

**Mariculture Task Force
Public Education and Marketing Advisory Committee
Meeting Notes from February 14, 2017**

Present: Chair Heather McCarty, Julie Decker, Tomi Marsh, Paula Cullenberg, Bobbi Hudson

Review of current public outreach activities

The AC members discussed what outreach has been undertaken and what additional work might be done.

Public presentations have continued to be made by Julie Decker of AFDF, and other members of the Task Force. Mike Stekoll presented to the Juneau Economic Development Council. Paula Cullenberg presented, along with Rodger Painter, to the Chugach Region Summit meeting.

Members agreed that presentations in additional communities would be helpful, and that the MTF might make a list of suggested communities. We also discussed starting to plan for a workshop-style public meeting to get input on the draft plan, in fall or early winter of 2017. It was suggested that such a meeting might be done in conjunction with the meeting of the Shellfish Growers Association in Ketchikan the first week in December. It was suggested that the task force could also sponsor a second meeting before Thanksgiving.

Paula noted that there is software available that could enable public meetings online for multiple participants. The members discussed having online gatherings after MTF meetings, and/or when the task force has newsworthy items to share with the public, or to advertise specific events.

The AC recommends that the task force request a time to present to the Fisheries Subcommittee of the Legislature, chaired by Rep. Louise Stutes. We will make that contact this week or next.

Mariculture legislation

At its last meeting, the task force approved writing letters of support for both the mariculture-related bills introduced by Rep. Ortiz this session. The committee discussed how to prepare for any questions or concerns about the shellfish hatchery bill, which is the same as the one introduced by the Administration last session.

The AKCRRAB steering committee recently discussed support strategy for the shellfish hatchery bill, to include letters of support from the member entities, from industry and communities, as well as individual meetings with legislators known to have concerns, prior to any hearings. Public testimony in committee hearings is also

a key component. The AC recommends similar actions by the MTF members and their constituents.

With the support of Seward and Ketchikan, lobbyists representing those communities can help promote bill passage.

The group discussed that the bill regarding the Mariculture Loan Fund needs revisions.

The group discussed the relationship between the work that the McDowell Group is beginning and the structuring of the comprehensive plan that is the responsibility of the task force. We agreed that should be a topic of discussion at the task force meeting.

We agreed that the public education component of the plan would generally be outside the scope of McDowell's focus, while the marketing component would be included in their work. We agreed that public education is important to include in the plan to reduce the risk associated with misinformation, particularly in the areas of environmental and wild stock impacts.

Marketing

General education about mariculture will be folded into any marketing of mariculture products, as sustainable resource management is highlighted in wild seafood marketing.

We discussed the potential role of ASMI in the marketing component of the comprehensive plan, and the possibility of an AC member from ASMI. ASMI Board member Tomi Marsh agreed to consult with the ED of ASMI and bring back her thoughts to the task force.

Clearly, the current focus of ASMI marketing is on wild harvest seafood. The processors of that seafood contribute part of the revenue stream funding ASMI's programs. Some potential mariculture products – such as seaweed – are currently not funding ASMI.