

MAFMC SSC Social and Economic Subcommittee
AP Performance Report Meeting 1
November 2, 2010
Summary Notes

The call was opened by S&E Subcommittee Chair Bonnie McCay at 10:00 a.m. S&E Subcommittee members participating on the call included Mark Holliday, Doug Lipton and David Tomberlin. Staff participation included Rich Seagraves and Jason Didden and Council members participating included Rick Robins and Lee Anderson.

The purpose of the call was to discuss the Council proposal to develop Industry Advisor Annual Performance Reports to advise the SSC during ABC deliberations about primarily non-biological factors which affected catch in any given year. This issue first arose during the recent SSC ABC specification for the Illex fishery.

Mark Holliday noted that it is the responsibility of the NEFSC to provide technical information (including social and economic data and analyses) to the SSC.

Bonnie McCay noted that AP engagement in the specifications setting process currently occurs after the SSC has made its ABC recommendation. One approach would be to take the fishery description data currently prepared for the EA by staff and have the AP review and comment on the fishery description.

Mark Holliday agreed that while it would be useful to have the AP incorporated more effectively in the decision making process, he is concerned about the process. The AP report would presumably come from a 7 or 8 member advisory panel - what assurance do we have that the product truly is representative of the entire industry or accurately reflects what is going on the fishery?

Bonnie McCay noted that personnel from the Center's Economics and Social Science branch should be involved in this process.

Doug Lipton agreed that it is important to receive social and economic data analogous to biological stock assessment information, but he was not sure what he or other members of the SSC would do with the AP report.

Rick Robins noted that the idea was to provide the SSC with an "on the water perspective" from industry during SSC deliberations as opposed to a technical product from the NEFSC. The two products are distinctly different. The AP report would improve integration of the AP into the process and provide the SSC with the industry perspective of how the fishery got to be where it is today.

Mark Holliday reiterated his concerns about how representative the AP Report would be of the fishery overall. The danger is that the SSC might modify its ABC decision based

the myopic perspective of a select few AP members. We need to identify what products we want from the AP and ensure that they represent the fishery in total.

Rick Robins noted that we need to create a record of industry input that the SSC could reference during ABC deliberations. We need to look at the information that staff is currently providing in the fishery descriptions and explore ways that the AP can be involved. One approach would be to have the APs examine the fishery descriptions and have their comments/input incorporated into the process. The expectation would be to have a product developed in conjunction with the science center to be reviewed by the AP. However, this may not produce what the Council wants in terms of a performance report.

Bonnie McCay noted that it was important to develop some elements of the history of the fishery.

Mark Holliday noted that the NEFSC is currently conducting social science cooperative research projects and perhaps this would be an opportunity to use the APs to gather data and record their perspective. He was tasked with contacting the Social Science branch at the NEFSC to determine what information they are routinely collecting and the time frame of availability of that information. Some of this involves data collection and in some cases analysis of the data would be required. Careful consideration has to be given to the cost of data collection and analysis versus the additional value added provided.

Bonnie McCay suggested that one approach would be to ask the AP to respond to a series of questions about the factors that would explain landings patterns in a given year. The goal is to gain the insight of the AP/industry. This could be done in a group format to determine why changes are occurring in a given fishery/year. One advantage is that this is not an overwhelming task and is achievable but it is not a strictly scientific modeling based approach. One important descriptor to look at is simply port of landing.

David Tomberlin raised the general question about how the information collected would be used, if at all, by the SSC when making an ABC determination. It is hard to know in advance what specific factors might be operating in any given year.

Rick Robins asked if we could use NEFSC economic data to validate the metrics identified by the AP that influenced catch? Mark Holliday responded that in some cases what would be required would simply be data while in other cases analysis would be required. Using actual data is defensible, AP "perspective" may not be.

The S&E Subcommittee agreed that an approach to AP Performance Report development based on AP review of a staff/NEFSC fishery description looks promising. How accurately the AP perspective presented to the SSC represents the actual fishery overall remains an issue. The S&E Subgroup will reconvene and continue discussion on this topic after Mark Holliday reports back on the information and analyses that are currently/or could be made available from the NEFSC.

MAFMC and Social Science Branch Meeting
AP Performance and SAFE Report Discussion
December 7, 2010
Woods Hole, MA

An informal meeting of members of the SSC S&E Subcommittee (Bonnie McCay and Mark Holliday), MAFMC (Rick Robins and Lee Anderson), NEFSC Social Science Branch (SSB)[Matt McPherson], and Council staff (Rich Seagraves) was held as a follow-up to the first meeting of the S&E Subcommittee. Two members of the NEFMC SSC (Dan Georgianna, economist, and Rob Robertson, social scientist) were also in attendance.

The purpose of the meeting was to discuss the proposed AP Performance report and economic and social information which can be made available to the Council from the Social Science Branch of the Northeast Fisheries Science Center. Rick Robins gave an overview of the origin of the concept of the development of an AP Performance report.

There was general agreement that there are two products which are desirable 1) an enhanced quantitative and qualitative fishery description based on social and economic information provided by the NEFSC SSB and 2) a description of key factors which affected fishing effort and fishery performance during a given year or period of years based on information provided by industry advisors.

Issues about confidentiality of information provided by industry and concerns about Paperwork Reduction Act (PRA) requirements were discussed. There may be confidentiality issues relative to the reporting of information provided directly by industry advisors for individual fishing operations, ports or counties. If the information is derived through the AP panel process, there do not appear to be any PRA issues.

Matt indicated that the NEFSC SSB is very interested in being involved in the development of the proposed AP Report. He will consult with his staff and review the list of proposed metrics discussed by the S&E Subcommittee which was provided to them via recent email by Mark Holliday.

In terms of the final form of the AP Performance report, more work/discussion needs to occur amongst S&E Subcommittee members to define precisely what the SSC wants to see from the AP. It was noted that while the SSC is clearly the primary customer relative to the AP Performance Report, it should also inform the Council in its decision making process.

It was agreed that staff will develop a timeline/roadmap for AP Performance Report development for 2011. The test case or pilot will be for annual quota specification development for fishing year 2012 for the Atlantic mackerel, squid and butterfish complex. The SSC will meet to make ABC determinations for these species the week of May 23. It was agreed that two products need to be developed for SSC consideration

prior to the ABC specification meeting. First, MAFMC staff will work in collaboration with personnel from the NEFSC SSB to develop a fishery description of the component SMB fisheries. The format of this report will generally follow SAFE report protocols (exact format TBD by staff in consultation with NEFSC SSB and SSC). The assembled fishery descriptions will be forwarded to the appropriate AP Panels for their review. Following distribution of the SAFE report to industry advisors, a meeting of the S&E Subcommittee with industry advisors will be convened (prior to SSC ABC deliberation meeting). The purpose of the meeting will be to receive comment from the AP panel relative to the SAFE report. In addition, based on a yet to be defined mensuration process (to be developed by S&E Subcommittee), the views of the advisors on relevant factors affecting fishery performance in the previous fishing year will be solicited and will form the basis of the AP Performance Report. Potential mechanisms include, but are not limited to, group discussion and consensus building, solicitation of responses to trigger questions and/or canvassing of representative segments of the fishing industry.

It was agreed that the process of AP Performance Report development should be formally developed and vetted through a working group consisting of S&E Subcommittee, personnel from the NEFSC SSB (tentatively Matt McPherson and Drew Kitts), one or more members of the AP, Council leadership, and Georgianna and Robertson from NEFMC SSC. Next steps include formation of working group and review of timetable/roadmap and strawman developed by staff.

MAFMC SSC S&E Subcommittee Meeting
AP Performance Report Development
January 25, 2011
Summary Notes

The meeting was called to order at 9:00 a.m. Participants on the call included Bonnie McCay, Mark Holliday, Doug Lipton, Matt McPherson, Drew Kitts and Rich Seagraves.

The primary purpose of the meeting was to review the AP Performance Report timeline developed by staff. M. Holliday gave an overview of the background material which led to development of the AP Performance report concept.

R. Seagraves reviewed the draft timeline and described the strawman concept developed by staff of convening Stock Assessment and Fishery Evaluation teams to develop both the biological basis for ABC recommendations based on most recent stock assessment information as well an economic description of fishery performance. This would represent a departure from the way the MAFMC has done business in the past by organizing all of the biological, social and economic information in one paper for presentation to the SSC and ultimately the Council prior to ABC/ACL decision making. Council staff is also involved in developing streamlined procedures for conducting and delivering stock assessments or stock assessment updates to the SSC and Council and this new procedure would also address those biological issues. Seagraves then reviewed the timeline.

D. Lipton raised the concern about scientific verification of what will basically amount to anecdotal data provided by the AP. There is some time, albeit limited, between the meeting with the AP and the SSC meeting using available data to do some ground truthing/verification of the information provided by the AP. Given the tight timeline, staff indicated that this may be unrealistic.

M. Holliday raised concerns about any unintended consequences of calling the initial document a "SAFE" report. It is important to understand *a priori* the technical or legal requirements of SAFE reports so we don't create any unforeseen problems down the road. It is also important to get buy in from the Council and Regional Office on this concept.

Staff will be presenting this proposal to the Council's Executive Committee in February. If the Council endorses the concept, staff will be contacting the Regional Office and Science Center to begin to populate the SAFE teams. They would be comprised of the NEFSC Assessment lead, Council Staff Lead, a NEFSC SSB member and a representative from the NERO. As we build this process out to other FMPs/species it will be important to ensure adequate representation from the states, especially for species which are jointly managed with ASMFC.

D. Kitts asked how the date of Feb 15 for the data download was chosen and M. McPherson asked who is responsible for procuring the data and doing the analyses? Seagraves responded that it was staff consensus that this date was as late in the process

that we could wait to download the prior year's data to maximize completeness while still allowing enough time for the process to be executed. Council staff will do the download of data for the fishery evaluation and description analyses and will do the first cut of descriptive tables for SAFE team evaluation. M. McPherson indicated that the SSB would provide assistance and additional pertinent information that they are currently collecting or analyzing. The other issue discussed was the number of years that will be included in the analysis. Staff is currently proposing to initially present a 5 year description of fishery trends and performance and then update that information annually or in sync with multi-year specification updates if multi-year specs are adopted by the Council in the future. D. Kitts noted that the SSB is currently developing fishery performance metrics for NE sectors and many of these analyses might be useful in SAFE Report development.

M. Holliday reiterated concerns he has raised previously about ensuring that the industry group queried adequately represents the industry overall. The Council needs to be mindful of this issue and may want to consider evaluation of the current APs in this regard and alternative survey methodologies in the future. M. McPherson noted that the SSB is currently developing a broad random sample frame of the entire NE region.

Discussion then focused on the mechanism to best obtain the information from the AP. The current concept is to develop a SAFE Report which will be delivered to the AP approximately one month prior to SSC mail-out. The S&E Subcommittee would then meet with the SMB AP and receive input from them at an in-person meeting on or around April 15. There was considerable discussion about the structure and format for this meeting and B. McCay agreed to take the lead in developing a strawman for this process. The current membership of the SMB AP was examined and appears to provide broad representation of the various fisheries and fleets engaged in the SMB fisheries. D. Kitts noted that it is important that both the harvesting and processing sectors be represented on the APs.

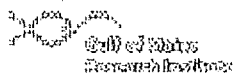
The final point of discussion was the appointment of an S&E lead for each species to lead discussion during ABC deliberations by the SSC. It was generally agreed that this was a good idea and that the S&E lead would inform the SSC about the social and economic issues and factors relevant to fishery performance during ABC deliberations. This concept will be recommended to SSC Chair J. Boreman.

Meeting adjourned at 10:15 a.m.

Mid-Atlantic Fishery Management Council
Industry Advisors Fishery Performance Report
2011 Draft Timeline

January 1	Atlantic Mackerel, Squid and Butterfish Fishing Year Begins
February 15	2010 Fishing Year Data Download (Dealer and VTR)
March 1	SAFE Team Webinar 1 (review SAFE Report Format/Draft)
March 15	Preliminary SAFE Report draft circulated to SAFE Team and AP
April 1	Final Draft of SAFE Report Webinar delivered to AP
April 15	SE Subcommittee meets with Industry AP to review SAFE Report Develop Industry Consensus on Factors Affecting Fishery performance
May 3	Staff White Paper and SAFE/AP Report Mailout to SSC
May 10	SAFE/AP Report delivered to SSC with ABC Recommendation via Webinar
May 24	SSC Meeting to make ABC Recommendations to Council
June	Council meets to set ABC for 2012

Marine Resource Education Program



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The Marine Resource Education Program strives to meet several important objectives as a professional development program for the fishing industry. First, we aim to substantially increase the number of individuals working in New England fisheries, either at sea or in shore-side support services, who are comfortable navigating the fishery science and management arena. One mechanism to achieve this is to foster leadership capable of promoting trust in the management processes. We hope to break down historical barriers to cooperation, forge new areas of involvement for fishermen in the regulatory system, and fully engage the industry in the development of the best available science.

While it is crucial for fishermen to understand the science and management tools used to regulate their industry, of equal importance is the need to deepen the familiarity of policy and science professionals with the workings of the fishing community. The Marine Resource Education Program is a sturdy bridge over the gap among fishermen, scientists and managers. It brings these diverse disciplines together in a neutral setting, providing an opportunity to explore both differences and common goals outside of the regulatory forum.

Program Goals

- To bring fishermen, scientists and managers together in a neutral setting outside the regulatory process.
- To increase the number of people at work in New England fisheries who are



Feedback from Fishermen

This was a GREAT experience for any involved (or getting involved) in this management process.

Require anyone with a federal permit to attend the program. Too many people dont understand the process!

The time had come for this program.

This should be a mandatory experience for NMFS, NEFMC and fishing industry members.

Excellent program and very necessary as it becomes more important for fishermen to speak the language of fisheries management.

“”

comfortable working with the fishery data and management systems.

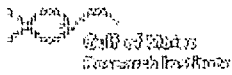
- To help policy makers and scientists become more familiar with the inner working of the fishing community.
- To increase the number of fishermen involved in collaborative research and pursuit of best available science.
- To develop leadership and promote trust.

The MREP curriculum has been to serve the needs of fishermen and relevant stakeholders. The program covers two topic areas: a three-day Fishery Science Module, followed by a three-day Fishery Management Module. The format for both modules creates an open dialogue among participants and presenters in which they explore ways of fostering cooperation among fishermen, scientists and managers.

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Marine Resource Education Program



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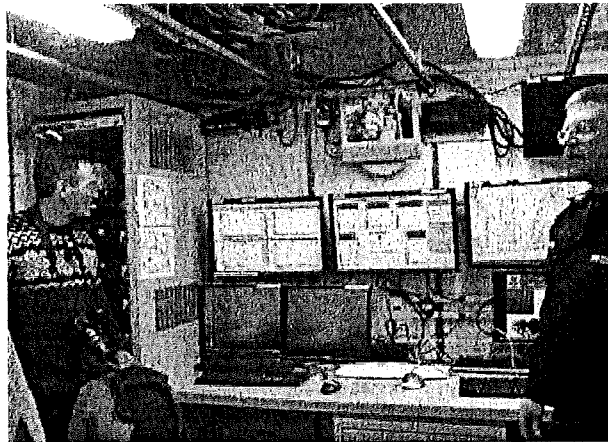
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The Marine Resource Education Program curriculum is disseminated in two separate components: Fisheries Science and Fisheries Management. Each three day module provides the fundamentals of several disciplines relevant to fisheries science and management. Each section is taught by an expert in that discipline, and might be a New England Fishery Management Council staff member, a manager from the National Marine Fisheries Service, a scientist from the Northeast Fisheries Science Center, or a university professor. All of the presenters are familiar with the MREP program and its goals and many return year after year because they value and enjoy the opportunity to interact with the fishing community.



(MREP 100 Science Introduction to Fisheries Science

This 3 day workshop introduces principles of oceanography and fish population biology as used in the real world. Survey sampling techniques, statistical methods, and stock assessment models used in the Northeast region are explained. Also included in this module is a discussion on gear design and innovation, with hands on learning for all participants. This course includes an introduction to cooperative research with a look at how fishermen have helped improve scientific understanding of their fisheries.

Select the following link to view the complete Science agenda.

[MREP Science Agenda](#)

Select one of the following links to view the individual Science presentations.

[Concepts in Population Biology](#)

[Sampling, Statistics & Surveys](#)

[Stock Assessments and Modeling](#)

[General Oceanography](#)

[Fishing Gear Operation and Innovations](#)

Science & Ecosystem Based Management
Collaborative Research

MREP 100 Management
Introduction to Fisheries Management

This 3 day workshop provides tools needed to effectively participate in the fishery management council process and a clear understanding for the complex web of agencies and legislation that govern the fishing industry. The roles of the Atlantic States Marine fisheries Commission, the U.S. Coast Guard, U.S. Congress, and the courts in fisheries management are explored in the context of the Magnuson-Stevenson Act. The course also offers tips in meeting protocols such as Robert's rules of order, skill building in negotiation and consensus, and hands-on practice in preparing for and attending a fisheries council meeting.

Select the following link to view the complete Management agenda.

MREP Management Agenda

Select one of the following links to view the individual Management presentations.

Overview of Agencies that Manage Fisheries and Federal Fisheries Management
New England Fisheries Management Council Process
How the Federal Regulatory Process Works
Attending a Council Meeting
Sustainable Fisheries What are the big issues?
United States Coast Guard
The Role of Science in Management

MREP 200 Science
Insights into Fisheries Stock Assessments

This 2 day workshop provides in-depth and hands on exposure to the tools, processes, and key players within the Cooperative Research environment. This course looks at types of information collected by fishing vessels and research vessels, how differences are reconciled, and how these data contribute to our picture of fishery health. Course participants are offered a unique insider look at the R/V Henry Bigelow, and specific tools and methods used on-board such as acoustic sampling capabilities, fish handling & sampling tools, and survey trawl gear. Participants tour the NMFS gear warehouse, biological sampling lab, age & growth lab, and observer training facility and meet senior scientists and technicians. Prerequisites: MREP 100 Science.

Other Programs:
Improving the Profitability of your Fishing Business - February 16-17, 2010

GMRI is hosting a two-day workshop on how to decrease the costs of fishing while simultaneously improving the marketability and profitability of your catch.

This workshop will present a variety of case studies to answer these questions and additionally provide you an opportunity to develop the knowledge and tools needed to apply the EMS approach.

Space is limited. To apply, or for more information, please call Patty Collins at 207-228-1625 or email patty@gmri.org
[EMS Application](#)

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Strategic Planning/Visioning Roadmap

Statement of Work

Overview

The Mid-Atlantic Fishery Management Council (Council) is one of eight regional fishery management councils in the United States. The Councils recommend fishery management measures to the Secretary of Commerce through the National Marine Fisheries Service (NMFS) and the decisions made by the Councils are not final until they are approved or partially approved by the Secretary of Commerce through NMFS. The seven states that comprise the Mid-Atlantic Council are New York, New Jersey, Pennsylvania, Delaware, Maryland, Virginia and North Carolina. The Council manages fisheries for summer flounder, scup, black sea bass, bluefish, Atlantic mackerel, short-finned squid (*Illex*), long-finned squid (*Loligo*), butterfish, surfclams, ocean quahogs, and tilefish. It jointly manages spiny dogfish and monkfish with the New England Fishery Management Council. The Council also works with the Atlantic States Marine Fisheries Commission (ASMFC) to manage summer flounder, scup, black sea bass, bluefish, and spiny dogfish.

The Council has identified the development of a 5-year strategic plan based on extensive stakeholder input as a priority and will begin development of the strategic plan in 2011. The strategic plan would include goals, objectives, strategies, and action items that would be implemented each year to achieve a stakeholder-driven vision of how marine resources in the Mid-Atlantic region should be managed in the coming years.

Scope of Work

This Statement of Work is for a contractor/consultant to provide the Council with a roadmap to develop a 5-year strategic plan to guide the Council's annual work plan and activities. Specifically, the desired product would detail the series of steps, outreach tools, and budget needed for the Council to successfully develop a meaningful strategic plan. It is anticipated that subsequent specific steps would be executed by Council staff and/or contractors.

The strategic plan would incorporate extensive and meaningful stakeholder input. Specifically, their vision of how marine resources in the Mid-Atlantic should be managed would be a critical component of the strategic plan. As such, a significant portion of the roadmap would identify the process and methods required to successfully engage diverse Council stakeholders and effectively obtain their input. Engagement during the actual planning process would occur throughout the Council's primary management range (North Carolina to New York) but could include additional outreach north and south of this area as necessary.

Location of Work

Most of the document preparation and interaction between the contractor and staff would occur virtually (online, email, telephone). The Consultant would likely meet with staff and Council leadership (in Dover, DE) and with the Visioning Committee (likely in Baltimore, MD).

Schedule

A consultant would be secured in early 2011. The deadline for developing the roadmap would be March 2011.

Special Requirements

The Roadmap would identify specific outreach products, communication tools (e.g., surveys), and meetings (locations and frequency) to capture extensive and meaningful public input. The roadmap would also have to account for an engagement effort that would target a broad representation of stakeholders in the Mid-Atlantic region.

It is important to note that OMB approval of any survey(s) would be required. NOAA possesses expertise in facilitation of OMB approval but the process can still be lengthy and the roadmap should allow sufficient time for survey development, OMB review, and execution.

Staff Support

Council staff would work with the consultant to help design the roadmap and determine where staff or contractors would be utilized to implement the development process.

Qualifications and Evaluation Criteria

The consultant should demonstrate substantial experience in development of strategic plans and strategic visioning projects, as well stakeholder outreach and engagement. Previous work with strategic planning for agencies involved in natural resource management would be desirable. The project will be awarded to the individual or firm that has the qualifications and experience to develop a high-quality and effective document.

Deliverables/ Schedule of Payments

A Roadmap to Successful Execution of a Strategic Planning Process Based on Stakeholder Vision.
Full payment will be on delivery of the document minus any deposit.

Primary Points of Contact

Chris Moore / Jason Didden
Mid-Atlantic Fishery Management Council - Suite 201
800 N. State St
Dover, DE 19901
tel. (302) 674-2331

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Public Information officer (PIO)

The Mid-Atlantic Fishery Management Council seeks candidates for a Public Information Officer position. The right candidate will have experience developing and executing a multi-faceted communications strategy, serving as a spokesperson, and managing a range of communications duties. The ideal candidate will also have exceptional interpersonal and communication skills and a track record of outstanding results that demonstrate their ability to work effectively with a variety of constituents, agencies, and media groups.

The PIO will be responsible for ensuring that all Council activities and accomplishments are communicated effectively to our constituents and partners throughout the Mid-Atlantic region and the nation and will he/she will interact frequently with federal and state agencies, fishing organizations, fishermen, and others. Minimum qualifications include a Bachelor's Degree (Master's Degree preferred) in communications, marketing, or a related field, and 5-years of experience in communications with proficiency in the use of social media and other communication tools to implement both internal and external communications strategies .

Additional information and application instructions can be found on the Council's website at www.mafmc.org. Please contact Chris Moore, Executive Director, at 302-526-5255 or cmoore@mafmc.org if you have any questions.

Guidelines for the Ricks E Savage Award

Eligibility:

A person who has added value to the MAFMC process and management goals through significant scientific, legislative, enforcement or management activities are eligible.

Award

The award will be presented during the December meeting.

Selection Process

1. Written nominations will be solicited and received by the end of September each year by the Executive Committee.
2. Initially, nominations may only be made by Mid-Atlantic Council members.
3. The Executive Committee will select the recipient by consensus.
4. The recipient's identity will remain confidential if possible, until announced during the award presentation.

Other Award Rules

1. Candidates must be nominated each year: no nominations will carry over.
2. Recipients can be reimbursed for travel expenses to receive the award.
3. The recipient will receive a plaque (or plaques). A permanent plaque will be placed at Headquarters.