



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

Meeting Briefing Packet
Working Group • Final • September 26, 2008
Kennebunkport, ME • October 6-7, 2008



Table of Contents

Working Group meeting agenda2

DFO Maritimes Region: Implementing an Ecosystem Approach to Management.....6

Developing an Ecosystem Overview for the Gulf of Maine7

The StormSmart Coasts Network.....8

Committee and Subcommittee reports.....9

Shifting to the new Council structure.....14

Leveraging NEG/ECP Oceans Working Committee/Northeast Regional Ocean Council Activities.....15

Integration of efforts in the Gulf of Maine - Council's role.....19

Climate Change Network – Update Activities.....21

Gulf of Maine Summit / State of the Gulf Reporting22

Gulf of Maine Times: Follow-up Actions from Salem.....28

In-kind Donations Form.....31



Working Group meeting agenda

Monday, October 6, 2008

1:00 PM	Welcome, introductions, and overview and objectives for the meeting Justin Huston, NS Department of Fisheries and Aquaculture and 2008-2009 Working Group Chair
1:15 PM PAGE 6 PAGE 7 PAGE 8 PAGE 9	Accept consent agenda DFO Maritimes Ecosystem Approach to Management Framework <i>Tim Hall, Department of Fisheries and Oceans, Maritime</i> Canada-US Ecosystem Overview Report: update on joint report (DFO-NOAA) being developed under the Transboundary Steering Committee <i>Tim Hall, Department of Fisheries and Oceans, Maritime</i> StormSmart Network <i>Julia Knisel, MA Office of Coastal Zone Management</i> Committee and Subcommittee reports <ul style="list-style-type: none"> ▪ Sustainable Industries and Communities <i>Justin Huston and Elizabeth Hertz, MEState Planning Office, co-chairs</i> ▪ ESIP <i>Susan Russell-Robinson, USGS and Kathryn Parlee, Environment Canada, Co-chairs</i> ▪ Gulf of Maine Mapping Initiative <i>Megan Tyrrell, Cape Cod National Seashore & GOMMI Chair</i>
1:20 PM PAGE 14	Shifting to the New Council Structure <i>Justin Huston, Working Group Chair, NS Department of Fisheries and Aquaculture</i> Background: Over the past 12-18 months the Council has undergone some significant internal changes in the way that it organizes itself and in the way that it carries out its business. Justin will lead a discussion on the new structure of Council and the evolving relationships between the Council, Working Group, Committees and contractors. Outcome/decision: WG members and Committee chairs will have a better understanding and clearer expectations about their roles.
1:50 PM CINDY KRUM EMAILING SEPARATE COVER	Budget and fund development updates <i>Cindy Krum, US Gulf of Maine Association and David Keeley, Development Coordinator, The Keeley Group</i> Background: The Working Group has requested periodic updates on the new budget structure. Outcome/decision: an informed and inspired Working Group.
2:15 PM NO BRIEFING DOCUMENT	Draft presentation on Working Waterfronts: “Sustainable Communities: Protecting and Managing the Working Waterfront” <i>Jane Tims, member, Sustainable Industries and Communities Committee</i> <i>Jim Connors, Senior Planner, Maine Coastal Program</i> Outcome/decision: to generate some discussion about the issue and help the Committee determine next steps
3:00 PM	Break
4:00 PM PAGE 15	Leveraging NEG/ECP OWC and Northeast Regional Ocean Council (NROC) Activities <i>Betsy Nicholson and Adrienne Harrison, NOAA CSC</i> <i>Justin Huston, NS Department of Fisheries and Aquaculture and Russ Henry, NB Department of Agriculture and Aquaculture</i> <i>David Keeley, NROC, facilitator</i> Background: The New England Governors and Eastern Canadian Premiers Oceans Working Committee, from which NROC emerged on the US side of the border, is in the process of developing work plans which compliment some of the GOMC annual work plan activities. Many CA and US Working Group and Councilors are involved in these two initiatives. Outcome/decision: The Working Group will identify opportunities for the GOMC, NEG/ECP OWC to leverage resources and to develop mutual approaches for funding support.



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5:30 PM	Recess for the day
6:30 PM	Meeting in lobby for group supper(s)



Tuesday, October 7, 2008

<p>8:30 AM PAGE 20</p>	<p>Integration of efforts in the Gulf of Maine - Council's role <i>Julia Knisel, MA Office of Coastal Zone Management and Justin Huston, NS Fisheries and Aquaculture</i> Background: Over the past year, Council has discussed the importance of greater integration of various initiatives, organizations and agencies working in the Gulf of Maine toward common goals. At the Council meeting in June, despite considerable discussion, there were no clear decisions as to what Council's specific role(s) should be in facilitating greater integration. Discussion is needed at the WG table to refine the potential roles of Council to consider and to develop concrete next steps Outcome/decision: Options for Council to consider in December.</p>
<p>9:30 AM PAGE 21</p>	<p>Climate Change Network Update - Status of Action Plan Activities <i>Gary Lines, Canadian Co-chair, Climate Change Committee and acting Climate Change Network Coordinator</i> Background: With the approaching deadline for a number of climate change activities itemized in the Action Plan, a review of the current situation as well as recommendations for ways ahead are proposed. Outcome/decision: Since each of the activities require collaboration with one or more of the Subcommittees, requesting decision on ways ahead for these specific activities from Working Group.</p>
<p>10:00 AM NO BRIEFING DOCUMENT</p>	<p>Gulfwatch <i>Jack Schwartz, US Co-chair, Gulfwatch Contaminants Monitoring Subcommittee</i> Background: Following the June Council meeting, the Gulfwatch Contaminants Monitoring Subcommittee has been working to implement Council's recommended actions. An update will be provided on current status of program development and business planning. Outcome/decision: Working group will be informed about current status and next steps of Gulfwatch.</p>
<p>10:30 AM</p>	<p>Break</p>
<p>10:45 AM PAGE 22</p>	<p>Gulf of Maine Summit <i>Theresa Torrent-Ellis, ME State Planning Office, David Keeley, Funding Coordination, The Keeley Group, and Betsy Nicholson, NOAA</i> Background: In June 2008 the Council approved, resources permitting, moving forward with a major Gulf of Maine event in 2010 that takes action on key issues identified in a State of the Gulf report, the Action Plan, and ESIP indicators. The event is also to be a celebration of twenty years of regional collaboration. Since the meeting, four Councilors and three members of the Working Group have discussed preparing a State of the Environment Report or Ecosystem Report Card. Outcome/decision:</p> <ol style="list-style-type: none"> 1. Refine if needed and accept the Terms of Reference of the Summit steering committee; 2. Add to and accept a draft roster of potential Steering Committee members. (possible categories include Marine-based for-profits, Environmental NGOs (TNC, TOC, WWF, CLF, GOMMEA, NEPs, ACAP, etc.), and Academic/Educational (CML, GoMOOS, NEOSEC, BoFEP, RARGOM, WHOI) and government. 3. Determine a method to solicit and recruit these people; 4. Review the recommendations of the Ad-hoc SOG work group on the options for a SOG report to be presented at the meeting (members include John Annala, Rob Stephenson, Priscilla Brooks, Jennifer Smith, Betsy Nicholson, Phil Trowbridge, Susan Russell-Robinson, etc.); and 5. Develop strategies to leverage BoFEP and RARGOM events as set-up for the Summit.
<p>12:30 PM</p>	<p>Lunch on your own</p>



2:00 PM PAGE 28	<p>Gulf of Maine Times <i>Nancy Griffin, Editor, Gulf of Maine Times, Theresa Torrent-Ellis, US Co-chair, Outreach Committee, Cathy Coletti, NHDES and Times Assistant Editor, and Peter Alexander, consultant</i></p> <p>Background: The Council's 2008-09 budget has funds for two editions of the GOMT. Nancy Griffin, with The Keeley Group, is the new <i>Gulf of Maine Times</i> editor. In June, the Council accepted the GOMT Business Plan as guidance and commenced implementation on three major initiatives—asking current subscribers to become donors, requesting bulk subscribers to pay for the copies they receive, and soliciting selected for-profit and non-profit organizations to become sponsors. The Working Group was subsequently asked to identify top “sponsor prospects”. Since the meeting Nancy has reviewed the content of previous editions and scoped possible themes and articles for the next two editions.</p> <p>Outcome/decision: The Working Group will act on a shortlist of sponsor prospects and identify ways they can assist in cultivating these sponsors. The Editor and Editorial Board will receive feedback on possible topics and foci for upcoming issues of the <i>Times</i>. The Working Group will discuss and decide on other marketing plan recommendations.</p>
3:00 PM	Other business and time for items removed from consent agenda
4:00 PM	Adjourn

DFO Maritimes Region: Implementing an Ecosystem Approach to Management

Background

In the fall of 2007, The Maritimes Region of DFO struck an internal working group that was tasked with the development of a consistent approach to ecosystem-based management across its operational sectors. Faced with a plethora of related initiatives, guidelines, projects and activities it was recognized that there was potential for mixed messaging to clients and partners as well as missed opportunities for collaborative efforts.

The working group consisting of representatives from Science, Fisheries Management and Oceans, Habitat and Species at Risk met throughout the winter and in June, 2008 presented a draft framework for operationalizing an integrated Ecosystem Approach to Management (EAM) to DFO regional management. The framework was based on work begun by Science and Fisheries Management in adopting an ecosystem approach to fisheries management, but began to consider the cumulative impacts of other activities, as well as the governance and socio-economic objectives being pursued through DFO's Integrated Management program. The framework is built on the concept of developing objectives and strategies to address the impacts of various activities on important ecosystem attributes that are implemented through various management plans.

Possible activities and next steps

The working group will continue its work and has the following primary objectives for the remainder of this fiscal year:

- Compile a chronology of related activities and examples of implementation of an ecosystem approach to management
- Complete a "desk-top" pilot in an offshore and coastal environment to determine the effectiveness of the framework
- Fully develop the framework to include a full suite of governance and socio-economic objectives that is integrated with DFO's Integrated Management program.
- Develop communications materials to explain the approach to staff and to external clients and partners.

Action or outcomes requested

1. DFO Maritimes will continue to keep the Working Group fully apprised of progress and share lessons learned.
2. Once complete the framework will serve as the model for the planning and management activities carried out by DFO Maritimes.

Submitted by Tim Hall, DFO Maritimes, Working Group Representative



Developing an Ecosystem Overview for the Gulf of Maine

Background

One of the components of the Government of Canada's Health of the Oceans Initiative was to advance collaborative activities in the Gulf of Maine. Under the direction of the Canada / U.S. Transboundary Steering Committee, co-chaired by DFO Maritimes and the Northeast Region, NOAA Fisheries Service an initiative was begun in 2007 to jointly develop an ecosystem overview report for the Gulf of Maine. This report will be based upon the best current knowledge available to Canadian and US scientists, and can serve as a background document for planning and management activities in both countries.

An ad-hoc Oceans Working Group co-chaired by Tim Hall (BIO) and Michael Fogarty (Woods Hole) is charged with the development of this document. An initial Table of Contents and format was agreed upon in the Spring of 2008 and work has begun on the initial compilation of data.

Possible activities and next steps

The working group will continue its work and has the following primary objectives for the remainder of this fiscal year:

- Internal data sources are being identified in both Canada and the US and preliminary information is being compiled.
- A contract will be let by DFO Maritimes to research data gaps and complete the writing of the report.
- The report will be tabled before the Canada / US Transboundary Steering Committee and be peer-reviewed through the Transboundary Resource Assessment Committee (TRAC) process.

Action or outcomes requested

1.DFO Maritimes will continue to keep the Working Group fully apprised of progress.

Submitted by Tim Hall, DFO Maritimes, Working Group Representative



The StormSmart Coasts Network

Background

The StormSmart Coasts Network (Network) is a new federal/state/local partnership focused on helping coastal municipalities address the challenges arising from storms, flooding, sea level rise and climate change. The Network's ultimate goal is to foster long-term resilience in coastal communities by working with local officials. To encourage efficiency, the Network takes a four-part approach: 1) *gather* the best available information for local officials; 2) *create* new materials as necessary; 3) *deliver* information to local officials; and 4) *actively encourage collaboration* between all levels of government and among municipalities. The Network will create a series of state-specialized websites that are regionally and nationally networked.

Network websites will feature:

- Actionable ways that communities can address sea level rise and climate change,
- Annotated links to the best relevant sites from around the country and world,
- Information on funding sources to help communities with plans and actions,
- Legal background to help communities avoid costly litigation,
- "Comment" and "forum" areas where users can post and answer questions, and
- Other features as requested by audience.

Possible activities and next steps

The Network, which builds upon the on-going successes of the Massachusetts StormSmart Coasts program (<http://www.mass.gov/czm/stormsmart>), is currently expanding to the five states on the Gulf of Mexico and the remaining four coastal states of New England. Both of these regions' StormSmart Coasts Networks are targeted to be active by summer of 2009. If additional funding is secured, the program aims to quickly expand to the remaining US coastal states.

Action or outcomes requested

Contact Wes Shaw (wes@BlueUrchin.com) to share resources with local officials or express interest in participating in the Network.

Submitted by Julia Knisel, Massachusetts Office of Coastal Zone Management



Committee and Subcommittee reports

Sustainable Industries and Communities Committee

At its June 08 meeting, Council accepted SICC's recommendations to limit its work to three distinct projects:

1) **Increasing industry awareness about Council**

- A 2-page flyer was created and has been posted to the SICC page on the Council's website:
- Members of Council and WG will be encouraged to download and print copies to distribute at industry related events that they attend as part of their work.

2) **Industry sustainability award**

- The first award will be granted in June 2009 in Halifax.

Gulf of Maine Sustainable Industry Award

In recognition of demonstrated innovation and leadership in sustainability.

Each year the Gulf of Maine Council on the Marine Environment recognizes a single individual, company, or organization within the Gulf of Maine watershed that has, through the adoption of sustainable practices, made a significant contribution to the well-being of the Gulf of Maine ecosystem and the communities that call it home.

Nominations are sought from the following sectors:

- tourism
- wild fisheries (commercial and recreational)
- aquaculture (finfish and shellfish)
- renewable energy generation (tidal, wave and wind)
- transportation (shipping, ferries, etc.)

Award winners will be honored at the annual Gulf of Maine Council awards ceremony, profiled in the Gulf of Maine Times, and be recognized in local or sector-based media through notices of achievement.

3) **Working Waterfronts**

- A slide deck is being developed for Council and for decision-makers in their respective jurisdictions about the important role that working waterfronts play in the sustainability of coastal communities, the challenges they are facing, and examples best practices and lessons learned which can help to support working waterfronts.
- Based on feedback from the October WG meeting, SICC will need to discuss how best to utilize the presentation to advance the working waterfront issue.

Current status of SICC

-- SICC has not been active for much of the last year due to: 1) its co-chairs being unable to dedicate significant time to their co-chair responsibilities; 2) and lack of funded projects to keep the group active.
-- SICC's priorities over the next few months will to advance the three projects and work to strengthen its membership and co-chair positions.

Submitted by: Justin Huston, SICC Canadian co-chair



Ecosystem Indicator Partnership (ESIP): Update and Timeline



Background

In 2006 the Council formed a cross-cutting subcommittee to determine priority indicators for the Gulf of Maine. Activities were to center upon six subcommittees or focus areas: aquatic habitats, climate change, contaminants, coastal development, eutrophication, and fisheries/aquaculture. ESIP has been successful at identifying the initial priority indicators (total = 23) for these focus areas (indicators are listed on the ESIP homepage along with a data interaction figure www.gulfofmaine.org/esip). The ESIP Steering Committee determined in May 2008 that acceleration of two subcommittees (climate change and eutrophication) could be accomplished in the next 16 months with the end result being fact sheets summarizing historic data and trends for the selected subcommittees.

In addition, there have been some changes in the leadership of the various subcommittees due to retirement and changing job responsibilities. The current chairs of the six subcommittees are as follows:

Aquatic Habitats: Hilary Neckles (USGS)
Climate Change: Gary Lines (EC)
Coastal Development: Marilyn ten Brink (EPA)
Contaminants: Adria Elskus (USGS/U Maine) and Peter Wells (Dalhousie/ Acadia)
Eutrophication: Jim Latimer (EPA)
Fisheries/ Aquaculture: Jason Link (NOAA)

Timeline

October 2008: Presentation of three climate change datasets at NEERS meeting
December 2008: Production of fact sheet introducing ESIP and the selected priority indicators
Spring 2009: Participation in BoFEP meeting
Summer 2009: Participation in CZC09 meeting
Summer 2009: Release of fact sheet summarizing historical data and trends for four climate change indicators (sea surface temperature, air temperature, precipitation, and sea level).
Late Summer 2009: Release of fact sheet summarizing historical data and trends for four eutrophication indicators (Nitrogen and Phosphorus loading, dissolved oxygen, secchi depth, and chlorophyll a).

Submitted by Susan Russell-Robinson, Kathryn Parlee, and Christine Tilburg (Russell-Robinson and Parlee: co-chairs, Tilburg, Program Manager)



Gulf of Maine Mapping Initiative Background

The Council's July 2008 to June 2009 *Draft Work Plan* calls for the Gulf of Maine Mapping Initiative (GOMMI) to support the mapping of priority areas identified in the GOMMI 2006-2008 Workplan (Activity 1.12, p. 29). As a long-term goal, GOMMI continues to seek opportunities to secure the large \$2 million+ grant(s) that will enable us to realize our mission to map the entire Gulf of Maine Basin. In the short-term, we have focused our goals on:

- increasing regional and national awareness of GOMMI's ecosystem-based work and the importance of seafloor maps in implementing integrated ocean management;
- building the capacity of the end user community to apply seafloor maps to a wide range of cross-cutting management needs;
- securing funds and coordinating partnerships to map priority geographic areas; and
- increasing our internal capacity to respond to management needs for benthic mapping data as they arise.

Since our reporting at the June 2008 Working Group meeting, GOMMI has developed proposals to fund additional mapping, fostered collaborative mapping and outreach partnerships, conducted outreach via products and workshops, and developed strategies to accelerate the application of seafloor mapping products within marine resource management. Specifically, GOMMI has initiated or completed the following activities to address measures listed in the 2008-2009 Council Workplan (p. 30-31):

1. *Broaden base of support for GOMMI by a) continuing the legislative outreach strategy developed in 2007; b) establishing GOMMI office space in the new Integrated Ocean and Coastal Mapping Data Processing Center at UNH's Coastal and Ocean Mapping/Joint Hydrographic Center (CCOM/JHC); c) Working with CCOM/JHC, NOAA Northeast Fisheries Science Center and US Geological Survey (USGS) to place a rotating benthic habitat mapping staff person at the IOCM Data Processing Center to begin processing Gulf of Maine data; and d) continuing to write and distribute e-newsletters*

In July-August 2008, GOMMI worked with the Council's Development and Policy Coordinator to revise and update a legislative outreach strategy that aims to make government and non-profit sources aware of the need to provide fiscal and legislative support for Gulf of Maine seafloor mapping. Related to this strategy, GOMMI Steering Committee members will be involved in a meeting in mid-September that is being held between high-level NOAA, USGS, and Massachusetts Coastal Zone Management representatives to discuss federal support for Gulf of Maine seafloor mapping. The meeting is an opportunity to raise GOMMI's profile at regional and national scales and potentially broaden the base of support for mapping in the region. Lastly, GOMMI's Coordinator and the GOMC Development Coordinator will be meeting with the Financial Sustainability Committee of the Massachusetts Ocean Partnership (MOP) in the next several weeks. We will be discussing ways to advance integrated, ecosystem-based management through potential partnership opportunities between GOMMI and MOP. The momentum of MOP and the Massachusetts ocean planning process can bring visibility to GOMMI's regional work and potentially provide a source of support for mapping-related training and outreach. GOMMI offers regional coordination and perspective to MOP's state-level work, in addition to seafloor mapping expertise that could potentially accelerate seafloor mapping that is prioritized in MOP's 5-year Strategic Plan.

June-August 2008: GOMMI has completed an educational and outreach brochure featuring information about the importance and status of seafloor mapping in the Gulf of Maine. The brochure highlights case studies of the ways seafloor maps have been applied to improve marine management and additional steps that are needed to realize the full potential of seafloor mapping to provide the foundation for ecosystem-based management. To raise GOMMI's profile at regional and national scales, the brochure will first be disseminated at the September meeting that is being held between high-level NOAA, USGS, and Massachusetts Coastal Zone Management representatives to discuss federal support for Gulf of Maine seafloor mapping. The brochure is advertised in GOMMI's September e-newsletter and will be posted on GOMMI's website. This publication has been developed as a tool within GOMMI's legislative outreach and fundraising strategy. It provides public agencies, law makers and foundations with compelling reasons for supporting seafloor mapping to benefit management and protection of the Gulf of Maine ecosystem. The brochure will also serve as a general educational tool to facilitate GOMMI's efforts to raise stakeholder and public awareness of seafloor mapping applications.

In September 2008, the GOMMI Steering Committee Chair and GOMMI Coordinator will hold a meeting with the Co-Director of the Joint Hydrographic Center (JHC) at the University of New Hampshire to discuss the possibility of housing a GOMMI representative at JHC to further partnership between the two entities and/or placing a rotating NOAA or USGS benthic habitat mapping staff person at the IOCM Data Processing Center to begin processing Gulf of Maine data. GOMMI will also seek to increase its base of support in this meeting by securing a new University of New Hampshire Center for Coastal Mapping/Joint Hydrographic Center (UNH CCOM-JHC) appointment to the GOMMI Steering Committee. Related to GOMMI's outreach goals, the meeting will include discussions about the



results of mapping workshops that UNH CCOM-JHC has been conducting and their interest in partnering on and presenting at GOMMI's proposed manager and mapping application workshops (see below).

In September 2008, the GOMMI Coordinator is writing and coordinating distribution of the fall 2008 GOMMI e-newsletter providing information about GOMMI and the work of its Steering Committee members, mapping and technology updates, and information about upcoming mapping-related workshops and conferences.

2. *Complete a pilot mapping project on Cashes Ledge by a) disseminating and publicizing preliminary habitat maps for Cashes Ledge, produced through 2006/07 collaborative project between University of Ulster, Gulf of Maine Research Institute, USM, UNH and GOMMI; and b) seeking additional logistical and financial support to expand project to unmapped areas on Cashes Ledge.*

September-November 2008: In 2005, GOMMI directed \$1.5 million of NOAA funding to a private contractor and the University of New Hampshire's Center for Coastal and Ocean Mapping to conduct multibeam sonar mapping for a number of productive offshore fishing areas. Since 2006, GOMMI has provided fiscal and logistical coordination for a follow up benthic habitat mapping project on Cashes Ledge—one of the areas included in the 2005 survey and an area that is listed as GOMMI's top mapping priority in the draft Council Workplan (p. 29). Through GOMMI's coordination, a leading benthic mapping specialist and Ph.D. student from the University of Ulster, and a benthic ecologist from the GMRI, have collected the video imagery and bottom samples that are needed to develop habitat maps from the 2005 acoustic data. The researchers are integrating this information on substrate types and associated biota with kelp and cod research data to produce maps that are useful in assessing cod utilization areas, habitat quality, fish habitat associations, and the effectiveness of management measures. The preliminary map products are nearly complete and GOMMI is currently leading the development of a science translation project to distribute the information and make it understandable to stakeholders and end users. The maps and lay descriptions will be posted on the GOMMI website, distributed via GOMMI's mailing list and e-newsletter, and presented as a model at proposed manager training workshops.

July-August 2008: Over the past several months, GOMMI's Steering Committee and Coordinator have fostered partnerships to develop of a multi-institutional, collaborative project outline for completing additional mapping, groundtruthing, analysis, map production and outreach focused on Cashes Ledge and other priority geographic areas. The partners are utilizing a list of potential grants developed by GOMMI in April 2008 to decide on a proposal development strategy and timeline. The 2-3 proposals that will be developed under this partnership from fall to winter 2008 will focus on refining benthic habitat maps, extending this model to other banks and coastal areas, and developing and integrating additional research to develop habitat sensitivity and risk assessment type maps.

3. *Coordinate mapping efforts in the GOM by continuing to coordinate acoustic and groundtruthing surveys in Cape Cod Bay by working with NEFSC, Office of Coast Survey, CCOM/JHC, Mass CZM, Mass DMF, USGS, and others; and by helping to plan, coordinate and fund other regional seafloor mapping projects.*

Summer 2008: Mass CZM, USGS, and NOAA suspended their mapping efforts in Cape Cod Bay this summer. In recognition of this void, in September 2008, GOMMI began establishing partnerships with Mass DMF and MOP to work toward the development of additional mapping opportunities in Massachusetts in support of the Massachusetts Oceans Act's implementation. Representatives of Mass CZM, USGS, and NOAA's NEFSC and Office of Coast Survey sit on GOMMI's Steering Committee enabling coordination between GOMMI and these entities in the planning of future regional seafloor mapping projects. GOMMI's efforts in 2008 to help plan, coordinate and fund other regional seafloor mapping projects have focused on completing the mapping project and benthic habitat map production that began on Cashes Ledge in 2005.

4. *General support of GOMMI by a) convening and summarizing Steering Committee conference calls (~every 1-2 months); b) writing grant proposals to support GOMMI and regional mapping projects; c) soliciting corporate funding; and d) updating and improving the website, including updated GOM high-resolution bathymetric survey coverage map (ongoing)*

In June, August, and September 2008, the GOMMI Coordinator convened conference calls with GOMMI Steering Committee members to sustain coordination and planning for this subcommittee. Conference call summaries and action items were distributed by the Coordinator to all Steering Committee members.

In September 2008, GOMMI's Coordinator and Steering Committee worked with Council's Development and Policy Coordinator to develop a proposal to the Northeast Sea Grant College Programs to apply for program development funds. If awarded, these funds will allow GOMMI to conduct two workshops for the region's marine managers focused on accelerating the use of seafloor maps in evaluating the effectiveness of fishery closure areas and assessing the impacts of invasive tunicate species on coastal benthic habitats and offshore banks. Through these workshops GOMMI intends to "increase awareness of coastal lawmakers, decision-makers, and managers



working at the Gulf of Maine scale about how to apply ecosystem-based management to conserve and protect Gulf of Maine habitats and resources”—consistent with the short-term goal listed under activity 1.9B of the Council’s 2008-2009 draft workplan. In support of this proposal, GOMMI has secured collaborative partnerships with the Gulf of Maine Research Institute (GMRI), MIT Sea Grant Program, U.S. Geological Survey (USGS), Massachusetts Division of Marine Fisheries (MDMF), NOAA Northeast Fisheries Science Center, and the University of Ulster in Northern Ireland to organize and convene these workshops. GOMMI is also in discussion with the MOP’s Financial Sustainability Committee and the NOAA MPA Center regarding partnership, in-kind support, and matching funds to support these workshops and future initiatives. Indicating the value of these workshops, state and federal level agencies and organizations have offered significant in-kind contributions to support the two workshops and to implement their findings. These contributions include free conference space, regional and international speakers to present mapping products and provide training in their use, pro-bono map and data contributions, and sonar mapping equipment and ship time to conduct follow up mapping of a number of geographic areas.

From August-October 2008, GOMMI is working with mapping scientists throughout the region to acquire data for an update to the GOMMI coverage map of Gulf of Maine geographic areas mapped using multibeam acoustic sonar equipment. GOMMI is working with a GIS specialist from the Massachusetts CZM office and the Council’s Website Administrator to coordinate the mapping update and post it on the GOMMI webpage. GOMMI has also updated a mapping database that was first drafted in May 2008 containing information about groundtruthing and mapping surveys conducted with technologies other than multibeam acoustic sonar, such as aerial LiDAR coverage, sidescan sonar, and video and bottom sampling coverage. Lastly, GOMMI is exploring opportunities to provide mapping shapefiles to the Gulf of Maine Biogeographic Information System (GMBIS) to promote the integration of seafloor geophysical and habitat mapping data with other oceanographic data. (GMBIS) is a joint initiative of the University of Southern California, Bedford Institute of Oceanography, and the Atlantic Reference Center to provide a framework for the integration, visualization, analysis and dissemination of diverse types of biogeographical and oceanographic information, which is central to the development of an inventory of marine life and improved conceptual understanding of the mechanisms shaping species distribution patterns.

5. Other GOMMI Activities

Between June & September 2008, GOMMI’s Coordinator and Steering Committee served as active members in the planning for the Habitat Classification Workshop held by the Council’s Habitat Subcommittee on September 11, 2008. One GOMMI Steering Committee member served on the Workshop’s steering and planning committee; two GOMMI SC members will be providing the workshop’s introductory keynote address; one additional SC member will be presenting a case study on habitat classification; and four GOMMI representatives have signed-on to provide facilitation for breakout sessions. GOMMI’s Coordinator has been in consistent communication with the lead workshop organizer to coordinate GOMMI speaker and facilitation appointments and acquire GOMMI input and feedback on the workshop agenda and planning. Seven of twelve GOMMI representatives will be attending the workshop. This input by GOMMI recognizes the collaboration between Council Committee and Subcommittees that will be required to realize the Council’s mission and goals for the Gulf of Maine. Three GOMMI SC members have developed leading habitat classification work for this region. This effort represents GOMMI’s contribution to activity 1.13 of the draft Council Workplan to facilitate communication about sub-tidal habitat classification methodologies in the Gulf of Maine and work toward a consistent approach.

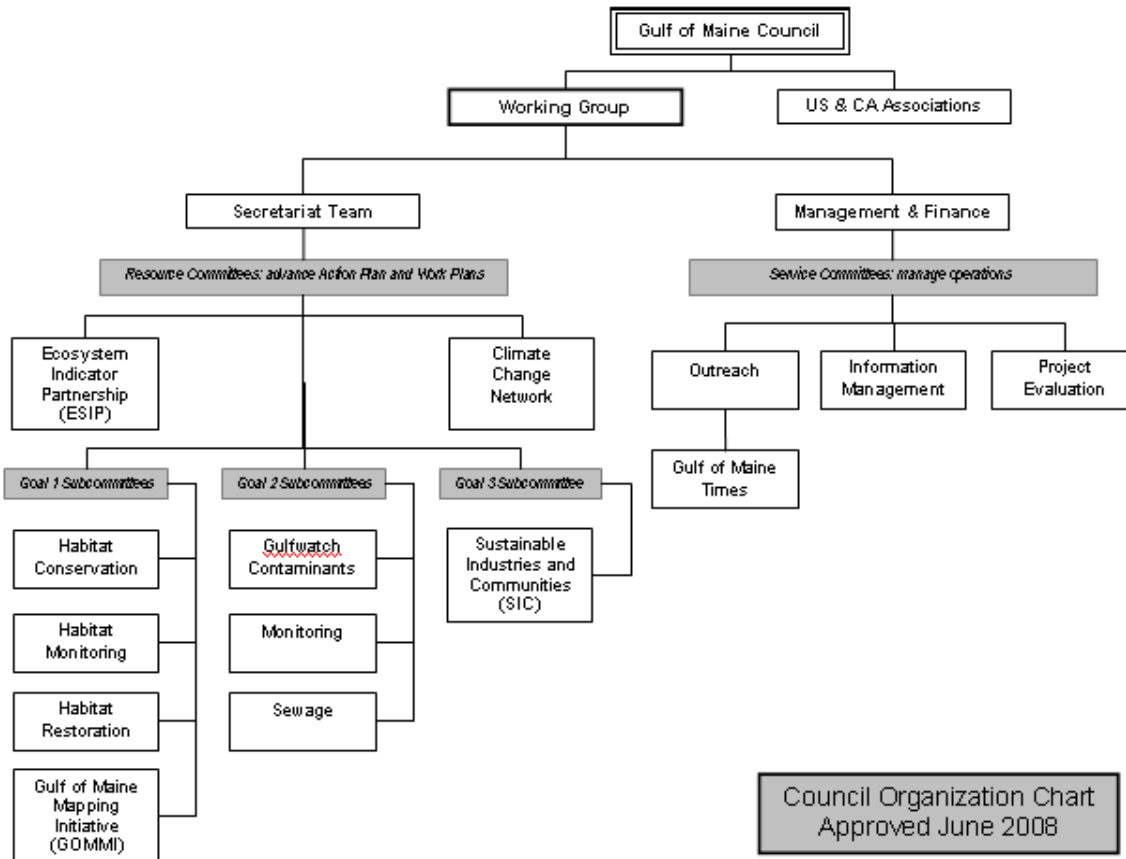
Possible activities and next steps

Given that funding for GOMMI’s Coordinator position expires in September 2008, GOMMI’s primary goal will be fundraising to support GOMMI and its mapping and outreach activities. Until funds are secured, GOMMI will continue skeletal operations including SC conference calls, fundraising efforts, partnership communications, and, where possible, project follow up activities. If the submitted Sea Grant proposal is awarded, GOMMI’s efforts will commence efforts to organize and convene two workshops in winter 2008 and spring 2009. The GOMMI Coordinator will provide a list of recommended next steps at the end of the contract period in September.

Submitted by Gulf of Maine Mapping Initiative (GOMMI) Subcommittee members Linda Mercer, Department of Marine Resources & GOMMI Contract Manager; Megan Tyrrell, Cape Cod National Seashore & GOMMI Chair; and Tracy Hart, GOMMI Coordinator



Shifting to the new Council structure



Leveraging NEG/ECP Oceans Working Committee/Northeast Regional Ocean Council Activities

Background

In 2005 (and subsequent years) the NEG/ECP passed resolutions that created and provided direction to the Oceans Working Committee (OWC). (In the initial resolve they created the Northeast Regional Ocean Council to serve as the US component of the OWC.) The geographic extent of the OWC initiative is from Newfoundland – Labrador to Connecticut.

In the past three years the Council and Working Group has received multiple briefing on the progress of these initiatives. The ongoing dialogue has focused on the intersection of the OWC and Gulf of Maine Council (GOMC) – which was created by the Premiers and Governors in 1989 for ostensibly the same purposes however was confined to the Gulf of Maine. (See table below for a NROC-GOMC side-by-side comparison)

Northeast Regional Ocean Council – NROC is a state-federal partnership. It consists of state representatives from the six New England states and federal representatives from eleven federal agencies. Responsibility for chair of the organization rotates on an annual basis among the states and a federal representative serves as co-chair. It has formed three standing committees with membership open to interested individuals. Each of these committees is developing a 12-18 month work plan for consideration at the October 29th meeting of NROC. (see summary of prospective tasks below)

Oceans Working Committee – There are numerous regional coastal and ocean management initiatives underway in Canada (e.g. OTG, RCOM, GOMC, ESSIM, Northumberland Strait etc.) that engage provincial and federal agencies. Simultaneously each province is focusing on the development of internal coastal policies/programs. Similar to the NROC situation, the geographic area is large and varied, and thus also the range of issues. Finally, in several of the provinces federal/provincial relations at this time are not conducive to highly collaborative inter-governmental initiatives. As a result of these conditions no substantive progress, specific to the OWC, has been achieved.

Possible activities and next steps

1. Advance cross-cutting priorities shared by multiple organizations – The Council has several priority, cross-cutting initiatives underway (e.g., ESIP, GOMMI, environmental monitoring (e.g., Gulfwatch and habitat), outreach, climate change, etc.) that could be accelerated by strengthening interaction with similar work being pursued through other coastal/ocean initiatives. For example:
 - In Canada (ESSIM) and the US (CZM and NEP) there is significant indicator work underway that could be more formally linked with ESIP through data sharing agreements, agencies providing increased support, etc.;
 - Assessing the implications of changing bio-physical and socio-economic conditions and reporting the results are important to the Council and being pursued through many other efforts (e.g., NS State of the Coast, National Coastal Assessment, TNC Bioregional Assessment, DFO/NOAA Ecosystem Overview, etc.);
 - GOMMI is pursuing a regional strategy to secure seafloor maps for the Gulf. There are many parallel efforts underway by other partners.
 - Environmental outreach to decision-makers and residents is conducted by each agency involved with the Council and many other partners. Often these messages are quite similar (e.g., need for habitat restoration, water quality is degrading, current levels of environmental monitoring are insufficient, etc.) A more coordinated effort (e.g., cooperation and sharing of materials) could be greatly increase the impact of these isolated efforts.
 - The scope and results of the Climate Change Network could be enhanced by greater participation of the provincial, state and federal efforts occurring outside of the Council. For example, the OWC/NROC region (which covers the GOMC) could develop a climate change statement to present a more unified approach to this issue.



2. Better integrate funding requests – The scope of the Council's work plan, and that of all other regional coastal and ocean initiatives, is ambitious. Furthermore, the level of resources presently available to make significant progress is insufficient. Overall, the development efforts to secure the required resources are fragmented and could be enhanced with greater coordination/integration. (For example, NROC is developing a Congressional appropriations strategy that could advance GOMC priorities.)
3. Overlay GOMC and NROC shared priorities – The GOMC could identify actions that would specifically benefit from NROC's planned activities and develop recommendations to NROC on specific activities that should be included in its 2009 work plan.

Action or outcomes requested:

The Working Group should explore the options described above, identify others, and develop recommendations.

Submitted by Betsy Nicholson, Adrienne Harrison, Justin Huston, Russ Henry, David Keeley



Visualizing the similarities and differences

Content/Issue Areas	NROC	GOMC
Coastal hazards and resiliency (e.g., hazard assessment, sea-level rise, response, mapping, recovery technologies, hazards planning (existing) infrastructure/residences)	X	
Ocean Energy Planning (e.g., environmental review, regulations, permits, digital mapping, impacts)	X	
Ocean ecosystem health (e.g., mapping, habitat restoration, habitat protection, monitoring species, fish passage, waste discharge, species conservation, grants programs, incentive programs, education programs, water quality, permits (existing) barrier removal, habitat revival, restore connections, non-point source pollution, recovery of protected resources, etc.)	X	X
Vibrant Coastal Communities (e.g., marine dependent uses, natural capital, working waterfronts, alternative energy, etc.)		X

Geography	NROC	GOMC
Maine, New Hampshire and Massachusetts	X	X
Rhode Island, Connecticut & Vermont	X	
Nova Scotia and New Brunswick		X

Governing Board Participants	NROC	GOMC
State CZM, marine resource, and natural resource agencies	X	X
Non-profit and for-profit organizations		X
Federal agencies with coastal & ocean mandates	X	X

Authority	NROC	GOMC
Moral suasion, peer-pressure, working toward common good, etc.	X	X
Authority to act (e.g., laws, policies, etc.) rests with individual jurisdictions & federal agencies	X	X



Synopsis: Emerging NROC Priorities – “a work in progress”

NROC standing committees are in the midst of drafting 12-18 month work plans for consideration by NROC at their October 29th meeting. Examples of draft activities the committees are considering include:

1. Coastal and Ocean Ecosystem Health
 - promote the use/application of coast and ocean ecosystem health reporting initiatives within New England by state legislators, agency decision-makers, members of Congress and the region's Governors
 - Address the need for common ballast water guidelines
 - Assist GoM ODP to populate the Portal and work with NERACOOS to transfer the Portal to the rest of New England including Long Island Sound.
 - Organize and convene a workshop that convenes policymakers, managers and scientists to create a regional definition of ecosystem health, identify the key metrics that measure ocean ecosystem health and ensure those metrics are explicit enough for statutory and regulatory applications
2. Coastal Hazards
 - Identify data acquisition priorities and user-friendly tools needed to support planning for and responses to coastal hazards
 - Partner with academia, industry and public agencies to develop a plan for an Integrated Ocean Observing System (IOOS) that supports storm, storm surge and inundation forecasting and response
 - Methodology and Framework for regional storm surge database
 - Promote regional dialogue on broad-scale adaptation strategies for responding to the effects of sea-level rise.
3. Ocean Energy Planning and Management
 - Identify contextual and baseline information essential for ocean energy facility development and operations
 - Develop and maintain an inventory of energy projects in the northeast
 - Develop and communicate voluntary guidelines for assessing environmental and economic impacts, use conflicts, and safety concerns
 - Promote learning and foster mutual understanding among different interests and governmental entities about the planning, siting, authorization, and operation of coastal and ocean energy generating and distribution facilities



Integration of efforts in the Gulf of Maine - Council's role

Background

Based on the discussion and outcomes from the "Integration Meeting" in Dartmouth, NS, March 2008, and the Working Group and Council meetings in Salem, MA, June 2008, Council has reached the following conclusions:

- There are an increasing number of organizations and initiatives working toward similar objectives in the Gulf of Maine, and that there is a need to work together to minimize overlap, maximize collaboration, and leverage collective capacity and resources.
- Council's role should be to act as a convener and facilitator, increasing awareness and communication among these organizations and initiatives so as to ensure greater collaboration.

Current Situation

Council has committed itself to clearly articulating exactly what it is willing and able to do to as convener and facilitator for greater integration in the Gulf of Maine. It therefore falls to the Working group to develop "next steps" for Council deliberation and decision in December.

What should Council consider undertaking over the next 12-18 months? Two key aspects to consider:

- External:
 - What tools might we want to develop/implement (e.g. searchable database, networking tools, etc.)?
 - What key groups do we want to work more closely with (e.g. NROC, GOMOOS, etc.)—most importantly, how?
- Internal:
 - How can we adapt internally to better integrate with other organizations? What are our strengths/capacity? Are there areas that other organizations may be better suited to take the lead on?
 - What criteria might we use to help us determine these things?
 - Relevance to Action Plan?
 - Existing projects?
 - Strong leadership, strong committee?
 - Examples of areas where Council may want to reassess its role:
 - Goal 1: Habitat conservation?
 - Goal 2: Sewage?
 - Goal 3: Sustainable Tourism, Bi-valve harvesting?

Objectives of Working group Discussion

- 1) Clear understanding among WG about possible activities of Council as "convener and facilitator" of integration
- 2) Discussion of possible internal and external "next steps"
- 3) Plan in place to develop clear "next steps" for Council deliberation and decision in December

Submitted by: Justin Huston, NSDFA and Julia Knisel, MCZM



Integration of efforts in the Gulf of Maine: Council's role

Leslie-Ann McGee reviewed the meeting that took place in Dartmouth regarding integration of the many different groups throughout the Gulf of Maine area. It was explained that the overarching message taken from this meeting was that improved communication among these groups is vital.

Next steps:

- look at best practices
- look for pilot projects - start small and work through the process
- present the results of this meeting to NROC, RCOM, and other groups.

The Working Group discussed this topic, and thought that the Council should be looking at the Action Plan to determine the transboundary issues. Different groups are focused on different geographies, and these were reviewed. The difficulty of dissolving any group was discussed, and it was said that coordination between groups may be much easier to achieve.

A brainstorming session was then conducted to review the following questions:

1. What issues do you feel should be considered?

Ecosystem indicators

State of environment

Niche identification of organization

Coastal impacts of climate change

Net Loss

Coastal Development

Water quality

International Dimension

2. What challenges and opportunities do you see in integrating programs and initiatives?

The Working Group thought that the best way to move forward is to identify the issues that are important to the Council and see what other groups are focused on the same things that might present chances to integrate efforts. The following points/suggestions/questions were discussed by Council:

- EBM is being recognized as the proper way to move forward, and the constructs that have been created towards that end are good news. It was said that integration happens naturally when people are brought together and discuss the efforts taking place.
- "Why are we restating issues when they are already spelled out in the Action Plan?" It was said that the Action Plan has many issues stated, and the need is to pick several that offer good opportunities for integrating efforts with other agencies or groups.
- There is a difference between passive integration and active integration. A lot of these groups have similar goals. Concrete niche identification is needed. The example was given that 7 different agencies within NROC were putting on Climate Change workshops. It was thought that combining efforts would result in greater strides than each individual agency could accomplish working independently. The decision needs to be made of where on the continuum of integration – coordination we want to be. Though each agency may be doing similar (climate change) workshops, their individual focus is slightly different. Sometimes when you focus on the hot new topic, you lose ground on others that are just as important.
- Identifying 2 or 3 items that cut across everyone's mandate can be helpful. Help people identify the important elements of climate change, for example, that help them in their work.
- "How do we address the Work Plan priorities and relate them to the priorities of the jurisdictions?" That would result in more coordination among GOMC and jurisdictions.
- Stop focusing on integration. Pick projects, do them and do them well. The successful groups will get noticed and receive funding.
- Possible system wide partnerships exist, for example, GOM Science Council and GOMC.
- Coordinating efforts should already be happening at the committee level; they should be identifying the groups that are doing this work in the area and get them on the committees and work with them.
- The need for disseminating the information regarding the different groups and what they do to each other was stressed. At the last meeting, many of the groups hadn't heard of some of the other groups. The concerns of the groups present at the last meeting regarding the formation of another group and more bureaucracy needs to be addressed.

Action requested: The Council will accept DFO's offer to meet again at their facility to discuss the topic of integration in the fall. A draft of next steps will be circulated, as well as the Workshop report.

Climate Change Network – Update Activities

The Climate Change Network has been moving forward on several activities noted in previous briefing notes to the Working Group. In summary they are...

Goal 1 – Coastal and marine habitats are in a healthy, productive and resilient condition

Climate Change Activities

- Prepare regional criteria to identify coastal habitats at risk from sea level rise, extreme precipitation and other climate change impacts and integrate into restoration decision-making
- Compile and disseminate information on coastal habitats and watersheds at risk due to climate change
- Enhance climate change knowledgebase (e.g., compile programs, best practices, etc.)
- Investigate and propose regional climate change adaptation strategies

Habitat Restoration Activity

To complete the first bulleted activity this fiscal year, the Network has consulted with the Habitat Restoration Committee and requested recommendations on several types of documentation focused on climate change impacts in the coastal environment. As a result of those consultations, the deliverables for this activity, as defined by the current contract between Gulf of Maine and EC, were re-profiled due to concerns expressed by the HR Committee.

The new deliverables are (completed by 30 June 08)...

1. A discussion paper that provides detail on the current state of knowledge of habitat restoration, climate change impacts and coastal risks. Included in the paper would be details on current availability of climate change information, summary of recent coastal habitat research and potential ways to address incorporating that information into habitat restoration.
2. Terms of reference or proposed agenda for upcoming meeting of the HR Committee and CCN members (tentative Fall 08), including topics of discussion, identification of gaps and ways ahead.
3. Article(s) for the Gulf of Maine Times focused on coastal habitat risks from climate change. Article(s) will provide insight into impacts on current coastal activity including habitat restoration.

Future Activities

The Climate Change Network intends to proceed with several significant pieces of work over the next 1 to 3 years.

1. Deliver on the remaining activities as described in the work plans as approved by GOMC in the Action Plan 2006-11.
2. Continue Indicator work as it pertains to commitments with ESIP.
3. Expand the Climate Change Network through continued contact with climate change proponents in the Gulf of Maine.

Submitted by Gary Lines

Gulf of Maine Summit / State of the Gulf Reporting

Background

In June 2008 the Council discussed the merits of and options for a State of the Environment report and corresponding conference. (see attached meeting summary) In brief, the Council concluded:

When: 2010 (when people can get outside in the GOM – hence April-June or September-October)

Purpose: taking action on key issues identified in SOG/Action Plan/indicators AND celebration of 20-years of regional collaboration

Focus: Is the Gulf getting better or worse? (Distributed in advance -- State of the environment reporting, report-card & indicators); centered on themes in the Action Plan;

Who:

1. Led by Council with active support from diverse organizations (NGO and for-profits);
2. Secretariat Team to take leadership role in defining parameters, solicit advice from WG on committee prospects from various categories -- Marine-based for-profits, Environmental NGOs (TNC, TOC, WWF, CLF, GOMMEA, NEPs, ACAP, etc.), and Academic/Educational (CML, GoMOOS, NEOSEC, BoFEP, RARGOM, WHOI) and then forming Steering Committee;
3. Contributors from within the Council are ESIP, Habitat Monitoring, Gulfwatch, Outreach, EBM ad-hoc group, GOMMI, etc.

Funding: Support for this initiative will need to be fundraised through successful funding proposals and in-kind contributions of staff time and data from partner organizations.

Relation to other events: start dialogue with other organizations ASAP about events they plan and how those events can contribute/inform the SOE report and conference. Key organizations to engage include RARGOM, BoFEP, MOP, Census for Marine Life, NEPs, and ACAPs.

Since the June Council meeting an ad-hoc group has met twice to discuss the options for State of the Environment Reports. (See attached summary) In addition, Environment Canada SOE staff was interviewed for lessons learned. Key insights were “Know who the audience is (and be specific), get them to “pull” for the material (vs. sole government “push” to get materials out) and be clear what we want them to do when they have it. Then take an active role in getting people to use the materials (e.g., produce a handbook on how to engage people with the report products).

Possible activities and next steps

The next step is to form a steering committee (see attached Terms of Reference) that will be responsible for moving this initiative forward. A tentative schedule is:

Activity	Timing
Project steering committee formed	October 2008
Finalize report outline and conference logistics	January 2009
Complete fundraising for report production	March 2009
Produce report	June 2010
Complete fundraising for conference	Fall 2010
Convene conference	Fall 2010
Conduct follow-up	Winter 2010

Action or outcomes requested:

1. Review and discuss the recommendations of the Ad-hoc SOG work group on the options for a SOG report. (Members include Annala, Stephenson, Brooks, Smith, Nicholson, Tilburg, Trowbridge, Russell-Robinson);
2. Develop strategies to leverage BoFEP, CML and RARGOM events as set-up for the report;
3. Develop a draft roster of potential Steering Committee members. (Possible categories include Marine-based for-profits, Environmental NGOs (TNC, TOC, WWF, CLF, GOMMEA, NEPs, ACAP, etc.), and Academic/Educational (CML, GoMOOS, NEOSEC, BoFEP, RARGOM, WHOI) and government.
4. Identify ways to solicit and recruit these people.

Submitted by Theresa Torrent Ellis and David Keeley (Fund Development Coordinator) Other contributors include: John Annala, Priscilla Brooks, Betsy Nicholson, Susan Russell Robinson, Jen Smith, Rob Stephenson, Christine Tilburg, Phil Trowbridge



Council Discussion of SOE and Gulf of Maine Summit: June 2008

Theresa Torrent-Ellis led a discussion regarding the GOM Council 20th Anniversary Summit. She explained that a very wide range of responses were gathered in response to a survey that was done in the spring regarding how the summit could proceed. The Council was asked to answer the following questions regarding the June 2010 summit.

Question: Is this a celebration of the progress the region has achieved since formation of the Council in 1989 or is it a scholarly, substantively enriching event that seeks to achieve consensus on some of the challenges in the Action Plan?

Responses

- Why does it have to be one or the other? It should be both. Attendance will be very low if it is merely a celebration.
- Avoid specific issue identification – do not come out of the meeting with a list of problems.
- What are the new obstacles that are encountered in trying to tackle larger scale habitat restoration?
- What new stakeholders need to be engaged? Where is the Gulf going in the next 5 to 10 years?
- People involved in specific local projects can get up and talk about successes and reasons for failure.
- Another “report card” on the Gulf of Maine – ESIP needs a lot of help from the jurisdictions to get the information necessary.
- Promote awareness among stakeholders

Question: How should we define the audience for this initiative? The Action Plan identifies the Council’s audience as: Premiers and Governors; Coastal lawmakers; Coastal decision makers; Coastal managers; Academics; Gulf resident and visitors; Marine-dependent industries; and Science community

Responses:

- Let’s focus on the people who will bring the resources together. Recommend removal of gulf residents and visitors as audience.
- Non-government organizations and educators should be added.
- You don’t have to leave people out- you can have a small piece that anyone would appreciate.
- First Nations/Tribes/Aboriginals

Question: Is this strictly a Gulf of Maine Council event or will the Council partner with other groups to shoulder the planning and financial load?

Responses:

- The RARGOM and BoFEP Science Symposiums are happening. We should examine what else is going on and see if there’s value to their event and our event combining. It was answered that these may not combine well, which was the motivator for moving to June of 2010.
- How is it a summit if it’s just the Council?
- Need to define the overarching theme (2nd report on state of the environment, for example) in order to approach partners. Stick with the “State of the Gulf” theme, approach partners that can move it forward.
- By taking true partners we’ll dilute what we’re trying to achieve. Financial help is fine, but stick to our own agenda.
- May be an opportunity to bring recommendations from workshops, etc. to other groups.
- Why would partners want to come on board just to celebrate the Council? If it’s a partner event, we have to be ready to expand in many ways.
- Council defines what it wants to do and asks partners if they want to participate.
- Do we determine a minimum amount of money that partners need to contribute to participate?
- Perhaps have jurisdictional events centered around grantees (“Year of the Gulf”)

Decision: A Council led event, content rich with celebratory aspects, SOE aspects, Council has no funding so funds must be raised, center it around Acton Plan themes, engage partners to recognize what they’ve done relative to our goals and for financial assistance, provide sufficient led time to successful. Event must be “fun”.

Range of Possible Products

1. Fact sheet or two highlighting accomplishments; small report including different committees, products and where to get them; or full blown report on indicators that hasn’t been completed yet.



2. A fact sheet that is a report card on the Gulf of Maine with all six ESIP themes. This would force us all around the Gulf of Maine to articulate what we're trying to achieve. The Science Symposium will help with filling this in. Should be centered around our Action Plan's three themes. Report card needs to drive managers and decision makers to improve.
3. Report card should be done prior to the summit – summit is all about that. It's not something that is created at the summit. This should be a comprehensive look at the state of the gulf.

Moving Forward

Are Councilors going to be informed of each decision and give approval or give the Steering Committee approval to move forward as it deems appropriate?

Decisions:

1. *The Steering Committee will move forward with regular guidance from the Secretariat Team.*
2. *Ad-hoc group should help to define SOE options (Annala, Brooks, Nicholson, Russell Robinson, Smith, Stephenson, Trowbridge)*



Insights from the Ad-hoc SOE Work Group

Participants: John Annala, Priscilla Brooks, Betsy Nicholson, Susan Russell Robinson, Jen Smith, Rob Stephenson, Christine Tilburg, Phil Trowbridge

1. What product is desirable, possible and practical to assemble before the event? What is the range of options? Can we prepare detailed reports on nutrients, aquatic habitats and climate change to support the needs of ESIP in these three areas? Should we strive to move beyond reporting and produce a synthesis of conditions and a report-card?

Comments

- Need to first understand technical questions about data availability before deciding possible products – an issue that ESIP has wrestled with since inception. (e.g., may want to produce an indicator but the data is spotty, inconsistent or unavailable gulf-wide). In addition, geographic scope is a fundamental question (GOM, embayments, etc.)
- There are no shared/consistent goals (across the jurisdictions) that are articulated in regulatory/planning programs so it will be difficult to compare the data to some set of ecosystem goals in a SOG report. These goals are the basis for this type of reporting
- Important to identify monitoring & data gaps both before and at the event. Articulate imperative for new monitoring to address gaps in knowledge
- Report could focus on partial data sets from some areas and extrapolate to other areas. Case studies are a way to look at issues and areas in closer detail when gulf-wide data is not available – could be part of the summit product.
- What is the state of the gulf/baseline – should not be evaluating management activities/management effectiveness in the report (An assessment/evaluation could be done at the event.)
- Help others appreciate difference between snap-shots (e.g., TNC bioregional assessment, SOE report, etc.) and ongoing time series (e.g., ESIP indicators, etc.)
- Synthesis of bio-physical and socio-economic conditions can address effect of changes on ecosystem services people expect and rely on

2. How can we use this initiative to support and augment ESIP?

Comments

- Need to protect ESIP's role – it presents unbiased data and does not evaluate what the data means
- Data discovery for SOE report will be invaluable to ESIP as it develops indicators
- Be useful to report on other indicators that are being used in the region and provide examples of BMP that seem to be working (e.g., effectiveness) (See EPA/NOAA Section 6217 non-point source effectiveness study)
- Very useful to develop international consensus on indicators for the GOM – review what others have done with indicators in the region
- Should show end-users how indicators can be used and plan to roll-out a strategy at event

3. Who are the users/target audience for SOG materials? What do we expect them to do with these materials?

Comments

- Priority is to put statistics in people's mouths (know the citation/ it's easy to find) vs. people citing incorrect or poor quality statistics
- Focus on educating and building awareness/build constituency for ocean/coastal environment
- Products should be endorsed by the data providers (e.g., put their logo on the products). Need agencies to stand behind the reports when released. Greatly increases value (e.g., they buy-in) and credibility with end-users. This engagement process is very important.

4. Can we describe a path forward to create a SOG report for the Gulf of Maine?

Comments

- To produce a SOG report we need to define what that looks like and what is possible. Need a sales piece.
- The Council needs to lead the effort but we “need a village to produce a SOG report” to have the credibility and buy-in to the results.
- Need to secure agency commitment to review and comment on the drafts that use their data
- The format should be concise/short report -- Graphically rich with few essays



- Need to develop a marketing piece (e.g., scale of effort/ how doable the effort is, how it relates to ongoing programs, tie in anniversary celebration, what do we need to pull this off (the event and the report), what resources are needed, etc.)
 - Define role of council committees
 - NROC – federal agencies at Oct 28th meeting
5. **What role might the Census for Marine Life, RARGOM and BoFEP science conferences play in this effort?**
Comments
- Should act quickly with BoFEP (May 26-29, 2009), CML (fall 2009) and RARGOM (October 2009) to engage them and help shape the agenda to leverage those events in support of a SOE initiative (e.g., propose sessions that will bring data and assessment together, promote value of SOE, etc.)
 - There is an important role for COMPASS as well in terms of communications
6. **How might the DFO/NOAA Ecosystem Overview (literature review) and the TNC Bioregional Assessment contribute to a SOG effort?**
Comments
- Need to understand schedule for NOAA/DFO initiative – this is a major data collection effort that can assist a SOE effort.
 - The TNC Bioregional Assessment is a natural partner given their work and reliance on agency data



Assessing the health of the Gulf of Maine and taking action to sustain our common heritage Steering Committee Terms of Reference

Mission

To produce a scientifically rigorous synthesis of how bio-physical and socio-economic conditions in the Gulf of Maine are changing; to identify the long-term implications of these changes on ecosystem services for people working and living around the Gulf; and to organize a solutions-based conference.

Role

The role of the Steering Committee is to:

- Assemble and support a science – management team that will prepare a “state of the environment” type report;
- Develop a multi-day event that is highly interactive and addresses the more pressing issues in the Gulf of Maine;
- Celebrate the accomplishments of Canada – US collaboration and the successes of organizations working to manage this shared ecosystem;
- Engage public, non-profit and for-profit interests in meaningful, solutions-based dialogue that fosters awareness, learning and sharing of successful approaches;
- Secure and allocate the resources (cash and in-kind) required to conduct the event; and
- Raise the profile of transboundary issues that require a regional response.

Composition

The Steering Committee will be composed of Canadian and US representatives from the public, non-profit and for-profit sectors. (Individuals selected to represent their institution will engage others at that institution.) The Gulf of Maine Council will designate one Canadian and one US co-chair.

Responsibilities

In addition to the roles described above the Steering Committee has broad latitude in organizing a successful event including:

- It may form subcommittees (e.g., Executive, program, fundraising, logistics, etc.) to aid in decision-making and to increase participation in organizing a successful event. It may recruit and engage Summit Advisors that have special expertise and relationships useful to the Steering Committee;
- It may engage an individual to serve as Program Coordinator – either through an in-kind donation of a person or on a contractual basis. The Coordinator will have strong technical expertise and serve the Steering Committee;
- It will work to ensure a diverse audience attends the Summit and provide scholarships funds to defray travel expenses for those in need;
- It will produce quarterly progress reports to all Summit funders, partner organizations and the Gulf of Maine Council;
- It will prepare a six-month Summit implementation strategy and ensure the results of the Summit are widely disseminated;

Decision-making and meetings

The Committee will meet (e.g., telephonically, in person, etc.) as needed to conduct its business. It will make decisions on a consensus basis.

Accepted by the Council in June 2008



Gulf of Maine Times: Follow-up Actions from Salem

Background

In June 2008 the Council received the Gulf of Maine Times: Recommendations for a New Approach to Changing Times – a report prepared by Peter Alexander. The Executive Summary states “The Gulf of Maine Times serves as the primary public face of the Gulf of Maine Council. For fifteen years it has been published three-four times a year as a tabloid-sized newspaper with news and feature articles about conservation initiatives throughout the Gulf of Maine. Since its inception the Times has benefited from a talented and devoted team of staff, consultants, and writers who have generated excellent editorial content (meaning all the articles, not just “editorials”). Recent improvements in the graphics, and the addition of a web-based version have turned it into a first rate publication that is both attractive and accessible. However, due to changing circumstances, the Gulf of Maine Council now seeks ways to make the publication more financially self-sustaining. To that end, the Council commissioned this study, seeking recommendations to maximize the Times’ effectiveness as a communications and outreach vehicle, and to ensure the highest possible economic efficiencies.”

After a presentation and discussion the Council affirmed the purpose of the Times and the primary/secondary audiences; committed to printing two more editions (November and March); approved asking current subscribers to make a donation to support the Times; asked that non-profit, for-profits and business organizations with missions that align with the Council’s be requested to be sponsors of the Times; directed funding proposals be written to support the Times; accepted the report as guidance for subsequent improvements to the Times; and supported making upgrades to the web site.

On a related topic, in December 2007 the Council received the final report *Industry Engagement with the Gulf of Maine Council* from MRAG Americas. Recommendations in this report addressed ways to: increase the Council’s profile and improve dialogue; prepare educational materials; translate science; address industry concerns; improve coordination and communication with industry, etc. Cultivating industry and business organization sponsorship of the Times will partially address these recommendations.

Possible activities and next steps

Since the June 2008 meeting good progress has been made on the actions cited above. A postcard notifying subscribers of the opportunity to become a donor was designed and printing/ mailing options were explored. (These will be distributed when the web site changes are completed.) M&F committed funding and the web site was worked on to allow secure donations to be made on-line. The list of bulk subscribers was reviewed. Working Group members were requested to identify 5-7 top prospects in their jurisdiction that could be requested to become a sponsor of the Times. A letter to prospective sponsors was drafted including the identification of different giving levels. The mailing list for subscribers was analyzed to provide better insight into who is on the list (e.g., type of organization, jurisdiction, etc.). A Terms of Reference for the Editorial Board was drafted and is ready for Working Group action. The new Times Editor Nancy Griffin began work in July on the fall edition.

It is timely to review prospective sponsors in the context of various levels of sponsorship (see below).

Contributor -- \$1,000: In recognition of your support at this level we will include your organization’s Logo on the “Sponsor Page” of the Gulf of Maine Times’ website for one year, and include a link to your own website. We will also provide recognition in the print edition for a full year.

Supporter -- \$2,500: In addition to the benefits listed above, we will include your logo and a link to your website in the “Sponsors’ Banner” on the home page of the Gulf of Maine Times website. The banner is shared on a rotating basis by all sponsors at this level (or above), ensuring that everyone is guaranteed some front page coverage.

Donor -- \$5,000: At this level of sponsorship you will get all the benefits listed above, plus we will work with you on one article of up to 500 words in the web edition about pertinent issues in the region and your organization’s role in those issues (subject to editorial approval).

Partner -- \$10,000: In recognition of your role as a major financial partner of the Gulf of Maine Times, we will offer all the above benefits with the addition that the article about your organization’s activities will also be published in the print edition, can be up to 1000 words, and can include a photo with caption (subject to editorial approval).



Action or outcomes requested:

1. Contribute to the list of prospective sponsors, identify where WG/GOMC has personal connection, and set priorities for cultivation and solicitation;
2. Proceed with “pilot project” to solicit top-ten prospects (e.g., see criteria below) via letter and personal follow-up by phone call by Peter Alexander;
3. Recommend approval of the Editorial Board Terms of Reference to the Council for their action at their December 2008 meeting; and
4. Review and comment on possible topics and foci for upcoming issues of the *Times*.

Submitted by Theresa Torrent Ellis, Cathy Coletti - NHDES/Assistant Editor, Nancy Griffin – Editor, Peter Alexander, David Keeley



Gulf of Maine Times Editorial Board

Terms of Reference

Scope

The Gulf of Maine Council is responsible for producing the Gulf of Maine Times. The purpose of the Times is to increase awareness about the Gulf's more pressing environmental, social and economic issues including those identified in the Council's five-year Action Plan.

The Council, through production of the Times, seeks to stimulate stewardship actions in three major audience groups that are identified in the Action Plan. These include:

- GOMC stakeholders in the public and non-profit community (e.g., the region's Premiers and Governors, coastal lawmakers and decision-makers, coastal managers, scientists, academics, etc.);
- Marine-dependent industries; and
- Gulf of Maine residents and visitors

The Council produces a hard-copy, tabloid version of the Times and maintains a robust on-line presence.

Membership

Each state and province will designate one person to serve on the Editorial Board and will ensure active participation by that designee.

Duties

Members of the Editorial Board ensure that *The Times* is a credible and objective voice for the Gulf of Maine ecosystem by:

- Being familiar with the Council's goals and objectives for *The Gulf of Maine Times*;
- Providing article ideas to the Editor that meet the goals and vision of *The Times*;
- Reviewing the Editor's proposed article list for each issue and providing comments within the allotted timeframe as defined by the Editor.
- Ensuring the Editor is aware of jurisdictional sensitivities related to proposed feature articles;
- Offering comments on the accuracy or credibility of the information presented in the stories.
- Serving as backup copyeditor to the Editor and Assistant Editor, keeping *The Times* free of potentially embarrassing typos, especially errors and inconsistencies in dates, name spellings, and statistics.
- Assist in implementation of the Council's 2008 *Gulf of Maine Times Business Plan* as appropriate.

Reporting and interaction with the editor

The editor is an independent contractor that reports to The Keeley Group and in turn to the Chair of the Working Group. The Editor seeks advice and counsel from the Editorial Board as needed.



In-kind Donations Form

US Gulf of Maine Association
PO Box 2246
South Portland, ME 04106

Description

Time in hours

_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____

Value in Dollars

Travel (taxi, tolls, gas, hotel, flight etc)	_____
Meals	_____
Facility Rental	_____
Office Supplies	_____
Telephone	_____
Printing & Copying	_____
Postage	_____
Other (please describe)	_____

Organization Name: _____

Date _____

Address: _____

City, State & Zip _____

Signature _____

Printed Name _____