional (e.g. multi-town, watershed, etc.) or regional (state/province, multi-state/province, etc).

What type of data are they looking for? Possibly environmental, social and economic type data.

What sort of questions is this user trying to answer? This group of users tends to be assessing cause and effect relationships and specific questions.

Will they want raw data or synthesized data for these answers? Most likely raw data.

Normally accesses information through what avenues? Peer-reviewed journals, personal research, published government reports and web data portals.

Is it realistic for this user to be defined as one of the primary users for GOMC indicators? Indicators can be used to support research.

Engaged Member of the General Public

Who is this user? This group of users is varied. Some users might be web-savvy and interested in particular locales. Others might be browsing for general information on the Gulf of Maine.

Typically looking at what scale of information? Could be local or regional.

What type of data are they looking for? Possibly environmental, social and economic type data.

What sort of questions is this user trying to answer? Concerned about issues of the day.

Will they want raw data or synthesized data for these answers? Most likely synthesized data.

Normally accesses information through what avenues?

Is it realistic for this user to be defined as one of the primary users for GOMC indicators? Indicators can be used to underpin education and outreach initiatives.



Targeting the Right Audience Questionnaire

Name:

Organization:

Do you agree with the above targeted audiences for indicator products in the Gulf of Maine?

How would you rank the above audiences in order of priority?

How would you classify members of your organization with respect to these audience types? Does the descriptive text and summary truly reflect what you believe you (as an audience member) need?

Is there a major audience that is missing?

Submitted by Christine Tilburg, ESIP Program Manager



Developing an Online EBM Toolkit for the Gulf of Maine

Ecosystem-based management is an integrated approach to management that considers the entire ecosystem, including humans. The goal is to maintain an ecosystem in a healthy, productive and resilient condition so that it can provide the services humans want and need.

Gulf of Maine Council Action Plan 2007 – 2012 p. 26

ISSUE: The Council has partnered with several other organizations to plan and develop an online EBM Toolkit for the Gulf of Maine, and the Toolkit project needs ideas, feedback, and buy-in from the Council and Working Group to be effective.

BACKGROUND: At the Gulf of Maine regional EBM workshop at UNH in March 2007, participants concurred there is a need to both make existing EBM tools more accessible and to continue responding to coastal managers evolving needs. This would entail promoting and adapting other initiatives (e.g., EBM Tools Network, TNC EBM Toolkit, etc.). Further, there was concurrence that complementary work in other areas of the world could be transferred to the Gulf of Maine. Examples of these tools include web-based visualization and decision-support tools, data integration techniques, watershed point and non-point source assessments, communication methods, and mass-loadings. In sum, there was a call for the development and dissemination of an EBM toolkit that would facilitate the implementation of EBM in this region.

After the workshop, a Regional EBM Tools Work Group has taken shape with the goal of developing an EBM toolkit and/or adapting existing toolkits to meet the needs of practitioners in the Gulf of Maine. Gulf of Maine Council Science Translator and Web Producer Peter Taylor is helping to lead the Regional EBM Toolkit Work Group, whose members represent state, provincial, federal, and non-government organizations around the Gulf of Maine and outside the region. The Work Group recently conducted a regional EBM Toolkit Needs Assessment, and the co-leads have held preliminary discussions regarding development of the Toolkit. The Work Group will be meeting at UNH on November 13, 2007, to discuss the findings of the needs assessment; decide how to create or adapt tools to meet the needs; and plan the initial development of the Gulf of Maine EBM Toolkit.

STATUS: It is timely to receive input from the Working Group and the Council regarding how the Toolkit can be most useful for government agencies and other organizations charged with implementing ecosystem-based approaches to management. Ideas and feedback from the Working Group and Council can immediately influence the planning and development of the Toolkit.

RECOMMENDATIONS: In October, the Working Group should:

- Review and comment on findings from the EBM Toolkit Needs Assessment;
- Suggest specific management issues and applications that should be priorities during the initial development of the Toolkit;
- Provide ideas about how the Toolkit could facilitate implementation of EBM with respect to these management priorities;
- Recommend ways to engage government agencies and non-government organizations in developing and using the Gulf of Maine EBM Toolkit.

Organizing for the December 2007 Council session on EBM

Ecosystem-based management is an integrated approach to management that considers the entire ecosystem, including humans. The goal is to maintain an ecosystem in a healthy, productive and resilient condition so that it can provide the services humans want and need.

Gulf of Maine Council Action Plan 2007 – 2012 p. 26

ISSUE: The Council has made ecosystem-based approaches to management a priority. While individual agencies are addressing aspects of EBM within their programs the Council has yet to adopt a common framework that describes how it will proceed over the next 12-24 months in advancing EBM.

BACKGROUND: At the June 2007 meeting Councilors discussed the merits of creating “a vision statement (or common approach) for ecosystem-based management in the Gulf of Maine that is accepted by the region’s stakeholders”. (This discussion was premised on recommendation #5 from a March 2007 workshop entitled *A Policy Relevant Science Vision for EBM in the Gulf of Maine*.)

The Council concluded that it will use its December 2007 meeting to focus on the scope and recommended approaches to ecosystem-based management that it can advance. Issues that Councilors indicated they seek to address at this meeting include:

- What are the consistencies and differences in the ways current Provincial, State and Federal statutes/laws, policies, programs and sub-regional initiatives address ecosystem-based approaches to management of the coastal and marine environment? What lessons can be shared from their experiences?
- What are the areas of concurrence and difference among Councilors as to what the elements of a 20-year vision statement about the Gulf of Maine (or common approach) might be?
- How can perceived limitations within and conflict among agency mandates be addressed? (Note: In November 2007 the Environmental Law Institute will produce for the Council a summary of state/provincial and federal permitting & compliance staff interviews on this issue.)
- What relevant stakeholder engagement information (e.g., needs assessments, workshop reports, etc.) is presently available to inform regional deliberations about a common vision? (see examples below);
- What conceptual framework can be used to help structure a regional visioning initiative? (see attached)
- What role(s) might the Council take in helping to forge a vision for ecosystem-based management that is accepted by the region’s stakeholders? What are the options for the Council to partner with others to develop a vision (e.g., timing, detail and depth, etc.) and how would the required resources be secured to perform the work in a competent manner?
- What are the consequences of pursuing the status quo (e.g., current policies/programs) and the perceived gains and costs of a more integrated, ecosystem-based approach to management in the region?

STATUS: It is timely to engage Councilors in designing the December meeting so that it is useful to them individually and enables the Council to respond to COMPASS recommendation #5. (The Council directed the Working Group to dedicate a substantial portion of the meeting on this topic.)

An email, drawing on the background above, will be sent to Councilors this fall asking them to respond to the following questions:

1. In June the Council decided to allocate a substantial portion of the December 2007 meeting to discuss ecosystem-based approaches to management in the Gulf of Maine. What topics, themes or issues, within the realm of EBM, would you like to discuss at this meeting? (Please refer to the possible issues identified by the Council in June 2007.)
2. What information will you need in advance of the meeting to maximize your participation?
3. Rather than assuming a response is forthcoming some of the Councilors more engaged in EBM issues (e.g., Colosi, Duggan, Geiger, James, Lapointe, Roach, etc.) will be called on to learn their ideas.

RECOMMENDATIONS: In October the Working Group should:

- Review and comment on the draft Framework (see attached);
- Assist in framing the ad-hoc questions to be posed to Councilors (see note above);
- Discuss how the December Council session could be organized;
- Review what materials should be provided in advance of the meeting;

In addition, the ad-hoc EBM Tool Kit work group, formed after the March 2007 COMPASS meeting, is seeking input on possible elements of the Tool Kit. (See other briefing memo in meeting packet). This matter will be raised during the broader EBM discussion.



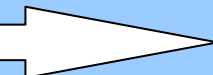
Examples of Stakeholder Engagement Processes

1. Bay of Fundy Stakeholder Forum
2. Maine Bay Management -- stakeholder interviews
3. Mass Ocean Partnership Fund -- interviews
4. DFO/ESSIM -- interviews
5. GMRI fisherman forums
6. Atlantic Coastal Action Program & National Estuary Program/CCMP -- basis of CCMPs
7. GOMC Action Plan -- literature review conducted of public engagement processes to build Plan on
8. Sea Grant Research Plan -- user needs
9. CSC -- pending fall assessment by Chris Ellis
10. State CZM Section 309 -- user needs
11. Stellwagen Bank National Marine Sanctuary Program -- user outreach
12. John Coon/UNH – interviews
13. RI EBM meeting in 2006 – pre-meeting questions and responses

Notes:

1. Implementation of the activities will not be sequential/linear
2. Each tier describes the former in more detail

A Framework for Developing and Implementing an Ecosystem-based Approach
(applicable at the Gulf of Maine scale or sub-regions¹)

	Activities	First Tier	Second Tier	Sources
		Less detail to more detailed steps/tiers 		
Elements of an EBM Framework	Knowledge generation, management & dissemination	Develop conceptual model of ecosystem	<ul style="list-style-type: none"> ▪ Characterize ecosystem & human uses by compiling current knowledge 	Ex: Developing a GOM Ecosystem Overview Report: A scoping exercise to identify key review literature March 2007; MOPF Strategic Plan
		Identify, fund & conduct key science	<ul style="list-style-type: none"> ▪ Determine priority gaps & create strategy 	Ex: NE Regional Ocean Science Council; MOPF Gap Analysis; GOMC Managers Science Needs; etc
		Create and support management tools	<ul style="list-style-type: none"> ▪ Conduct seafloor mapping, data management, monitoring, observing, modeling 	Ex: GOMMI, GoMOOS, GOMODP, TNC, academia
		Conduct ongoing engagement	<ul style="list-style-type: none"> ▪ Implement ongoing communications with opinion leaders, stakeholders, etc. and secure political support 	
	Develop ecosystem forecasts	Develop scenarios of potential future states (accept future is unpredictable)	<ul style="list-style-type: none"> ▪ Determine key components & thresholds, acceptable baselines ▪ Describe consequences of status quo (future ecosystem impacts) 	
	Assess & determine risk of human activities	Identify priority conservation issues and ecosystem components to protect	<ul style="list-style-type: none"> ▪ Document status and effect of human activities 	Ex:

¹ Application of an ecosystem-based approach to management is place-based and relies on defining the ecological boundaries necessary to adequately address the range of activities affecting it. For the purposes of this framework it encompasses a region from the headwaters of the coastal watershed out to the continental shelf (and beyond). Planning can occur at ecosystem scale with implementation at geopolitical scale.



	Determine desired ecosystem goods and services & describe measurable goals and objectives	Describe conceptual objectives	<ul style="list-style-type: none"> ▪ Conserve biodiversity, maintain productivity, conserve habitats, feed people, etc. 	Ex: See Attachment #1
		Describe operational objectives for each sector/human use with performance indicators (reference points/guideposts that tell us the status of ecosystem functions, service provision, and effective of management efforts)	<ul style="list-style-type: none"> ▪ Identify sector threats, the impacts they have, address cumulative impacts and control impacts of activities caused by each sector ▪ Determine most robust way for each sector to attain its objectives (management strategy evaluation = MSE) 	Ex: see Attachment #2, 3 & 4
	Integrate EBM objectives into management programs including adaptive management	Determine scale and amend legislation, acts, policy, programs (at different levels of government) & secure resources.	<ul style="list-style-type: none"> ▪ Generate stakeholder support & champions ▪ Address conflicting policies 	Ex: See Attachment #5
		Implement provisions adopted (& adapt as needed)	<ul style="list-style-type: none"> ▪ Place-based ▪ Issue-based (regional sediment man.) ▪ Enforcement, performance monitoring, 	



Attachment #1

Conceptual Objectives (Examples)

Conserve biodiversity

- Conserve community diversity
- Recover species at risk of extinction
- Conserve subpopulation & genetic structure

Maintain productivity

- Maintain linkages along food chain (e.g. predators & prey)
- Conserve ecosystem components at each level of food chain

Conserve habitat

- Conserve physical & chemical properties

Protect water quality

-

Promote recreation

-

Support maritime transport

Attachment #2
Operational Objectives

		GF	HF	SF	L/CF
<i>Productivity</i>					
<u>Primary</u>	Limit alteration of <i>essential nutrient concentrations</i> affecting primary production				
<u>Community</u>	Limit <i>trophic level catch biomass</i> with respect to trophic demands of higher levels				
	Limit <i>total catch biomass</i> within system production capacity				
<u>Population</u>	Keep <i>fishing mortality</i> moderate				
	Permit sufficient <i>spawning biomass</i> to evade exploitation				
	Promote positive <i>biomass change</i> when biomass is low				
	Manage <i>% size/age/sex</i> of capture				
	Prevent disturbing <i>activity in spawning areas/seasons</i>				
	Manage <i>discarded catch</i>				
<i>Biodiversity</i>					
<u>Biotope/seascape</u>	Limit <i>% area disturbed</i> of seascape/biotope types				
<u>Species</u>	Limit incidental <i>bycatch or mortality</i>				
	Minimize <i>change in distribution</i> of invasive species				
<u>Population</u>	Distribute population <i>component catch as a % of component biomass</i>				
<i>Habitat</i>					
<u>Bottom</u>	Limit <i>% area disturbed</i> of habitat types				
<u>Water Column</u>	Limit <i>amounts of contaminants, toxins and waste</i> introduced in habitat				
	Minimize <i>amount of lost of gear</i>				
	Control <i>noise level/frequency</i> with respect to species of risk				

Strategies highlighted in blue are those that are considered of high relevance that currently receive attention; Red highlighted strategies are of high relevance and require attention; others are considered of low relevance. (GF = ground-fish, HF = herring, etc.)

Source: Gravaris et al 2005



Attachment #3 Uses and Sectors Affecting the Gulf of Maine

Maritime transport

- Commercial shipping & cruise ships (strikes, waste disposal, introduced species, etc.)
- Recreational boating
- Defense & national security

Marine resource harvesting

- Commercial fisheries (fishing, by-catch, ghost fishing)
- Aquaculture

Non-renewable resource extraction

- Minerals mining (sand and gravel, etc.)
- Oil and gas

Coastal and watershed development

- Industrial and municipal wastewater disposal
- Pollution (e.g., light, noise, nutrients, sediment, toxics, disease,
- Tourism & recreational activities

Emerging uses/miscellaneous

- Bio-prospecting
- Wind energy
- Submerged pipelines, cables, etc.

Examples of Ecosystem Goods and Services

Marine harvested species
Biodiversity
Habitat
Trophic interactions
Physical properties
Nutrient cycling
Aesthetic value
Recreational values
Climate regulation
Carbon cycling
Cultural heritage
Genetic diversity
Medicines from the sea



**Attachment #4
Operational Objectives**

Objectives	Fisheries	Aquaculture	Energy	Transport
Conservation				
- Productivity				
- Biodiversity				
- Habitat				
Economic				
Social				

Attachment #5

Re: Resolving Conflicting Societal Goals

Background – The Pew and US Ocean Commissions recognized that ecosystem-based management involves regulating human activities affecting the ecosystem as well as recognizing the implications of changing ecosystem dynamics on how those human activities are conducted. Further, they acknowledged that management of our coasts and oceans entails integrated consideration of the commonly conflicting demands that our society places on the ecosystem. It is evident that agency mandates within various levels of government currently lack a shared vision to conserve the breadth of services that humans want and need from our coastal and marine ecosystems. Just within the US federal government there are over 140 ocean and coastal-related laws.

Problem of Fragmented Mandates -- Existing management programs and policies are instituted “one at a time”. Further, no one entity currently possesses the mandate to see that the various pieces of management across sectors fit together or to look at the interactions among activities with respect to the overall impact on ecosystem services. Ecosystem-based management principles, goals and policies can be found throughout our laws and programs; however they are not applied systematically. Mechanisms are needed for agencies to integrate management across sectors and to work together for joint, ecosystem-based solutions. Existing sectoral planning processes can provide some of the building blocks of a nested framework for integrated management.

Reconciling different scales and enabling flexibility – Regulators are struggling with the technical challenges of implementing ecosystem-based approaches in part because current policies were developed at a large-scale (e.g., national, province/state, etc.) while responses to issues often need to be place-based and at a smaller scale. Further, regulators understand that their management boundaries are delineated and that processes occurring at both larger and smaller spatial scales influence the activities they manage. (Drivers of change, ecosystem processes, and the stocks and flows of ecosystem services all occur at a variety of spatial scales.) Thus, effective management is required at numerous, nested scales.

Conflicts – The following are a few examples where conflicting societal objectives impede implementation of an ecosystem-based approach.

- Permitting requirements to address urban runoff from coastal development can have the inadvertent effect of pushing development to adjacent green-fields and farmlands, countering the benefits of concentrated development in the urban core.
- Shoreline armoring/hardening to control erosion can result in starving adjacent beaches of sediment they need to remain healthy and meet recreational needs.
- Dams and other physical impediments on coastal rivers control the introduction of undesirable species that may compete with preferred recreational freshwater fisheries while adversely affecting Anadromous and Diadromous fish important to coastal and ocean commercial and recreational fisheries.
- During the hot, dry summer, water in coastal rivers is needed to support agricultural irrigation for food production at the same time migratory fish species require that water to provide the abundant, cool pools they need to thrive.

Submitted by David Keeley, Policy and Development Coordinator

Examples of conflicting goals

Food production and waste disposal, military operations and recreational boating, generation of hydroelectric power and Anadromous fish management, dredging and filling for port development and wetland protection, offshore aggregate mining and fish production, shoreline armoring and coastal wetlands able to move & buffer climate changes, etc.

Communicating Our Goals to the Public

ISSUE: The Outreach Committee would like Working Group participation and support in efforts to compile and conduct audience research and identify signature activities to use in creating a highly focused and enhanced communications strategy.

BACKGROUND: The Outreach Committee continually seeks to stay abreast of new Council initiatives and projects to ensure there are effective outreach and communications products, i.e., press releases, e-announcements, postcards, and presentations. Additionally, the Council maintains other communications vehicles or tools such as the website, the *Gulf of Maine Times* and printed materials.

At the June Working Group meeting we were asked to do some research on the organization Biodiversity.Org. Based on contacts with people in the Great Lakes we have concluded that the GOMC should partner with them to gather information on potential audiences we have not yet reached. Currently, Outreach Committee members are working with Biodiversity to identify public opinion surveys and other existing audience research, and seeking in-kind and financial resources to conduct original audience research on messaging in the Gulf of Maine/Bay of Fundy.

Although we have a wide variety of available communications tools and products, it is challenging to create a cohesive, concise and compelling story about an organization with a very broad mission and large array of activities – the Action Plan with over thirty activities in the first 18-month work plan. And thus, we do not present a concise and consistent message across all communications vehicles.

STATUS: The Outreach Committee is in the process of conducting an evaluation and making recommendations to enhance our current press releases and e-announcements. We are also in the process of better defining our different audiences. We have in place a few great tools to evaluate our current audiences (e.g., internal and external), including our email marketing software used for announcements which provides evaluative reports for each message distributed.

Over the past year we have worked diligently to better define our audiences and create substantive messages that speak to audience needs and interests. Our e-marketing software allows us to create announcements that are sent to targeted groups. For example, an announcement for the new habitat restoration grant RFP goes to the NGO list, related listserves and the Working Group. An announcement on the recipients of the Action Plan grants goes to the NGO list, the regional media list, and Working Group.

RECOMMENDATIONS:

Evaluation of audiences – We would like the Working Group to assist us in identifying targeted groups to add to our current list of audiences (see below) and to advise on priority audiences.

- Internal Audiences – The Council needs to engage and make agency staff and others aware of Council activities. Possible audiences include: the Governors and Premiers, cabinet appointees, mid-level managers, the Working Group and committee members, etc. (Each audience may need a different approach and a message presented in a way meaningful to them.)
- External – We focus considerable attention on communicating with people outside of the GOMC. Examples include: the NGO community, academia, industry, and the media.

Partnership with Biodiversity.Org -- The Outreach Committee proposes to continue the process of gathering information from our current sources and evaluating our existing methods of communications. The Outreach Committee also recommends that we enter into a partnership with Biodiversity Project and we seek Working Group support. The Biodiversity Project is developing a marketing campaign centered on the idea of a "Healthy Gulf." The Working Group needs to understand what the Council needs to provide, as a partner, and what it will receive. (For example, as partners in this campaign the Council would have the opportunity to learn from the audience research, share the messages and materials created, link to a campaign website and benefit from the positive press generated.)

Signature Activities – Given the breadth of the Action Plan and the Council's mandate, the Outreach Committee seeks advice from the Working Group on three or four signature or key projects that will be highlighted in our new or enhanced outreach campaign (i.e., "these are the things that we do"). The Council has identified the following: Habitat Restoration, Environmental Monitoring (GW, Habitat, Indicators-SOE reporting, GOMMI), Sharing Practices/Fostering Innovation, etc. via the GOM Times, web site, forums, etc. While not detracting from a broad agenda are these the things we want the Council to be known for?



The Outreach Committee suggests that we choose three easy to understand activities that promote a sense of urgency and offer the possibility for participation (i.e., habitat restoration, environmental awards programs, sharing practices/disseminating information).

We can use the three AP goals as the base of the communications strategy and draw on the associated long-term outcomes, but we still need to agree upon a few key projects on which to focus our communications efforts. If we want our audiences to better understand the Council and what we do, we need to have a clearly defined message that we repeat across all channels.

In closing, once the evaluation is complete, the audience research is compiled, and the key activities are identified the Outreach Committee proposes to work with Biodiversity Project, the web team and the Gulf of Maine Times to take the key activities and develop messaging that can be used consistently across all Council communications channels.

Submitted by Karin Hansen, Outreach and Education Contractor

Allocation of Dues and Annual Contributions (7/08 to 6/09)

ISSUE: Management and Finance has discussed and developed a recommendation to the Working Group on how to allocate the July 2008 to June 2009 dues and annual contributions.

BACKGROUND: In June 2007 the Working Group recommended to the Council the following:

“The Working Group suggests that the Council accept its recommendations on what constitutes core activities (e.g., Council Coordinator, Administrative Assistant, web technology, policy, Gulf of Maine Times, meetings, and fund development).”

On June 14th the Council received this recommendation, discussed the historic/present uses of dues, amounts raised and the logistics of a dues increase. During this discussion “A Canadian Perspective” was provided that contributed additional information. The uses of dues were consistent between the WG recommendations and Canadian Perspective however the sequence of priorities were slightly different.

The Council accepted this input and highlighted a sensitivity concerning the use of US federal funds to support “fundraising/fund development activities”. It was mentioned that presently only Provincial contributions are used for this purpose and that this practice could continue. The Council decision was:

The Council will increase its annual dues to \$18,000 (US) per state and \$20,000 (CAN) per province and \$30,000 (CAN) from the Canadian federal government (\$15,000 CAN per federal agency) effective July 1, 2008 (FY09).

The US Gulf of Maine Association will work with the members to collect these amounts by July 2008.

STATUS: The Council expects to collect approximately \$120,000 (US) in dues and annual contributions by July 2008. Since core activities in 2007 cost nearly \$300,000 some allocation scenarios are required to match-up expenses with projected income.

- Option A – assume reduced but adequate project funding from other sources is secured and present level of core activities/services is needed to support them.
- Option B – assume 50% reduction in project funding and a corresponding reduction in core activities to support those projects.

RECOMMENDATION: Management and Finance suggests the WG discuss this matter in October but that selection of a specific option be deferred until the spring of 2008 when more precise expenses are available & when the overall Council work plan is better defined. (Note: differences between budgeted amounts in column 2 and the two options could be raised through additional agencies providing contributions and/or project funding proposals.)

Core Activities	2007-2008 (Budgeted)	2008-2009 Option A	2008-2009 Option B
Council Coordinator	\$46,887	\$47,000	\$47,000
Administrative Assistant	\$19,880	\$15,000	\$0
Meeting costs, framing, conference call line	\$14,220	\$10,000	\$10,000
Policy Development	\$42,864	\$0	\$0
Gulf of Maine Times	\$82,780	\$0	\$0
Web Page/Technology Support	\$57,111	\$25,000	\$30,000
Fund Development	\$20,775	\$25,000	\$30,000
TOTAL	\$284,517	\$122,000	\$117,000

Submitted by David Keeley, Policy and Development Coordinator; and Cindy Krum, USGOMA

Securing resources to implement the 2008-09 work plan

ISSUE: The Council adopted its 2007-2012 Action Plan and a work plan. The challenge is securing the resources to implement the work plan.

BACKGROUND: The Council has released a thoughtful 5-year Action Plan that addresses three important issues. It is goal-oriented and is based on a logic-model process with specific outcomes. It took considerable work and we should be proud of the result. It represents the needs of three states, two provinces and 5 federal agencies. At the same time we are faced with eroding resources (e.g., lack of US federal earmark, contracting agency budgets, etc.) and agency staff that do not have the Gulf of Maine as a top priority in their annual work plan (e.g., the side-of-the-desk phenomenon).

Given this context a funding strategy to implement the work plan needs to contain methods that address our short-term funding gaps (e.g., write competitive proposals, etc.) as well as securing long-term commitments (e.g., on-going funding stream, dedicated revenues, etc.). The attached "Record of Accomplishments" is a partial listing of the team effort that has occurred in the past to raise funds in support of Council priorities. It demonstrates we can raise funds for Council priorities.

STATUS: Some committee members/co-chairs and GOMC contractors are preparing competitive funding proposals to support their applicable work plan tasks. The Council's fund development contractor is also working with some groups (e.g., GOMMI, ESIP, etc.) on strategies to secure funding. The Working Group needs to accelerate this work now so that we have the resources available by July 2008.

The Secretariat Team has identified the following categories. Within each of these are sources of unrestricted (e.g., discretionary) and restricted (e.g., project specific) funding opportunities. (U = work is underway)

Increase state & provincial agency support

Examples of strategies:

- More effectively communicate linkages between agency and Council priorities as one way to access agency resources
- Pursue activities that directly relate to agency priorities (vs. "one-off tasks")
- Request agencies to "host and/or perform" Council task (e.g., web services, laboratory analysis, provide communications staff, etc.)
- Agencies apply to state sources for work in AP (e.g., NB Environmental Trust (U), Maine Outdoor Heritage Fund – "fisheries, wildlife and habitat conservation", etc.)

Increase federal support

Examples of strategies:

- Agencies proactively identify competitive funding opportunities that align with the Action Plan (e.g., CCS Coastal Fellows proposal (U), ACOA, etc.)
- Continue to seek discretionary funding (e.g., earmarks, internal funds, etc.)
- Develop federal legislation to specifically support GOM activities (U)
- Increase the number of agencies making annual contributions as well as the amount (U)

Engage non-profits with a mission/interests aligned with the Council's

Examples of strategies:

- GOMC representatives meet with non-profits pursuing tasks and/or interests similar to the Council's to leverage their work (e.g., TNC ecological assessment, WWF seascapes, Biodiversity.org, GoMOOS, COMPASS, etc.) (U)

Research private foundations and write competitive proposals

Examples of strategies:

- Identify 3-5 significant foundations with a demonstrated interest in the GOM and supportive of GOMC priorities (e.g., Gordon & Betty Moore, Davis Conservation, etc.) (U)
- GOMC representatives draw on personal connections and meet with foundation staff

Identify 3-5 business/corporate sources of support and initiate discussions

Examples of strategies:

- Refine concept of a "contributing sponsors" program (U)
- GOMC representatives approach companies that have demonstrated interest in Council priorities (e.g., Public Service Company of NH, etc.)

RECOMMENDATIONS:

- WG reviews categories described above and brainstorms strategies that should be considered (10-minutes using sticky notes & name for follow-up)
- Review & comment on committee and cross-cutting service needs (see chart)
- Direct Management and Finance to use the following schedule:
- November 5th – Committees and subcommittees prepare work plans for M&F review (using current work plan format)
- Late November – M&F produces work plan for Council review
- December – Council acts on 2008-09 work plan
- January to June – funding is secured to support work plan

Development Accomplishments: Indicative of what we can do!

The Council's Policy and Development Coordinator contractor, working in partnership with Working Group and Committee members, and contract staff (Cindy) has prepared funding proposals and solicited funding directly. All of this was done in a team setting with multiple contributions of time and talent from many people. Credit goes to all that were involved.

\$150,000 proposal to EPA via the National Environmental Information Network. Contributors included Christian Krahforst (unsuccessful)

\$5,000 from DFO to support Summit follow-up. Contributors were Joe Arbor and Patty King.

\$15,000 from EC to fund the provincial and federal crosswalk performed by Mercer-Clarke. (EC funded the work directly.)

\$350,000 from NOAA/NMFS to support habitat restoration (and subsequent multi-year awards). Contributors include Jon Kachmar, Liz Hertz, and HRSC.

\$60,000 from NOAA/NOS to support regional governance, indicators, and GOMMI. Contributors included Ralph Cantral & Bill Obierne

\$1M from NOAA via Congressional earmark to fund the Council. Contributors included Ted Diers, Paul Currier and Eric Williams.

\$20,000 (in-kind) from UNH/COOA to make improvements to the Council's on-line monitoring inventory. Contributors included Janet Campbell & John Shipman

\$10,000 from EPA Region 1 (Geographic Initiative) to support indicators. Contributors included Bob Varney, Diane Gould, and Ann Rodney

\$5,000 from NOAA/NCCOS to support ESIP. Contributors were Gary Matlock

\$3,000 from the Coastal States Organization to assist in focus group follow-up on managers research priorities

\$740,000 from NOAA via Congressional earmark. Contributors included Ted Diers, Paul Currier and Eric Williams.

\$180,000 proposal to the Coastal Services Center to advance EBM via mapping. Contributors included Bruce Carlisle and Ted Diers. (unsuccessful)

\$150,000 from GeoConnections plus \$136,300 in match. Contributors included Tom Shyka (GoMOOS).

\$20,000 from CICEET for ESIP web work. Contributors included Ray Konisky.

\$40,000 from CICEET for science translation (2-years). Contributors included Rich Langen, and Susan Snow Cotter.

\$3,000 from NOAA/NCCOS to support ESIP logo design performed within NOAA contract (in-kind) Contributors included Gary Matlock

\$1.1M request to Congress (via six-state Governors request) for AP Implementation (Unsuccessful)

\$944,770 competitive proposal to NOAA for AP Implementation (Pending)

\$3,000 from the Coastal States Organization to support science thresholds task 1.23. (Funded work directly)

Errors and Omissions – whenever a list is made things are left off inadvertently. This list is only indicative of what has been done. Other important contributions have been made. Apologies if funding proposals or contributors are omitted.



DRAFT (9-20-07)- Estimate of Needed Funds for High Priority/Signature Tasks 7/2008 - 6/2009

Project #	Project Title	Committee	Need - 12 months	Notes
GOAL 1				
1.1	Habitat Restoration Grant Program (Support for Restoration Coordinator's Position)	HRSC	7,000	Have NMFS grant and \$30,000 Maine Yankee funds
1.6 / 1.5	Support CCN 7-08 to 6-09 Work plan Current Work Plan task is: Research/compile information on coastal habitats and watersheds at risk due to climate change	CCN	?	NH Fellow support may be possible to work on climate change adaptation strategies
1.8	Implement the Council's Strategy for GOM Ecosystem Indicators and State of the Environment Reporting	ESIP	228,000	Covers ESIP Coordinator time and projects/ Applying for GeoConnections funds
1.8	Expand RHMDS with existing data on salt marsh and seagrass vegetation indicators	HMSC	134,000	Portion of Monitoring Coordinator RHMDS work task (#4 in 1.8)
1.10	Develop framework for ecosystem characterization	CON	?	Contents to be determined by Council in December
1.11; 1.13	Support implementation of HCSC 7-08 to 6-09 work plan (e.g., complete documentation of managed areas; communicate about sub-tidal classification methodologies, etc.)	HCSC	?	Follow-up tasks to 07-08 work plan activities are unclear at this time
1.12	Support mapping of priority seafloor areas	GOMMI	540,000	\$40,000 Gommi Coord. \$500,000 mapping
	Totals		909,000	
GOAL 2				
2.20	Based on recommendations from the scientific review conduct Gulfwatch program	GSC	105,000	Based on current year budget. Activities include: laboratory analysis, GW coordinator, Monitoring coordinator, report writing, etc. New budget depends on review report
2.50	Raise awareness of requirements, best management practices, and innovative technologies in sewage management and on-site residential septic systems.	GSC	?	Need to discuss with Peter Wells
	Totals		105,000	
GOAL 3				
3.10	Developing Options for Greater Industry Participation	SICC	?	Contents to be determined by Council in December based on MRAG report
3.20	Industry Sustainability Awards	SICC	500	award framing; may need contractor time to select awardees
	Totals		500	

Submitted by David Keeley, Policy and Development Coordinator and Cindy Krum, USGOMA