2010 RECREATIONAL SALTWATER FISHING SUMMIT

CONSENSUS CENTER

Prepared for the National Oceanic and Atmospheric Administration by the FCRC Consensus Center at Florida State University
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CONSENSUS CENTER

The FCRC Consensus Center serves as an independent public resource facilitating consensus solutions and supporting collaborative action. It assists public and private interests in preventing and resolving disputes and building consensus on public policy issues. The Center was created by the Florida legislature in 1987 and placed in its neutral home, Florida State University.
For more information on the Center, go to <http://consensus.fsu.edu>.

TABLE OF CONTENTS

EXECUTIVE SUMMARY

Alexandria, Virginia, was the site of the April 16 and 17, 2010, national Recreational Saltwater Fishing Summit hosted by the National Oceanic and Atmospheric Administration (NOAA). As promised in 2009 by Dr. Jane Lubchenco, Under Secretary of Commerce for Oceans and Atmosphere, the Summit was designed as an important step toward an enhanced relationship between the recreational saltwater fishing community and NOAA.

"We need to develop a long term vision in order to consider the best near term solutions. The time for talk is over. The time to act is now. We are ready to roll up our sleeves and get to work." Dr. Jane Lubchenco (featured below) in her opening comments at the Summit.

More than 170 participants identified and shared their visions of a successful future in 2020, their perceptions of the most urgent challenges facing the recreational saltwater fishing community and NOAA in achieving that success, and potential actions to meet those challenges. NOAA ended the Summit with the commitment to continue the dialogue and exchange of information.

The Recreational Saltwater Fishing Summit provided a constructive forum where participants representing a broad range of perspectives from all six NOAA regions could work side-by-side with NOAA staff to identify concerns and possible solutions.

The Participants

Underscoring the timeliness of the Summit, the participants came from all six NOAA regions and represented a broad range of recreational saltwater fishing perspectives and experiences. They included private anglers, angling and trade associations, charter boat owners and operators, party and headboat owners and operators, tournament organizers, and fishing industry retail and manufacturing businesses. The fishing community participants were joined by representatives of the Regional Fishery Management Councils and Interstate Marine Fisheries Commissions and key regional staff and officials from NOAA.

The Summit Process

Because the Summit was intended to ensure a productive dialogue, NOAA developed the agenda with the recreational saltwater fishing community's input, making sure that there were ample opportunities for careful listening, the exchange of information, and open and honest dialogue. To address the critical question of stakeholder trust, NOAA engaged the FCRC Consensus Center at Florida State University to design the Summit process and facilitate the discussion. As a neutral professional facilitation center with no stake in the outcome, the facilitators worked to ensure that all perspectives were heard and that the discussions were focused and productive.

A pre-Summit survey designed by the facilitation team was used to develop a foundation of shared information and build trust as context for the Summit dialogue. That information highlighted what participants viewed as the desired Summit outcomes, the principles to guide the Summit dialogue, and the four key themes from the participants' vision of success. It also called out the critical challenges facing the recreational saltwater fishing community and a range of proposed actions that could address those challenges.

To achieve the Summit goal of arriving at an improved understanding of the issues and stronger and more open relationships, the agenda was ambitious in scope and designed to ensure that the key challenges, the actions to

address those challenges, and concrete next steps were thoroughly discussed and clearly defined. At the end of the Summit, Dr. Lubchenco complimented the participants on the level of detail and specificity of the Summit's work products and noted that, as a result, NOAA will be able to respond in a correspondingly concise and detailed manner.

The Collective Accomplishments

At the outset of the Summit, participants from the recreational saltwater fishing community and NOAA staff indicated their support for an overarching 2020 vision of success for saltwater recreational fishing. That vision, which was derived from the results of the pre-Summit survey, was expressed through four themes (highlighted to the right). Participants also identified 34 key challenges to achieving the vision and prioritized the most urgent challenges faced by the recreational saltwater fishing community and NOAA in achieving the four vision themes. The most pressing challenges related to the need for building greater trust, enhancing communication, creating more accurate data and responsive management, and implementing solutions to problems with catch shares, access, allocations, quality, abundance, and sustainability. After identifying the most pressing challenges, participants then identified, evaluated, and prioritized the most acceptable among 212 possible actions put forward at the Summit to meet the challenges and achieve the vision of success themes.

Next Steps

The Summit concluded with both the participants and NOAA recognizing and expressing commitment to the need for an ongoing process for continued dialogue and collaboration beyond the Summit. NOAA pledged to continue working closely with the recreational saltwater fishing community and its advisory bodies and regional offices to build an action agenda that addresses the mutual concerns and areas for improvement discussed at the Summit. Recognizing that the success of the Summit will be determined by the strength of its follow-up actions, NOAA committed to providing regular updates on progress and continuing to build stronger relationships with the recreational saltwater fishing community. "Let us build on the good work begun and work together to hammer out a strong future for fishing in our marine waters. Time's a wastin'. Let's get to work," Dr. Lubchenco concluded.

"The Summit is an important beginning of a renewed dialogue between the recreational saltwater fishing community and NOAA. Re-opening that conversation provides the means to begin the process of developing and implementing an action agenda capable of addressing our joint interests." Eric Schwaab (image above), Assistant Administrator for NOAA Fisheries.

OVERARCHING VISION OF SUCCESS THEMES

1. Improved open communication, cooperation, and trusting interaction.
2. Much improved, robust, timely, and accurate data and science on fisheries, habitat, and water quality.
3. Fishery management decisions based on a more complete understanding of the social and economic contributions of both the recreational and commercial saltwater fishing communities.
4. Ensured broad access to the greatest possible range of recreational fishing opportunities.

Recreational Saltwater Fishing Summit 2010: The Participants and the Process

The driving force behind the strong participation at the 2010 Recreational Saltwater Fishing Summit was the desire among all participants to build the level of trust needed to effectively meet today's ocean management and recreational fisheries challenges. The critical components of the Summit's success were the design of the interactive process coupled with participants whose concerns compelled them to come together and contribute to shaping the outcomes.

The Participants and the Need for a Dialogue

The approximately 170 participants (listed in Appendix 1) sent a powerful message about the timeliness and importance of the Summit to strengthening the relationship between the recreational saltwater fishing community and NOAA and addressing the critical issues facing that community.

The Participants: Summit participants came from all six NOAA regions (the Northeast, Southeast, Northwest, Southwest, Alaska, and the Pacific Islands) and included the full spectrum of recreational saltwater fishing community interests as well as NOAA.

Recreational saltwater fishing participants represented the perspectives and experiences of private anglers, angling and trade associations, charter boat owners and operators, party and headboat owners and operators, tournament organizers, and fishing industry retail and manufacturing businesses. Other viewpoints included those of representatives of the Regional Fishery Management Councils, the Interstate Marine Fisheries Commissions, and the Marine Fisheries Advisory Committee Recreational Fisheries Working Group.

More than 40 NOAA officials participated in the Summit, a level of involvement that demonstrated the agency's commitment to developing strong working relationships with the recreational saltwater fishing community. NOAA's commitment was underscored by the participation of the following key NOAA personnel: Dr. Jane Lubchenco, Under Secretary of Commerce for Oceans and Atmosphere and Administrator for NOAA; Andy Winer, Director of External Affairs; Eric Schwaab, Assistant Administrator for Fisheries; Russ Dunn, Fisheries National Policy Advisor for Recreational Fisheries; Gordon Colvin, Acting Senior Policy Advisor for Recreational

HOPES FOR THE SUMMIT: IN THE WORDS OF THE PARTICIPANTS

At the beginning and end of the Summit, participants from the recreational saltwater fishing community were asked to offer their thoughts on how NOAA could build trust. The following highlights a sampling of their comments.

"We want NOAA to be a fair broker, which means recognizing that the recreational saltwater sector is diverse, scattered, not as well organized as the commercial sector, and not getting the help and support from scientists and managers."

"NOAA needs to keep the communication going at all levels, at all times."

"To develop the needed trust and relationship, NOAA needs to recognize the importance of recreational saltwater fishing. It also needs to follow through. The proof will be in the pudding."

"NOAA needs to show that it understands the economic and societal benefits of recreational saltwater fishing."

"We feel that the process is closed and that the average angler does not have access, can't make a contribution, and won't be heard. We hope that view will change as a result the Summit."

"The opportunity to hear from and understand different perspectives provides a good unifying bond."

"The Summit resulted in some bridges and an understanding of the recreational saltwater fishing community. Specific actions are now needed for the Summit to be a success."

"The recreational saltwater fishing community needs to stay involved."

Fisheries; and Forbes Darby, National Recreational Fisheries Coordinator, as well as many of the National Marine Fisheries Service Recreational Fisheries Coordinators who have been charged to reach out and work with the recreational fishing community.

The Need for a Dialogue: The shared concerns that brought the Summit participants together are articulated in the summary of the pre-Summit survey (Appendix 2). The online survey was designed to provide a body of shared information on which to ground the Summit discussions. Concerns raised by survey respondents included the need to develop a more positive relationship and build greater trust between NOAA and the recreational saltwater fishing community. Respondents also sought to address such timely issues as the need for more responsive management, greater communication, better data and scientific research, and solutions to problems related to allocation and catch shares, access and closures, and catch abundance and quality. Finally, there was a widespread belief that the recreational saltwater fishing community's representation needs to be increased within NOAA and the Regional Fishery Management Councils.

Over half of the Summit participants responded to the survey, representing anglers, associations, managers, and scientists from all six NOAA regions. Their comments related to the following topics.

The Desired Summit Outcomes – Survey participants were asked to define what, from their perspective, would be a successful outcome from the Summit. Summarized in the box to the right, the outcomes were used to help define the Summit objectives and structure and focus the presentations and table round sessions.

Looking Back: Events, People, and Milestones – Recognizing that the values, techniques, and practices of recreational saltwater fishing have evolved over the sport's long and rich history, survey participants were asked to look back at the factors that have influenced saltwater fishing. For each region, the look-back included important legislative and administrative actions, technological advances in gear, social changes like the emergence of the conservation movement and catch and release fishing, and people and leaders who have made a difference. Participants had the opportunity to add ideas to this list during the Summit. The complete "Looking Back" list is contained in Appendix 3.

"We came to sit down and talk about some of the toughest environmental problems and create a foundation for moving forward together in order to find solutions to those problems." A Summit participant

SAMPLING OF DESIRED SUMMIT OUTCOMES

In a pre-Summit survey, respondents identified their desired Summit outcomes. Responses centered around ten main areas – the need to:

- See NOAA demonstrate its commitment to a continuing dialogue.
- Identify regional issues of concern.
- Develop a shared understanding of the important contributions that the recreational saltwater fishing community provides to all levels of the economy.
- Build on what is important to both recreational anglers and fishery managers.
- Provide a permanent funding source to improve the data on recreational fishing.
- Design a straightforward outreach program.
- Recognize that the recreational saltwater fishing community is unique.
- Recognize the important social and economic contributions made by recreational saltwater fishing.
- Identify regional concerns, areas of agreement, and bridges to areas where there is not yet agreement.
- Achieve balanced representation of the recreational saltwater fishing community on federal councils and, where appropriate, increased allocations for the recreational saltwater fishing community.

Looking Around: Tailwinds, Headwinds, and Trends – Participants were asked to look at the various factors influencing recreational saltwater fishing. The positive supporting factors were called tailwinds, while headwinds indicated challenging and constraining factors.

Looking Ahead: Visions of Success – Survey participants were asked to think of recreational saltwater fishing in the year 2020 and describe what an undesirable future (a picture of failure) and a desirable future (a vision of success) would look like. The vision of success was characterized by four important overarching vision themes, described in this report under the heading, Bringing It All Together: Participants' Visions of Success.

Most Important Challenges Facing Recreational Saltwater Fishing – Survey participants were asked to identify what they believed were the three greatest challenges facing the recreational saltwater fishing community. The top issues that emerged, along with the responses to a question about how NOAA could better address the issues facing the saltwater fishing community, provided the starting point for the Summit discussion.

To provide both a national snapshot and an understanding of regional distinctions, the survey summary displayed the results in both an overview format and sorted by the six NOAA regions. It was designed by the FCRC Consensus Center, the Summit facilitator, and funded through a contract with the Atlantic States Marine Fisheries Commission. The full results of the survey can be viewed at (<http://consensus.fsu.edu/Saltwater-Recreational-Fishing/survey_results.html>).

The Summit Process

In order to achieve the desired outcomes called for in the pre-Summit survey responses and the related set of objectives (highlighted on the prior page), the Summit process was designed to facilitate an open dialogue and develop stronger working relationships between the recreational saltwater fishing community and NOAA. As illustrated below, the Summit structure, professional facilitation, and guiding principles were important to achieving successful outcomes.

The Summit Structure: The Summit agenda (Appendix 4) focused on establishing a shared body of knowledge and encouraging group discussion and the free flow of ideas. To create a base of shared knowledge, day one included an opening review of Summit objectives and a snapshot of the current landscape of recreational saltwater fishing in the U.S. Subsequent presentations highlighted the overall and region-specific issues facing recreational saltwater fishing and examples of successful efforts to address problems. Participants were also given individual response forms on which to list their lessons learned from the Summit presentations and/or their own experiences.

To encourage discussion of specific topical issues, participants divided into 15 table round groupings on both days of the Summit. The composition of each group was intended to provide a balance of perspectives and geographic distribution. Participants were asked to start with an open mind, listen carefully to all perspectives, focus on the issues, and participate in the discussions.

PICTURING THE SUMMIT: THE ORDER OF DISCUSSION

Day One
Setting the Summit context: welcome and introductions

Informational presentations:

- The landscape of recreational saltwater fishing in the U.S.
- Key challenges facing recreational saltwater fishing today
- Regional perspectives on key challenges
- Learning from successful efforts

Table round participant interactive discussions of vision of success themes, key challenges, and potential recommended actions

Day Two
Table round participant interactive review, discussion, and ranking of key challenges

Table round participant interactive discussions of potential future actions and individual rankings of the actions

Stakeholder and NOAA panel thoughts on next steps and accountability

Wrap-up and concluding observations

On day one, each table round was assigned one of the four vision themes identified in the pre-Summit survey responses. For their respective theme, participants discussed and individually characterized the most urgent challenges to be addressed in order to make that vision theme a reality. They also developed a set of potential future actions to address each challenge. On day two, the table round participants ranked the most urgent challenges and the acceptability of potential future actions for each of the four vision themes. They also discussed next steps and accountability.

To gauge the acceptability of action ideas, facilitators asked participants to individually rate ideas, using a scale of 4 = acceptable, I agree; 3 = acceptable, I agree with minor reservations; 2 = not acceptable unless major reservations are addressed; and 1 = not acceptable.

Participants in the Summit table round groups (shown above with the look-back banner in the background) used a set of 10 principles to guide their discussion and encourage respectful listening and the free flow of information.

Summit Facilitators: To ensure that all voices were heard and all views were respected and considered as part of a productive dialogue, NOAA turned to the FCRC Consensus Center to help plan and facilitate the Summit. The Center developed the pre-Summit survey, incorporated the responses into the agenda design, and prepared the Summit report. The Center is an independent organization that specializes in facilitating initiatives designed to build consensus and implement collaborative solutions. It is based in Florida at Florida State University in Tallahassee and the University of Central Florida in Orlando.

The Principles to Guide the Discussion: Respondents to the pre-Summit survey identified 10 principles to guide the Summit discussion. The principles (set forth in Appendix 5) received a high level of support from Summit participants. Key words from the principles highlighted the respondents' hopes for the Summit. They called attention to the importance of having an open mind, a willingness to listen and learn from a diversity of views and interests, a sense of shared responsibility and vision of success, and an understanding of the differences among the NOAA regions. Also highlighted were the desire to build on the recreational saltwater fishing community's assets and strengths, to support joint efforts, and to develop common ground and trust among all interests.

INFORMATION EXCHANGE: INSIGHTS, ISSUES, AND LESSONS LEARNED

Consistent with the core Summit objective to understand the important issues facing the recreational saltwater fishing community, the first four panels focused on establishing a base of shared information:

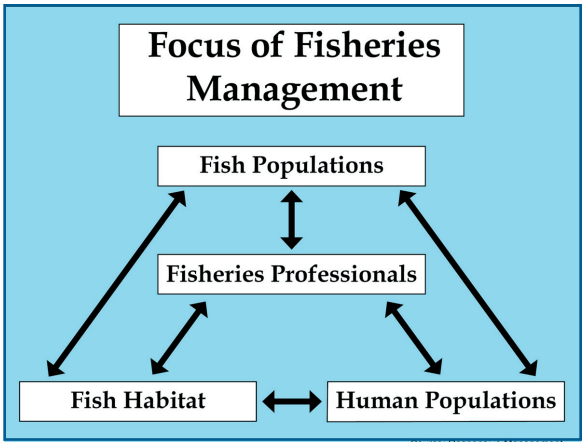
- The current human and economic landscape of recreational saltwater fishing in the U.S.
- The big picture key challenges facing recreational saltwater fishing today
- The regional perspective on the hot issues
- Lessons from successful recreational saltwater fishing initiatives

Eric Schwaab opened the Summit by emphasizing the importance of a shared understanding of the issues: "We have to parse the issues one at a time. Each is too important not to. By taking the time to parse the issues through frank and respectful discussions, we can identify the root causes and attack them from a systems approach and through meaningful actions."

To enhance opportunities for information exchange, each of the three panels was followed by time for questions and observations from Summit participants. Participants could also submit written comments throughout the Summit using participant comment forms included in the agenda packet. Those comments are contained in Appendix 10, Summit Comment Form.

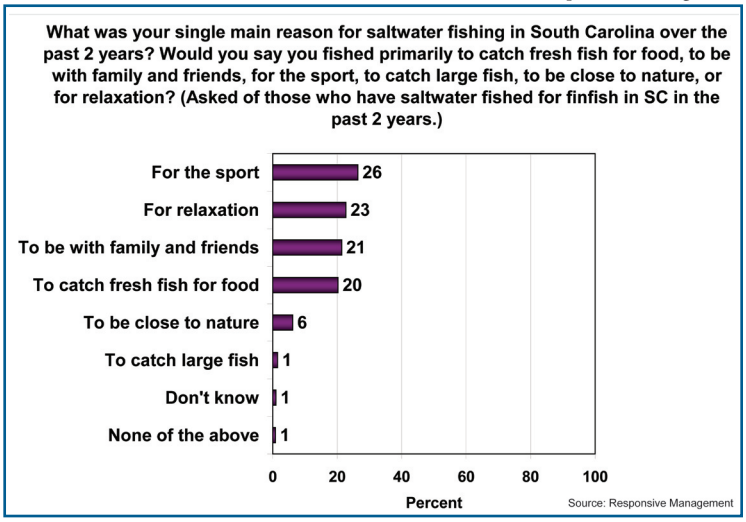
Insights into the U.S. Landscape of Recreational Saltwater Fishing

Two presentations on the human dimensions and economics of recreational saltwater fishing provided the backdrop for Summit dialogue. Together, they presented a snapshot of recreational saltwater fishing today. On the human side, for example, they pointed out the increase in the number of U.S. residents who live in coastal areas. On the economic side they highlighted the significant contribution made by the recreational saltwater fishing community to the national, state, and local economies.



Source: Responsive Management

The Human Dimensions (Andrea Criscione, Responsive Management): The human population, Criscione began, is one of three elements of fishery management. Illustrated in the image to the right, the other two are fish habitat and fish populations. The human population is the focus of Responsive Management's research to help natural resource and outdoor recreation agencies and organizations better understand the opinions and attitudes of the public and their constituents and clients.



On the terrestrial side, agencies have been conducting human dimensions research for freshwater

fishing for 20 years. Much more limited human dimensions research has been conducted on marine recreational fisheries. However, those limited results indicate that marine fisheries exhibit different human dimensions characteristics than freshwater fisheries and that there may be important differences from region to region. That research approaches the understanding of the human population impacts and contributions in a scientific manner, just as managers use a scientific process to manage fish populations and habitat.

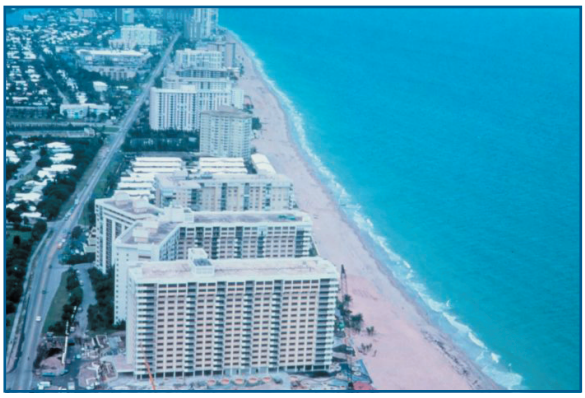
One area of research involves obtaining a better scientific understanding of anglers. For example, as depicted on the prior page, research in South Carolina revealed that sport and relaxation were the top two reasons for saltwater fishing in that state over a two-year period included in the study. Similar human dimensions research could be conducted in other parts of the country to understand saltwater anglers' behaviors, motivations, and opinions in those areas.

Human dimensions research can also be used to better understand human element issues important to U.S. recreational saltwater fishing. For example, between 1950 and 2005, the U.S. coastal population more than doubled, increasing by 106 percent. Today, approximately one half of the U.S. population lives in coastal areas, and projections show that the coastal population will increase from 155 million in 2005 to 165 million by 2015.

Economics of Recreational Saltwater Fishing (Brad Gentner, Gentner Consulting Group): Gentner's comments on the current economics of recreational saltwater fishing focused on two areas:

- Economic impact, which looks at how spending moves through an economy and supports other economic activities and jobs and the benefits that accrue to recreational fishermen and recreational fishing businesses measured in terms of money.
- Economic value for use in allocation decisions that should be made using valuation or, even better, the market.

Summit participants learned that recreational fishing is a huge economic engine. For those fisheries that include both commercial and recreational uses, the recreational sector generates considerably more jobs, income, and sales than the commercial sector. Private boaters are creating the economic edge for the recreational sector. They generate 42.3% of all trip expenditures, which includes $1.1 billion for boat and auto fuel, $526.7 million for food and beverages, and $202.2 million for lodging. In the area of durable goods, they spend $9.3 billion for boats and accessories, $7.0 billion for vehicles, $5.4 billion on homes, and $3.8 billion for tackle.



RECREATIONAL VS. COMMERCIAL IMPACTS (2006)

Recreational Impacts:

- $82.2 billion sales
- $24.0 billion income
- 533,813 jobs

Commercial Impacts:

- $102.5 billion sales
- $44.3 billion income
- 1.1 million jobs

(Includes imports, industrial fisheries, and retail trade)

As illustrated above, the majority of economic impact is retail – 58 percent of sales and 75 percent of employment. Upwards of 80 percent of those impacts are due to imported seafood. Illustrated below, without the recreational component (shellfish, crab, lobster, menhaden, AK pollock, sablefish, scallops and shrimp) the commercial sector in the same fisheries is well below the recreational sector.

COMMERCIAL IMPACTS IN MIXED FISHERIES (2006)

- Sales = $1.3 billion (16% of recreational impact)
- Income = $0.56 billion
- Jobs = 19,084 (3.5% of recreational impact)

Recreational values, Gentner further noted, are also higher than commercial in all of the fisheries for which comparative values have been examined, including striped bass, summer flounder, red snapper, and grouper. For example, he cited one recent study in which private angler value alone was found to dwarf commercial value for red snapper and other reef fish. In addition, the recreational fishery (for-hire and private) value was found to be higher than all commercial activities for shrimp and reef fish: recreational fishery worth, $9.9 billion, and commercial shrimp plus reef fish worth, $1.9 billion.

Although recreational fishing is a huge economic engine and provides higher values than commercial fishing, the Regional Fishery Management Councils are not examining allocation changes in an appropriate way, Gentner concluded. They must allow the recreational sector to participate and should set allocations fairly, including changing allocation before catch share implementation or allowing the recreational sector to buy quota shares, he continued. When markets exist, allocation is determined by the market. When markets do not exist, allocation must be set by a political process. Catch shares have the potential to allow allocations to change without intervention by the councils; however, the recreational sector must be allowed to participate.

The Key Challenges Facing Recreational Saltwater Fishing Today

The presentations relating to the landscape of U.S. recreational saltwater fishing were followed by a series of presentations from members of that community on the key challenges they are facing. The challenges corresponded to those identified by participants in the pre-Summit survey. Examples included such big picture topics as the need for management and regulations that are designed to ensure greater and more equitable access for the recreational saltwater fishing community; changes in catch shares and allocations policies; and more precise, timely, and credible data developed collaboratively by scientists and the recreational saltwater fishing community.

Threaded through these topics was the repeated call for NOAA to recognize and be responsive to the recreational saltwater fishing community's contribution to the economy and to maintaining healthy fisheries as stewards. It is critical that the NOAA address the challenges facing the community and be prepared to tackle new issues when they arise. As one panelist observed, "The problems facing the recreational saltwater fishing community need fixing. Do not let any grass grow under your feet."

Bill Shedd (President, AFTCO Manufacturing): "Healthy marine resources and public access to those resources are critical for both practical and emotional reasons," Shedd began his comments. The problem, Shedd noted, is that closed areas typically target the best habitat locations, which is where the fish are and where the fisherman who catch them need to be. Even if 95 percent of a given area is left open, if the five percent that is closed contains the good habitat, fishing success can be reduced by 50, 60, 70 percent or more. "If you don't understand fish and fishing, then five percent closed is no big deal. If you are an angler you understand that it can mean the difference between success and failure," Shedd observed.

> *"The vast majority of anglers are not against closures. What we are against is closures put in place without proper data to support them and without considering the resource, personal, and socio-economic consequences. The ocean is a public resource and the fishing public deserves to receive the highest priority for its future use."* Bill Shedd

Angler access, Shedd noted, is important for several reasons:

- When anglers have access to the resource, they provide needed data and money that helps fund fishery resource management. The question is what groups will provide the data and the funds provided by anglers if an unintended consequence of restricting access causes them to stop fishing and buying fishing tackle and licenses? In 2009, anglers contributed over $604 million for fishing license fees and an additional $700-plus million in excise taxes on fishing tackle and motor boat fuels. Over the last half century, anglers have contributed over $30 billion to fishery resource management.

- The 13 million saltwater anglers in the U.S. generate 533,000 jobs and contribute $82.2 billion to the nation's economy. They do that by taking only three percent of the U.S. harvest while the commercial sector takes the other 97 percent and provides fewer jobs. NOAA needs to follow the lead of the Department of the Interior by recognizing the recreational contribution and giving saltwater anglers access priority in ocean management policy. Angler access has personal and emotional implications. Fishing and the fishing experience are typically passed down from one generation to the next. "Everybody in this room who fishes can think not only of the moment, but can picture the exact spot where you had a memorable fishing experience with a family member or friend. Someone who says that it is no big deal to fish someplace else does not understand fishing."

South Atlantic Fishery Management Council (Duane Harris): The data used to manage marine recreational fisheries are insufficient and out of sync with management. In the South Atlantic, fisheries management suffers from a chronic, yet well-documented lack of basic data that:

- Hampers scientists' abilities to evaluate exploited populations.
- Limits managers' abilities to develop and ensure accountability with management measures.
- Adds uncertainty at all levels of scientific and management processes.

The data, even though insufficient, are all the Regional Fishery Management Councils have on which to base decisions. For example, the councils, by and large, have not adjusted allocation formulas even though recent stock assessments have shown that the traditional management of recreationally important species primarily through bag limits and minimum size or slot-size limits is no longer working. The increased numbers of anglers and relatively inexpensive navigation equipment and fishing gear mean traditional management measures are insufficient to end overfishing. For those species typically caught in deeper waters, release mortality is so high that traditional management measures simply do not work.

A SAMPLING OF DATA SOLUTIONS

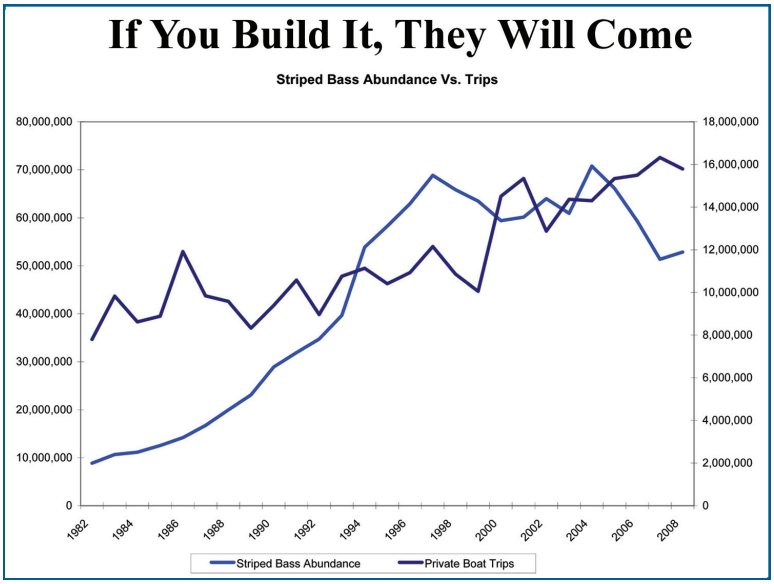
We need a program that provides:

1. More precise and highly reliable estimates of catch.
2. Catch estimates that the public can believe in.
3. More timely data (quicker than the current four-month turnaround just for preliminary data).
4. Independent fisheries monitoring that is accepted by both scientists and fishers, which means bridging the gap between the scientists who do the scientific sampling and people who fish to catch fish. Involving the recreational saltwater fishing community in an independent monitoring program is one way to bridge that gap.
5. Adequate biological sampling including size and age data.

"The data gaps around the country need to be identified and filled in," Harris concluded. "Until decisions are made on better, more credible data, frustrations will continue to grow. For NOAA, that will mean committing more fiscal and personnel resources or reorganizing the agency or both."

Dick Brame (Coastal Conservation Association): In his presentation on the reauthorization of the Magnuson-Stevens Fishery Conservation and Management Act (MSA), Brame led with the point that anglers should be managed in a different way than in the past. Using the same tools and priorities to manage commercial and recreational species is not working. At present, managers use the weakest information (pounds) as the critical yardstick for determining recreational performance with regard to annual catch limits and accountability measures. Another weakness is the practice of employing sampling data from another fishery to determine annual catch limits in pounds for a particular fishery. "The use of the weakest data for determining annual catch limits is like one party electing a president by a poll and the other party by an election," Brame observed. And because the data are uncertain, catch limits are set low, which hurts recreational saltwater fishing.

Commercial fishing can be managed for yield, but recreational fishing should be managed for abundance and age structure. A potential solution would be to change the historical ways that all fisheries are managed, which is for maximum yield. The priorities for each species should be determined (abundance for recreational and yield for some commercial, for example). Fishing mortality and targets, which can be measured in numbers, are also key factors in any management plans and should be used as a recreational control factor.



"Increased access raises the economic value of recreational fishing to the nation. With more access, more trips occur and more money for recreational fishing is spent," Dick Brame noted. *"It's not unlike the expression, 'build it and they will come.'"*

Ray Bogan (Recreational Fishing Alliance): "In answering the question, 'Is fisheries management working,' that depends on who you ask and how you measure success," Bogan began. "For some of us, answering that question includes both rebuilding stocks and providing reasonable fishing access to those stocks. To date, fishery management has not done a good job of providing for both. Some of us feel strongly that this is a failure of fisheries management policy. Without reasonable access, including reasonable seasons, bag limits and size limits, fisheries policy fails," Bogan continued.

"Fisheries need to be managed not only for increased stock size, but also for reasonable access to that stock by fishermen." Ray Bogan

As a result of not doing a good job of providing for access and rebuilding, recreational fisheries have lost. Although anglers have carried a substantial burden in rebuilding important recreational fisheries on the premise that those sacrifices will result in benefits once stocks are rebuilt, they now face some of the most restrictive regulations in the summer flounder, red snapper, black sea bass, snapper/grouper, and many other important fisheries. Those restrictions need to be viewed within the reality that most recreational fisheries are in far better shape now than 10 years ago. At present, 84 percent of stocks or stock complexes are not subject to overfishing, and 77 percent are not overfished.

In conclusion, Bogan noted, a big part of the solution to our fisheries management crisis is to inject greater flexibility into the MSA's mandate for rebuilding fish stocks in an arbitrarily established time frame. He also pointed to the need to redefine optimum yield, which has used social and economic criteria to reduce, not increase, fishing opportunities. As such, the social and economic importance of the recreational community becomes a negative criterion. For optimum yield to work, rebuilding schedules and schedules to end statutorily defined overfishing need to be brought more into balance with the social and economic factors associated with the recreational fishing community, explained Bogan. The importance of fishing for food by recreational fishermen needs to be included in determining the value of recreational fishing.

Jim Martin (Conservation Director, The Berkley Conservation Institute, the conservation division of Pure Fishing): Martin's observations focused on a future issue – NOAA's draft catch share policies. "The implications of those policies," he observed, "are seriously understated and underestimated." Although commercial fisheries are often better managed under a catch share program, Martin noted, it is not working for recreational fisheries. "The treatment in current draft policies is completely inadequate. If left as it is, we feel that catch shares should only be applied to fisheries that are essentially completely commercial now."

Martin continued his comments by noting the major potential unintended implications of catch policies for:

- Recreational fisheries that share a common resource with a commercial fishery. Where that exists, the policy should be clear that catch shares are supposed to be guidance for allocation between commercial fishing businesses and not to impact the recreational fishery portion of shared fisheries. It should also be clear that the system is not intended to lock in allocations for recreational fisheries based on historical patterns; rather, allocations should be systematically monitored and tied to social and economic benefits.
- Recreational fisheries in areas where there is a localized depletion of the resource in near-port geographic locations. Our concern is that the policies will incentivize commercial fishermen to fish closer to port which will further increase competition for resources located close to port – resources upon which the local recreational fishery is completely dependent. We recommend that this issue be identified in the NOAA policy document and that potential solutions, including zoning fishing grounds near port for the exclusive use of recreational fisheries, be explored as an option for Regional Fishery Management Councils to consider when solving this problem.

> *"The current system freezes allocations and is not responsive to a changing world where the demand for recreational fishing is increasing as the population grows and as more people seek the social and economic benefits of recreational fishing."* Jim Martin

"If these problems are not addressed proactively now at the planning stages, conflict with recreational fishery interests will be intensified to the detriment of the economy and the resource, and recreational fishermen will continue to strongly resist the establishment of catch shares fishing strategies," Martin concluded.

Regional Perspective on the Timely Hot Challenges

The issues faced by the regions underscored some common themes that, in turn, reinforced the key challenges identified through the pre-Summit survey responses and in the presentations on key challenges. Those issues included concerns about data and scientific research, allocations and catch shares, access and closures, and resource abundance and sustainability.

Rip Cunningham (New England Fishery Management Council): The New England region is concerned about several issues that are important to the recreational saltwater fishing community:

- The status of the striped bass and tuna populations. Although the striped bass is not federally managed, it is of great importance to the recreational industry and community as catches over the last three years have been highly variable and are trending downward. Declining small bluefin tuna population trends are also of concern as those fisheries have generated very active participation in the last few years.

Shown above, Summit participants heard an examination of hot regional issues from a panel of regional representatives of the recreational saltwater fishing community. They also learned from a panel that provided an overview of key challenges.

- The implementation of a Groundfish Management Plan amendment (A16) that will result in, for the first time in New England, an allocation of fish (34 percent of the Gulf of Maine cod catch and 28 percent of haddock catch) for recreational users. Implementation of the amendment, which may be challenged in court specifically on the allocations to recreational users, raises several concerns. One is how potential future differences in the Marine Recreational Fisheries Statistics Survey (MRFSS) data used as the basis for the A16 allocations and catch data developed under the Marine Recreational Information Program (MRIP) will be reconciled. The inclusion of annual catch limits and accountability measures in the amendment lead to the concern that, for the first time, anglers in New England will be impacted by federal hard quotas.
- Charter boat industry discussions during the A16 amendment process about the possibility of establishing a limited entry program for the Gulf of Maine that could eventually include an allocation and catch share program for the charter boat user group. A control date was set in 2006, and the New England Fishery Management Council is being asked to reconfirm it. Then the council will likely be requested to add a limited entry plan change to its priority list.

> *"The New England recreational saltwater fishing community is concerned about declining fish populations and the uncertainties created by the Groundfish Management Plan Amendment 16 that will result in first time allocations for recreational users."* Rip Cunningham

Bruce Freeman (Jersey Coast Anglers Association): The focus of Freeman's comments was the mid-Atlantic region that stretches 500 miles from the eastern tip of Long Island, New York, to Cape Hatteras, North Carolina. That coastal area sees 5 million anglers every year. Hot regional issues include concerns about the following:

> *"A suspicion and distrust of government-supplied data are the prevailing view."* Bruce Freeman

- The accuracy of the Marine Recreational Fisheries Statistics Survey (MRFSS), with the result that data are viewed with a lot of skepticism. Especially troubling is the limited sample size of anglers being interviewed.
- The lack of a federal policy for artificial reefs. Although taxes paid by anglers help pay for the reefs, the commercial fish pots placed on and around the reefs prevent anglers from fishing there by eliminating their ability to drift their baits.
- The constant changes in the length of season, minimum size limit, and bag limit are increasingly frustrating anglers. That is especially true of party and charter boat owners who find it impossible to plan their upcoming season. Some operations have failed because of the rapid and untimely changes.
- The need for more documented social and economic studies and for management decisions based on those studies. That is not occurring, even though MSA requires that the data be taken into consideration.
- The federal mandate that each and every fish species reach and be maintained at its maximum sustainable level all at the same time. Studies of historic data going as far back as the late 1700s show that not all species are abundant at the same time, which raises questions about the feasibility of the requirement.

Michael Kennedy (Coastal Conservation Association): There are a number of critical issues facing the recreational saltwater fishing community in the South Atlantic region.

- The big issue is the interim rule that prohibits the taking of red snapper. That and bottom closures included in Amendment 17A to address regulatory mortality issues will have huge economic impacts for the four South Atlantic states. Kennedy also expressed a concern for transferred effort. "If the bottom fisheries are closed, where will the fishers go?" he asked.
- The closures call attention to a second hot issue. Decisions regarding catch share are based on data that do not correlate to anglers' experience and do not include socio-economic contributions and impacts. Independent, consistent data are needed that create confidence.

- A third issue has to do with the need to understand the impacts of catch share policies on the recreational saltwater fishing community. To do this it is important to take a rear view mirror look at the impacts of already applied catch policies on the recreational saltwater fishing community. That look-back will demonstrate how negatively recreational fishing has been impacted.

> *"The interim rule limiting access to red snapper is our 800 pound gorilla in the room. It and Amendment 17A are the subject of every meeting, conversation, and tackle shop."* Michael Kennedy

- A fourth issue is enforcement. Although anglers are the best enforcers, it is hard for some to be proactive when they consider the data upon which decisions are based to be questionable. NOAA needs to strengthen the Joint Enforcement Agreements with the South Atlantic states and acknowledge that the recent inquiry by the Inspector General has resulted in unwarranted criticism of its rank-and-file investigators and enforcement counsel.

Ed Sapp (Gulf of Mexico Fishery Management Council): At the time of the April NOAA Summit, the Gulf of Mexico recreational saltwater fishing community was dealing with three hot button issues:

> *"Although we are seeing a growth in the Gulf red snapper population (a management success), the recreational saltwater fishing community is facing the shortest season they have ever had."* Ed Sapp

- A recent announcement to reduce the length of the red snapper season. Although stock assessments show that the red snapper population is increasing, their greater availability and re-occupation of historical grounds have resulted in more people fishing for easier to catch fish. As a result, the National Marine Fisheries Service (NMFS) shortened the red snapper fishing season from 74 to 53 days, the shortest season in history.
- A recent gag grouper stock assessment that will require the Gulf of Mexico Fishery Management Council to decrease the gag grouper harvest by 70 percent. The council has made no decisions about how that reduction will occur. Options could include lower bag limits, shorter seasons, and closing areas, any of which would have drastic impacts on recreational fishermen who fish for gag groupers.
- Sector separation. At the request of a small number of charter boat operators, the Gulf Council is considering the suggestion that it split the recreation sector in two: one sector for private recreational fishermen and the other for for-hire recreational boats. The perceived benefit to charter (for-hire) boat operators is that they would be allowed to fish their allocated quotas throughout the year instead of being bound by the seasons imposed on the rest of the recreational anglers.

Lee Blankenship (Northwest Marine Technology): In the Pacific Northwest, the recreational saltwater fishing community has concerns about catch shares and marine protected areas. "Using incorrect catch shares and marine protected areas can have a huge detrimental impact on the recreational saltwater fishing community," Blankenship stressed. Some of the most controversial issues for the Pacific Northwest region are related to salmon fisheries – the region's big gorilla in the room.

> *"We are looking for NOAA and National Marine Fisheries Services leadership in helping us through this paradigm shift on how we harvest salmon."* Lee Blankenship

Over 70 percent of the region's salmon catch comes from hatcheries. However, those salmon are now mixing with wild salmon populations that are listed under the Endangered Species Act (ESA). Because of the ESA listing, fisheries are restricted even though there are abundant hatchery populations. The solution is to greatly increase selective fisheries where sport and commercial fishers use gear that enables the release of the ESA-listed fish back to the wild and the retention of the abundant hatchery fish, Blankenship concluded. Doing that means a fishery management paradigm shift that will require strong NOAA leadership and support.

Donna Kalez (Dana Wharf Sportfishing): The Southern California recreational saltwater community is facing three big issues that include:

- California's Marine Life Protection Act (MLPA) that requires establishing Marine Protection Areas (MPA). "Anglers," Kalez noted, "are scared of the MLPA and what it means for sports fishing." It will have a huge economic impact on the entire fishery, both private and party boat owners as well as local economies, Kalez noted. One impact is that recreational saltwater fishing is an activity that cannot relocate (move inland, for example).
- The importance of using youth fishing programs to bring along the next generation of fishermen and women and teaching them how to be good stewards of the sea so that there will be plenty of fish for future generations. Bringing along the next generation, Kalez stressed, will become more and more difficult because of increasingly limited access due to MPAs. Doing a better job of telling the public about the importance of practicing catch and release also needs to happen.
- Addressing the problems caused by an over population of sea lions – the perfect poacher that eats massive amounts of fish daily. They do not have to follow size or bag limits and closure laws.

> *"NOAA needs to take a larger role in the process of adapting Marine Life Protection Areas to avoid, in the end, hurting the very environment that it wants to protect."* Donna Kalez

Ricky Gease (Kenai River Sportfishing Association): "In Alaska," Gease began, "fishing is a big economic engine when given the opportunity and allocations to function fully." Historically, however, commercial fishing interests have dominated the political and regulatory process, meaning that:

- The recreational fishing community is not proportionally represented on the North Pacific Fisheries Management Council and has no voice in the federal regulatory process.
- There is no acknowledgement that the strategies and goals of commercial and recreational fisheries management may be fundamentally different.
- Allocation decisions are commercially driven and superimposed upon the recreational sector, regardless of the fit.
- Sound financial analysis and comprehensive data on the value of fishery resources for each sector are needed and should have greater weight in fisheries management.

> *"The allocation and catch share 'solution' for halibut will have a devastating impact on saltwater sportfishing and the coastal communities where we live and work. That outcome gets a grade of F."* Ricky Gease

Gease suggested a number of possible federal fisheries management solutions, including:

- Delegate halibut management to the state of Alaska as is done with salmon management. The state does a better job in allocating fairly between the commercial and recreational uses of fishery resources;
- Getting the NMFS socio-economic staff out of the office and into the field in order to build trust and relationships with both the commercial and recreational sectors and understand the complex dynamics of those fisheries;
- Build on the understanding that the "public" portion of public resources in fisheries management can generate as much or more economic return per unit than privatized commercial seafood utilization alone;
- Develop a stocks and bonds portfolio understanding of commercial and recreational fishing economic values; and
- Ensure that there are measurements and accountability for every single fish in both the commercial and recreational sectors and mandate full accountability for every commercial catch and use whether the fish are dead or alive.

Craig Severance (University of Hawaii, Hilo): According to Severance, "The Western Pacific region is very different from the mainland (we live on islands surrounded by oceans). Access to fishing opportunities and to fish for eating and widespread sharing is central to our culture and cultural values, ceremonies, and events."

Because the giving and sharing allows recreationally caught fish to flow through communities and contribute to their solidarity and health, the line is blurred between truly recreational and truly commercial fishermen. There are true subsistence fishermen (they eat what they catch), especially among the indigenous peoples. Hawaii's Constitution grants free access and prohibits licensing of recreational and subsistence fishermen.

> *"NOAA needs to give our fishermen a voice in choosing management tools that do not have unintended consequences on the patterns of fishing and the giving and sharing that are so central to our fishing communities and their way of life."* Craig Severance

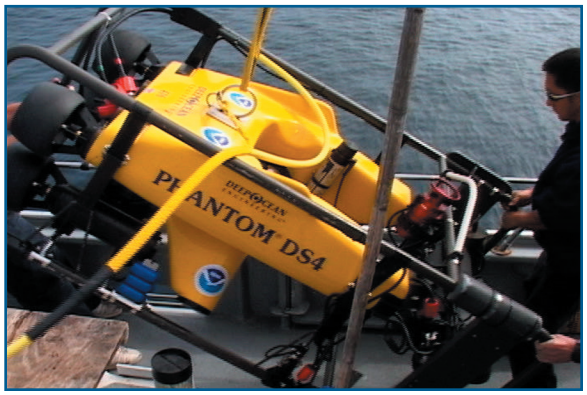
Other issues of concern include:

- The need for help in developing better recreational fishery data. Although the data from the MRFSS and MRIP are instructive, Severance noted, the statistical estimations of trips and catch by species vary tremendously year by year and do not correlate well with local experience.
- Inadequate consultation regarding access to the new national marine monuments and about the potential impacts of Annual Catch Limits requirements on what have traditionally been open access fisheries (the focus of council outreach and education before new management strategies are proposed). "Many of our fishermen would rather share more widely than narrowly," Severance concluded.

Learning from Successful Initiatives

To learn more about successful initiatives across the country, Summit participants heard presentations about four examples related to cooperative research, habitat conservation, and collaborative stewardship that are summarized below. The more detailed presentations can be viewed at (<http://consensus.fsu.edu/Saltwater-Recreational-Fishing/presentations.html>).

Ken Franke (Sportfishing Association of California): Franke described how researchers and anglers are cooperatively developing and using an optically-assisted acoustic survey technique to assess rockfish stocks in Southern California. Modeling the approach Dr. Lubchenco cited in her opening comments as progressive partnering, the anglers modified their boats to use the acoustic equipment/remotely operated submarine and worked with scientists to document the locations of the rockfish habitat. The initiative provided a win-win. The fishing community provided what was in essence hundreds of years of on-the-water experience identifying habitat areas. In turn, the NOAA scientists introduced new technology to provide a non-invasive method for counting volumes of fish. The ultimate goal will be the certification through peer review of a new process to quantify ground fish stocks without harming a single fish. Another win was data that were trusted and viewed as accurate and credible because they were developed with the participation of both the fishing community and scientists.



In Southern California (image above), the fishing community and researchers worked together to develop an acoustic process for use on fishing boats to document rockfish habitat.

Craig Severance (University of Hawaii, Hilo): The Hawaii Barbless Circle Hook Project was started in 2004 by Kurt Kawamoto from NOAA's Pacific Islands Fisheries Science Center to reduce the likelihood of interactions between shoreline fishermen and protected species. Fishermen were enlisted to compare catch/loss rates with barbless and barbed circle hooks. They shared the results with the fishing community through clubs and tournaments. The project now distributes approximately 20,000 hooks annually. The Annual Tokunaga Ulua Challenge, the largest shoreline fishing tournament in the state, awards significant prizes in the Barbless Circle Hook category. Participation in that category continues to grow because of the joint outreach and educational efforts by Mike Tokunaga, a strong supporter of the barbless hook project and NOAA.

The Hawaii Barbless Circle Hook Project involved fishermen in testing catch/loss rates and carrying the message to others.

The Barbless Circle Hook Project initiative succeeded for a number of reasons. First, fishermen were involved from the beginning and throughout the project. They could see that barbless circle hooks did not affect their loss rate and were in keeping with the conservation-minded angler philosophy. Other factors included a project lead who was credible to both NOAA and the fishermen, multi-year funding from NOAA, the support of local tackle shops and fishing clubs, and the sharing and celebrating of successes. Kurt Kawamoto received a NOAA Bronze Award for the Barbless Circle Hook Project in 2010. (Severance was the NOAA Summit spokesperson on behalf of Mike Tokunaga.)

Keith Curley (Trout Unlimited): The successful projects made possible by NOAA and Trout Unlimited working together, Curley noted, demonstrate the power of broad partnerships. In Maine, numerous partners came together to remove the Edwards Dam, restoring runs of alewives, shad, and Atlantic salmon. A larger dam removal and fish passage effort is now underway on Maine's Penobscot River. In the California North Coast Coho Project, Trout Unlimited and NOAA have worked with timber companies and other partners to reconnect or restore 12 miles of stream through installing instream structures, preventing sediment from entering the stream, and removing barriers to migration. Specific project examples include the Standley Creek Sediment Reduction Project, the South Fork Ten Mile River Large Wood Instream Habitat Enhancement Project, and the Little Waldron Fish Passage Project that involved replacing a failing, undersize culvert with a bridge and reconnecting one mile of Chinook salmon and steelhead trout habitat.

Through its Open Rivers and Community-Based Restoration programs, NOAA is working in partnership with Trout Unlimited to restore habitat for salmon and steelhead trout.

Mike Nussman (American Sportfishing Association) and Jim Martin (Pure Fishing): In Project FishSmart, NOAA, states, environmentalists, and fishing interests are working with researchers to develop techniques that can improve conservation results while maintaining the economic values of recreational saltwater fisheries by reducing the need for massive closures of fisheries. The techniques enable fishermen and fish managers to advance the survival of sport-released fish in catch and release fisheries. "We need a lighter touch on the resource," Martin observed. "To do that and move forward with the technology, we need the support of NOAA and state fishery

managers." The Project FishSmart approach to engaging stakeholders in modeling and management policy and decisions was designed by the University of Maryland's Chesapeake Bay Laboratory and the Florida State University's FCRC Consensus Center. That approach combined consensus building in facilitated workshops and decision analysis supported by a modeling process that enabled stakeholders to understand the positions of others and compare the consequences of alternative management options on trends in the king mackerel population and the fisheries it supports. The initial test of the process resulted in a stakeholder workgroup that was able to develop a clear vision for the future of king mackerel fisheries and agree on a set of recommendations for the South Atlantic Fisheries Management Council.

Project FishSmart (a project of the American Sportfishing Association and the University of Maryland in partnership with the Berkeley Conservation Institute and other organizations) focuses on coupling improving conservation results with maintaining economic values.

Lessons from the Successful Recreational Saltwater Fishing Initiatives

At the close of the panel presentations, Summit participants discussed the successful examples of cooperative research, habitat conservation, and collaborative stewardship. Following that discussion, they were asked to use worksheets to indicate lessons learned in improving the relationship among the saltwater fishing, research, and regulatory communities and producing positive outcomes. Their responses were based on the presentations on the successful initiatives as well as their own experiences. The over 120 lessons that were submitted (summarized below and detailed in Appendix 6, Summary of Lessons Learned) underscore the interest in positive collaborative efforts and outcomes.

Building on the day's presentations, Summit participants discussed steps to realizing a successful future.

Cooperative Research Lessons: "Partnerships create faith in data and trust" was a common theme among respondents when describing the cooperative research lessons learned. The philosophy behind those comments is reflected in the following research-related lesson topics that were cited most often. They focused on the importance of:

- Building trust through cooperation and celebrating and sharing successes.
- Involving the recreational saltwater fishing community in research in order to take advantage of its knowledge of local fisheries and resources.
- Creating consistent protocols.
- Accepting and correctly using valid cooperative research results.

"The Southern California, barbless circle hook, and FishSmart models really worked," a respondent noted. Other lessons focused on the need to secure multi-year funding for research, involve the private sector in research, focus research on key challenges, provide direction to researchers, and conduct angler education.

Habitat Conservation Lessons: The lessons related to habitat conservation were summed up by a member of the recreational saltwater fishing community as follows: "The recreational saltwater fishing community needs to get in sync with the emphasis on habitat protection, restoration, and management." This view was supported by the lessons mentioned most often and that stressed:

- Supporting habitat conservation as part of resource management.
- Addressing habitat conservation concerns and challenges.
- Creating multi-entity and multi-agency partnerships (the NOAA-Trout Unlimited joint initiative to restore salmon habitat and populations is a good example).
- Working with local leaders and communities.

Additional lessons related to focusing on and providing steady funding for habitat conservation and restoration, ensuring flows of clean water, increasing artificial reefs for habitat, addressing issues such as the loss of access and habitat and stock restoration, and better justification for area closures.

Collaborative Stewardship: "The recreational saltwater fishing community is underestimated when it comes to the stewardship of our marine resources" aptly summarizes the most frequently mentioned lessons related to collaborative stewardship. Those lessons centered on:

- Recognizing angler stewardship practices.
- Supporting stewardship pilots.
- Encouraging anglers, managers, and scientists to work together.
- Promoting joint public-private stewardship and management.

Also of interest were promoting angler stewardship education and interactions between anglers and scientists and recognizing that stewardship takes time.

BRINGING IT ALL TOGETHER: PARTICIPANTS' VISIONS OF SUCCESS

Before they applied what they had learned to defining a set of follow-up actions, Summit participants took time to refocus on the vision of success themes, hear panel responses to those themes, and identify the most urgent challenges to achieving the vision of success themes. The outcomes of those discussions are summarized below.

APPLYING THE INFORMATION AND VISION THEMES

With the presentations and visions of success themes as context, Summit participants:

- Used day one to brainstorm a set of challenges and actions related to each vision theme.
- Used day two to refine and prioritize the challenges and potential actions related to each theme and discuss next steps.

Vision of Success Themes

The vision of success themes were developed from pre-Summit survey questions that asked respondents to envision recreational saltwater fishing in 2020 assuming that everything had gone right. With that future in mind, the respondents were asked to write a series of magazine article headlines highlighting accomplishments in recreational saltwater fishing over the last decade and describing the fishery and what those involved in its management and conservation would be doing differently.

The results of the 2020 vision responses were organized around four proposed overarching vision of success themes. As summarized to the right, over the two days of the Summit participants identified and prioritized vision theme challenges and potential actions to address those challenges.

The 2020 vision of success themes call for:

- Improved open communication, cooperation, and trusting interactions as anglers, the recreational and commercial industry, managers, and scientists work together at the local, regional, and national levels to find solutions for a healthy sustainable fishery.
- Improved, robust, timely, and accurate data and science on fisheries, habitat, and water quality. Funding of regular, comprehensive stock assessments for all major marine fish stocks. Regular collection of sufficient data to intelligently manage both recreational and commercial fisheries. Better engaging recreational anglers in the collecting of data and monitoring of fisheries.
- Fishery management decisions based on a more complete understanding of the social and economic contribution of both the recreational and commercial fishing communities. Information will be fully integrated into new management plans and be used to set fair allocations between sectors. Greater understanding of recreational fishing will lead to management measures that better fit how anglers fish and provide anglers and the industry with increased predictability and opportunity.

- Ensured broad access to the greatest possible range of recreational fishing opportunities. Public resources are maintained for the use of the public. Fishing seasons and areas are closed/restricted only as required to address specific fishery management objectives, and then are re-evaluated regularly. Management seeks to address the collective needs of the recreational saltwater fishing public, rather than solely the single-species harvest limits. Recreational fishing is recognized as a priority use in marine spatial planning efforts with emphasis placed on ensuring access and opportunity.

Panel Responses to the Vision of Success Themes

A three-member panel (listed to the right) introduced by Eric Schwaab was asked to offer brief comments about the proposed 2020 vision themes.

VISIONS OF SUCCESS RESPONDENT PANEL

- Earl Comstack, the Alaska Charter Association
- Thom Dammrich, the National Marine Manufacturing Association
- Pat Murray, the Coastal Conservation Association

Improved open communication, cooperation, and trusting interaction: Panel members stressed the importance of consistent communication over time and developing trust by following through on actions – articulating what you are going to do and then doing it, a panel member noted. NOAA's recent action to improve communication and outreach through its new leadership team and regional coordinators for recreational fishing should be applauded. Panelists noted that NOAA now needs to follow through on the ideas generated by the Recreational Saltwater Fishing Summit over the next 12 months. Two other steps to help keep the communication lines open and build trust, several panelists suggested, are for NOAA to establish a new office of marine recreational fishing and reevaluate allocations between the commercial and recreational fishing sectors.

"To start solving the trust and communication problem, NOAA needs to follow the Summit with actions, not talk."
A panel member

Much improved, robust, timely, and accurate data and science on fisheries, habitat, and water quality: Timely and accurate data, the panel noted, are critical. A big step in the right direction would be for NOAA to stop making decisions based on flawed data collected through the MRFSS program, a panelist noted. Also important are independent fish stock assessments, a blue ribbon panel to determine data needs, and a system to keep evaluating the data. To bring about those changes, NOAA needs to work closely with the fishing community.

"We cannot figure out what we are doing together until we agree on where we are."
A panel member

"Developing a fair allocation system while meeting the social and economic realties facing the recreational saltwater fishing community is one of NOAA's biggest challenges. To meet that challenge, additional allocation tools are needed."
A panel member

Fishery management decisions based on a more complete understanding of the social and economic contribution of both the recreational and commercial fishing communities: To make this vision theme a reality, panel members observed, it is important to understand both the social and economic landscapes of recreational saltwater fishing, and for NOAA to use that information in its decision-making process. A properly constructed catch share and allocation system will be impossible without first unlocking the existing allocation process that is now rusted shut, several panel members stressed. If the recreational saltwater fishing community cannot access the fisheries, it will be difficult to generate the jobs that are so important to coastal communities. Restricting access, for example, also hurts the marinas, tackle shops, restaurants, and many other businesses reliant on a healthy fishing economy. Recreational and commercial fishing have different needs and require different management practices. Also important is recognizing that the recreational fishing community makes important stewardship and economic contributions.

Ensure broad access to the greatest possible range of recreational saltwater fishing opportunities: NOAA needs to consider economic data when making decisions, panel members reiterated. The default should be to allow access to fisheries unless there is a compelling reason not to. NOAA needs to step up for the recreational saltwater fishing sector as it did several years ago for the commercial sector. It also needs to make recreational fishing part of its mission and provide access to NOAA management staff. That includes increasing representation from recreational saltwater fishing interests on the councils. Access to resources goes with access to management. NOAA is committed to providing continued access, listening with an open mind to new approaches and policies, and following through with clear and measurable actions, Eric Schwaab concluded.

> *"A cultural change is needed at NOAA. It needs to recognize, believe in, appreciate, and promote the benefits of recreational saltwater fishing."* A panel member

Top Challenges to Achieving the Vision of Success Themes

Over the two days, Summit participants had numerous opportunities to identify, discuss, and evaluate the priority challenges. The process they used and the list of top challenges are described below.

The Process to Identify the Priority Challenges: The process was designed to provide time for participant input and discussion, underscoring the importance of the challenges and the manner by which they were developed.

- On day one of the Summit, participants broke into their table rounds to identify a list of top challenges to achieving the four vision of success themes (each table handled one vision theme and each theme was covered by at least three tables). Information from the pre-Summit survey served as background for the exercise. As illustrated in the images to the right , the survey summary report highlights the 2020 vision of success themes and the key challenges for each vision theme. At the end of the day, the Summit facilitators synthesized the priority challenges and actions developed by the table rounds for each vision theme and produced worksheets that provided the basis for day two's opening exercise.
- On day two, participants continued in table rounds to review, discuss, and prioritize the synthesized table round results of the day one challenges and associated actions exercise. Through individual rankings shared at each table round, participants created a prioritized list of the most urgent challenges that should be addressed for each of the vision themes. The results were entered onto an online survey and displayed in real time at the Summit.

The Top Challenges: The top challenges as worded by Summit participants, in the table rounds on day one, for each of the four vision themes are listed below. (All of the challenges are set out in Appendix 7, 2020 Vision Themes: Most Urgent Challenges.) Providing a mirror image of the vision themes, the challenges stress the need for doing things better – improved accountability, recognition of the recreational saltwater fishing community's value, data and data collection, funding and marshalling of resources, communication and representation, fishery management, approaches to marine spatial planning, and access to both the fisheries and to NOAA. The following lists of challenges are sorted by the vision themes and are in the order of the participant rankings, with the most urgent challenge at the top of each list.

2020 Vision Theme of Success #1: Improved open communication, cooperation, and trusting interaction. The top four of nine challenges to achieving this vision theme are listed below.		
Priority Ranking	**Average**	**Challenge**
#1	3.7 of 4	The need to follow through on promises for accountability, do something tangible, and overcome a history of inaction, disappointment, and lack of success with the process. The comment that people feel they have not been able to influence the process reflects that view. Also a problem is the perception that the Regional Fishery Management Councils and NOAA fisheries are pro-commercial. *(7 Potential Actions)*
#2	3.6 of 4	A lack of representation on fishery management bodies from sportfishing interests and advocacy for the public interests as a whole by NOAA. *(5 Potential Actions)*
#2	3.6 of 4	The lack of a defensible, equitable way to compare recreational fishing value with that of commercial fishing (for example, the valuation of a live/released fish vs. the value of a dead one). The fishery management mindset needs to change, and NOAA needs to recognize the size, contributions, and importance of the recreational community (their culture bias blinds them to seeing its importance). *(11 Potential Actions)*
#4	3.5 of 4	A need for NOAA to create an internal agency culture that understands and values the recreational fishing community. *(20 Potential Actions)*

2020 Vision Theme of Success #2: Much improved, robust, timely, and accurate data and science on fisheries, habitat, and water quality. The top three of eight challenges to achieving this theme are listed below:		
Priority Ranking	**Average**	**Challenge**
#1	3.7 of 4	The need for funding and the prioritization of data and science. *(6 Potential Actions)*
#2	3.6 of 4	The lack of a NOAA recreational mission or focus and, therefore, an insufficient commitment by NOAA to recreational fishery science and data collection. *(4 Potential Actions)*
#3	3.5 of 4	The need for improved and standardized collection of timely and accurate data and methods to overcome trust issues. *(14 Potential Actions)*

2020 Vision Theme of Success #3: Fishery management decisions based on a more complete understanding of the social and economic contribution of both the recreational and commercial fishing communities The top four of ten challenges to achieving this theme are listed below.		
Priority Ranking	**Average**	**Challenge**
#1	3.6 of 4	The need for better economic information. *(3 Potential Actions)*
#2	3.5 of 4	The need to change the makeup of Regional Fishery Management Councils. *(3 Potential Actions)*
#2	3.5 of 4	An unwillingness of the councils to examine the current allocation scheme and discuss changes to it based on the economic value of recreational fishing. For that to happen, there needs to be a driver, requirements, and guidelines. *(4 Potential Actions)*
#2	3.5 of 4	The need for recreational fisheries to be managed for different outcomes than those for commercial fisheries. *(4 Potential Actions)*

2020 Vision Theme of Success #4: Ensure broad access to the greatest possible range of recreational fishing opportunities. The top three of seven challenges to achieving this vision theme are listed below.		
Priority Ranking	**Average**	**Challenge**
#1	3.7 of 4	The need to ensure that the recreational fishing community is part of the management process (for example, when making allocations). *(5 Potential Actions)*
#1	3.7 of 4	The imposition of MPAs where other management tools may be more appropriate. *(3 Potential Actions)*
#3	3.6 of 4	The need to fit recreational opportunities into marine spatial planning so that they are not compromised and can be prioritized. *(2 Potential Actions)*

MOVING FORWARD: POTENTIAL ACTIONS FOR A SUCCESSFUL FUTURE AND NEXT STEPS

The Summit participants applied what they had learned during the two days to evaluate and individually rank a list of potential future actions to address the challenges to achieving their shared vision of success. In the closing Summit session (summarized below), participants heard community organization leaders offer their reactions to the Summit's process and output and learned how NOAA planned to move forward with Summit follow-up.

Summit participants participated in table round discussions of challenges and potential future actions that could address those challenges and achieve the vision of success.

Ranked List of Potential Future Actions

As with the challenges, Summit participants identified, refined, discussed, and prioritized the potential future actions for the key challenges and for all other challenges for realizing the vision of success. The following describes the process they used and the resulting list of highest priority actions.

The Process to Identify the Potential Future Actions: Summit participants had two specific opportunities to identify and discuss potential future actions that could be used to address the challenges and achieve the vision of success.

On the first day, participants shared their ideas for potential actions by using the pre-Summit survey documents described above for the challenges exercise: the 2020 vision of success themes, the 2020 picture of failure, and the key challenges and related actions for each vision theme.

On the second day, participants used their morning table round groups to rank the challenges for each vision theme in terms of urgency and discuss potential actions for the key challenges for each of the four vision themes. A summary of those discussions is included in Appendix 9, Table Round Discussions of Top Ranked Challenges and Potential Actions. Following those discussions, participants used a four-point acceptability scale to rank the potential actions. The individually completed ranking forms were turned in prior to the conclusion of the Summit. The results were compiled and posted a week later on the project website (see Appendix 8, 2020 Vision Themes, Key Challenges and Ranked Actions).

The Priority Potential Actions: The highest ranked actions for the four vision of success themes are displayed below. The list will be reviewed and used by NOAA and the recreational saltwater fishing community as guidance for deciding upon specific post-Summit follow-up actions. The actions emphasize the shared recognition that NOAA needs to embrace the value and uniqueness of recreational saltwater fishing in everything it does. Participants indicated that this should start with its leadership, mission, staffing, and culture and extend into its management, planning, research and data collection, policies, and advocacy.

Highest Ranked Actions in Terms of Acceptability Across All Themes and Challenges

Rank	Average	Highest Ranked Actions in Terms of Acceptability
#1	3.78	Integrate the value of recreational fishing into NOAA's mission statement. (Vision Theme A: Improved Communication; Challenge #4, Change Internal NOAA Culture)
#2	3.76	Improve data (i.e., social and economic data). (Vision Theme B: Improved Data; Challenge #1, Recreational Fishery Allocation and Management)
#3	3.75	Recognize the uniqueness of recreational fisheries and manage them to their best economic advantage. Do not treat recreational catch in the same manner as commercial. (Vision Theme A: Improved Communication; Challenge #4, Change Internal NOAA Culture)
#4	3.69	Have better representation of recreational anglers on the councils. (Vision Theme C: Better Fishery Management; Challenge #2, Councils Unwilling to Examine Allocation Schemes)
#5	3.68	Increase recreational authority within the marine spatial process. (Vision Theme C: Better Fishery Management; Challenge #3, Marine Spatial Planning)
#6	3.67	Improve economic data timeliness so that they can be included in assessment of management actions. (Vision Theme D: Better Access; Challenge #4, Assess Economic Impacts)
#7	3.66	Examine and reevaluate historical allocations in order to accommodate expanding recreational fisheries. (Vision Theme D: Better Access; Challenge #5, Expanding Coastal Population)
#7	3.66	Instill advocacy for public access, which includes sport fishermen, within NOAA. (Vision Theme A: Better Communication; Challenge #2, Representation on Fishery Management Bodies)
#9	3.64	Seek other administrative remedies before completely closing down the recreational fishery. (Vision Theme A: Improved Communication; Challenge #4, Change Internal NOAA Culture)
#9	3.64	Seek ways to engage the recreational community in cooperative research opportunities. (Vision Theme A: Improved Communication; Challenge #5, Lack of Funding)
#9	3.64	Reprioritize within NOAA to allocate existing funds to improving data collection for recreational fisheries. (Vision Theme B: Improved Data; Challenge #1, Recreational Fishery Allocation and Management)

Highest Rated Actions by Vision Theme

2020 Vision Theme A: Better Communication - Highest Rated Actions

Average	Highest Ranked Actions in Terms of Acceptability
3.78	Integrate the value of recreational fishing into NOAA's mission statement. (Vision Theme A: Improved Communication; Challenge #4, Change Internal NOAA Culture)
3.75	Recognize the uniqueness of recreational fisheries and manage them to their best economic advantage. Do not treat recreational catch in the same manner as commercial. (Challenge #4, Change Internal NOAA Culture)
3.66	NOAA should generally be an advocate for public access, which includes sport fishermen. (Challenge #2, Representation on Fishery Management Bodies)
3.64	Seek other administrative remedies before completely closing down the recreational fishery. (Challenge #4, Change Internal NOAA Culture)
3.64	Seek ways to engage the recreational community in cooperative research opportunities. (Challenge #5, Lack of Funding)

2020 Vision Theme B: Improved Data and Science - Highest Rated Actions

Average	Highest Ranked Actions in Terms of Acceptability
3.76	Improve data (i.e., social and economic data). (Challenge #1, Recreational Fishery Allocation and Management)
3.64	Reprioritize within NOAA to allocate existing funds to improving data collection for recreational fisheries. (Challenge #1, Recreational Fishery Allocation and Management)

2020 Vision Theme C: Better Fishery Management - Highest Rated Actions

Average	Highest Ranked Actions in Terms of Acceptability
3.69	Provide better recreational angler representation on the councils. (Challenge #2, Councils Unwilling to Examine Allocation Schemes)
3.68	Increase recreational authority within the marine spatial process. (Challenge #3, Marine Spatial Planning)

2020 Vision Theme D: Better Access - Highest Rated Actions

Average	Highest Ranked Actions in Terms of Acceptability
3.67	Improve the timeliness of economic data so that they can be included in assessments of management actions. (Challenge #4, Assess Economic Impacts)
3.66	Examine and reevaluate historical allocations in order to accommodate expanding recreational fisheries. (Challenge #5, Expanding Coastal Population)

Recreational Fishing Community Leadership Panel

Four panel members representing recreational saltwater fishing community groups offered brief comments regarding their reactions to the key challenges and related actions identified by participants for achieving the vision themes, some proposed next steps, and what their respective groups and organizations were prepared to do to address the challenges. A number of common themes emerged from the panelists and the follow-up comments by Summit participants. Several of those themes were NOAA-specific, while others touched on a broader range of topics.

RECREATIONAL FISHING COMMUNITY LEADERSHIP PANEL: NEXT STEPS AND ACCOUNTABILITY

- Jim Donofrio, Recreational Fishing Alliance
- Bob Hayes, Coastal Conservation Association
- Mike Nussman, American Sportfishing Association
- Bob Zales, National Association of Charterboat Operators

Representatives of the recreational saltwater fishing community offered their thoughts about the challenges and potential actions identified by Summit participants.

NOAA: As described below, one set of themes related directly to NOAA. The themes reflect a new optimism that NOAA is ready to engage through action, particularly with regard to the need for NOAA to embrace recreational fishing in the same manner it does commercial, prioritize public access to resources, and get out of the office and into the field.

Cautious Optimism: A common view among the panelists was that perhaps this time NOAA will follow talk with actions. As an expression of that optimism, panel members complimented NOAA for its appointment of a strong leadership team to work with the recreational saltwater fishing community.

Balanced Recreational Focus: NOAA needs to follow the creation of the new leadership team with changing what one panelist described as a "think commercial (fishing) first" culture. That follow-through should include establishing a recreational saltwater fishing program within the National Marine Fisheries Service and recognizing that recreational saltwater fishing is a tremendous economic engine. "We need a program, not a group of communicators," a panelist noted.

Public Access: NOAA needs to embrace what President Obama said about Americans having access to the country's great outdoors. "No one should oppose a member of the public catching a fish and taking it home to eat," a panelist noted. "We need to involve the public in utilizing our natural resources."

> *"NOAA needs to embrace recreational saltwater fishing in its actions, leadership, and culture. That means better understanding the needs of and recognizing the value of recreational saltwater fishing."*
> A panel member

On-the-Ground Knowledge: NOAA needs to get out of D.C. and visit with the recreational saltwater fishing community in their regions and towns. "We came to your town this time," a Summit participant noted. "Now it's your turn to come to where we are."

Other Related Topics: Panel members and the question and answer session that followed called out a number of other important actions. Described below, the actions emphasized the need for greater recreational representation on the regional councils, better data, greater regulatory flexibility, improved approaches to marine spatial planning, and allocations that respond to changing needs.

Strategic Use of Council Appointments: Panel members stressed using upcoming appointments to place members of the recreational saltwater fishing community on the Regional Fishery Management Councils. Those appointments would provide instant tangible evidence that NOAA cares about recreational fishing and plans to follow through on recommended potential actions, panel members observed.

Better, Timely Data: Panel members as well as Summit participants were clear in their call for the development of more accurate and timely data, and that will require funding. The regional councils and NOAA should be making decisions based on economic and stock assessment data. The economic data should be used when making decisions about catch shares. Also important are national standards to be used when making legislative decisions, a panelist cautioned.

> *"Management decisions based on accurate, timely, and credible data and greater recreational representation on the regional councils are essential."* A panel member

Magnuson-Stevens Fishery Conservation and Management Act Fixes: The need to fix the Magnuson-Stevens Act was a common theme. The act is inflexible and prevents effective responses to many current challenges, panelists noted. Without changes, a panelist observed, many of the current recreational saltwater fishing operations will go out of business. According to another panelist, "A good fishery has a lot of fish, including some big ones."

Marine Spatial Planning Cures: Curing problems with marine spatial planning was high on the panel's to-do list: "We are scared to death of marine spatial planning." To fix the problems, the recreational saltwater fishing community needs to become actively involved in their state processes, several panelists noted. In Massachusetts, for example, the recreational community was involved in a marine spatial planning process and, as a result, achieved a reasonable outcome. Marine spatial planning pilot projects are a good way to go and something that the Coastal Conservation Association would help with.

> *"Problems with marine spatial planning and allocation and catch share processes that lock in the status quo require priority attention."* A panel member

Catch Shares and Changing Needs: The current allocation process should be revised to meet changing needs, panelists agreed. "The current process is broken and preserves the status quo," a panelist summed up. Although not an end solution, panel members noted, a good place to start would be for the councils to allow mechanisms for inter-sector trading. In addition to addressing these current problems, anticipate and be ready to adjust to new ones on the horizon – an increase in population leading to more development in coastal areas and climate change, for example.

NOAA Follow-Up Plans

The Summit ended with a wrap-up by Eric Schwaab and Dr. Jane Lubchenco. They stressed that NOAA is ready and willing to follow the Summit with action. "I am more optimistic about NOAA's opportunity to work with the recreational saltwater fishing community," Schwaab emphasized. "The Summit conversation has already helped us organize and clarify the challenges and how we go about addressing them."

Schwaab and Dr. Lubchenco went on to highlight some of the challenges to be addressed as NOAA strives to work with the recreational saltwater fishing community to prepare an action plan for post-Summit follow-up. The NOAA recreational fishing leadership team (listed to the right) will help lead that process, Dr. Lubchenco noted.

The challenges described by Schwaab and Dr. Lubchenco in their closing comments are highlighted below. They relate to the top issues identified throughout the Summit – concerns about data, management, addressing current problems while keeping an eye on the long term vision, accountability and transparency, preparing for the next set

of challenges while addressing current ones, and being thoughtful, thorough, and collaborative in preparing a Summit follow-up action plan.

Provide and use better, more accurate and timely data, particularly economic data: "From a scientist's perspective, I believe that data are important," Dr. Lubchenco noted. "We need better data on fish and fishermen activities and better socio-economic data. We've developed that in other parts of NOAA, and now we need to do it for recreational saltwater fishing."

Address the host of issues related to management options: The Summit comments have underscored the need to make NOAA's management process and culture more inclusive and to do a better job of communicating. Those changes should include NOAA reaching out more and making its leadership and staff more available. "We heard loud and clear the challenges of our current structure and culture," Schwaab commented. Those challenges include the need to address shortcomings in the areas of stock assessment and access.

Balance a long-range conservation agenda and sustainable resource management with the social and economic realities of today: NOAA needs to keep the long-term conservation vision in mind while working through the timelines of shorter-term challenges. The agency should also evaluate more immediate actions in the context of the longer-term ones. "If we keep that longer-term vision in mind as we work with the social and economic realities of today, we help position ourselves to sustain and enjoy the resources," Schwaab noted.

Emphasize accountability and transparency: NOAA needs to be accountable, Schwaab and Dr. Lubchenco stressed. That means being transparent in reporting on progress and providing regular updates on what NOAA is doing. Reporting consistently on progress can be facilitated by going through existing organizations, such as the Marine Fisheries Advisory Committee's Recreational Fisheries Working Group, and through new opportunities that may arise at the regional and national levels.

Dr. Lubchenco and Eric Schwaab participated in a wrap-up relating to next steps. The discussion was facilitated by Summit facilitator Jeff Blair.

FULFILLING A 2009 PROMISE: THE NOAA RECREATIONAL FISHING TEAM

The Leadership

Eric Schwaab, Director, NOAA National Marine Fisheries

Russ Dunn, NOAA Fisheries National Policy Advisor for Recreational Fisheries

Team Members

Andy Winer, NOAA Director of External Affairs

Forbes Darby, National Recreational Fisheries Coordinator

Michael Bailey, Southeast Recreational Fisheries Coordinator

Marty Golden, Pacific Coast Recreational Fisheries Coordinator

NMFS Recreational Fisheries Coordinators: representatives from each NMFS headquarters office, region and fishery science center

Anticipate and prepare for the next set of challenges while addressing the short-term ones: "We need to think not just about today, but also about the next 10, 20, and 30 years. Some of the challenges are immediate, while others are long-term," Dr. Lubchenco noted. "Similarly, some are regional in scope and some are national, and some of the challenges are new – climate change, changes in demographics, increased pollution, invasive species, and ocean acidification, for example."

Be thoughtful, thorough, and collaborative in preparing a Summit follow-up action plan: "There will be a lot of back and forth with you as we develop the plan," Schwaab stressed. "We owe each other a commitment to continue the conversations and collaboratively develop and execute a work plan and, over time, evaluate and celebrate our collective successes. If we don't work in close coordination with you," Schwaab concluded, "we will all collectively fall short of our expectations."

In closing, Dr. Lubchenco noted that the recreational saltwater fishing community has NOAA's attention, and that NOAA is ready to be a full partner. "Our next step is to be thoughtful and judicious in constructing an action plan as we move ahead. We do not want to make hollow promises. However, this process needs to be a two-way street. We are going to have to do this together. Because of your honest dialogue over the last two days and the specific ideas and energy you brought, I am optimistic about this opportunity to move ahead together and create and celebrate some great wins."

Summit facilitators Jeff Blair and Bob Jones followed with a thank you to the Summit participants for their hard work and reminded them that the presentations from the Summit, the summaries of the ranking exercises, and other relevant project documents including the Summit Report would be posted to the Summit website (<www.nmfs.noaa.gov/sfa/PartnershipsCommunications/recfish/RecFishSummit2010.htm> and <http://consensus.fsu.edu/Saltwater-Recreational-Fishing/index.html>).

APPENDICES

APPENDIX 1: SUMMIT PARTICIPANTS

2010 Recreational Saltwater Fishing Summit

Participant List (*alphabetical by last name*)

Kimberly Amendola
NOAA Fisheries, Southeast Regional Office

Melissa Andersen
NOAA Fisheries, Office of Protected Resources

Pam Anderson
Capt. Anderson Marina

Jeff Angers
Center for Coastal Conservation

John Armor
NOAA Ocean Service

Pat Augustine
Atlantic States Marine Fisheries Commission

Michael Bailey
NOAA Fisheries, Office of Sustainable Fisheries

Patrick Barelli
US Coast Guard

Jessica Beck
NOAA Fisheries, Southeast Regional Office

Tom Becker
For-hire Operator, *The Skipper*

Rick Bellavance
Rhode Island Party and Charter Association

Don Berry
Environmental Defense

Bill Bird
Coastal Conservation Association

John Blair
Southeast Alaska Guides Organization

Lee Blankenship*
Northwest Marine Technology

Randy Blankinship
NOAA Fisheries, Office of Sustainable Fisheries

Frank Blount
Francis Fleet

Ray Bogan
United Boatmen of New Jersey

Dick Brame*
Coastal Conservation Association

Kenneth Brennan
NOAA Fisheries, Southeast Fisheries Science Center

Chester Brewer
Coastal Conservation Association

William Brown*
Reel Repair

Mike Bucko
Rhode Island Saltwater Anglers Association

Mick Buell
Garabaldi Charters

Brad Burns
Stripers Forever

Gordon Colvin
NOAA Fisheries, Office of Science and Technology

Earl Comstock
Alaska Charter Association

Matt Connolly
Bonefish and Tarpon Club

George Cooper
Cauthen Forbes & Williams

Roy Crabtree
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Liz Crapo
NOAA Fisheries, Office of Public Affairs

Andrea Criscione
Responsive Management

Rip Cunningham
Saltwater Sportsman magazine

Keith Curley
Trout Unlimited

Thom Dammrich
National Marine Manufacturers Association

Pam Dana*
Sure Lure Charter Company

Forbes Darby
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Sonny Davis
Capt. Stacey Fishing Fleet

Harold Davis
Davis Boats, Central Coast Fisheries Conservation Coalition

Walt Dickhoff
NOAA Fisheries, Northwest Fisheries Science Center

Tony Dilernia*
Rocket Charters

Patty Doerr*
American Sportfishing Association

Jim Donofrio
Recreational Fishing Alliance

Mat Dunn
National Marine Manufacturers Association

Russell Dunn
NOAA Fisheries

Polly Fischer*
Puget Sound Anglers

Randy Fisher
Pacific States Marine Fisheries Commission

Bob Fletcher*
Sportfishing Association of California

Tom Fote
Jersey Coast Anglers Association

Ken Franke*
Sportfishing Association of California

Abigail Franklin
NOAA Fisheries, Office of Sustainable Fisheries

Bruce Freeman*
Jersey Coast Anglers Association

Steve Fukato*
United Anglers of Southern California

Rick Gaffney
Fisherman, Hawaii

Ricky Gease
Kenai River Sportfishing Association

Brad Gentner
Gentner Consulting Group

Terry Gibson
The Ocean Conservancy

Jay Ginter
NOAA Fisheries, Alaska Regional Office

Marty Golden
NOAA Fisheries, Office of Sustainable Fisheries

Marc Gorelnik
Coastside Fishing Club

Ken Hadad
American Sportfishing Association

Liz Hamilton
Northwest Sportfishing Industry Association

Reuben Hanke
Harry Gaines Kenai River Fishing Guides

Jim Hardin
Grady White

Duane Harris
South Atlantic Fishery Management Council

Monty Hawkins
For-hire Operator, *Morning Star*

Bob Hayes
Coastal Conservation Association

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James Hilger
NOAA Fisheries, Southwest Fisheries Science Center

Mark Holiday
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B.A.S.S./ESPN

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Dana Wharf Sportfishing, Dana Point

Gary Kania
Congressional Sportsman's Foundation

Alvin Katekaru
NOAA Fisheries, Pacific Islands Regional Office

Michael Kennedy
Coastal Conservation Association

Brad Kenyon
The Ocean Conservancy

Gene Kray
Recreational Fishing Alliance

Pat Kurkul
NOAA Fisheries

Terry Lacoss*
Amelia Island Plantation

Mike Leonard
American Sportfishing Association

Celeste Leroux
NOAA Ocean Service

Dr. Jane Lubchenco
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Hongguang Ma
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Jeff Marble
Frabill Inc.

Jim Martin
Berkeley Conservation Institute

Tom Mattusch
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Scott McGuirre
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Joe McGurrin
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Roy Morioka
Fisherman, Hawaii

Phil Morlock
Shimano

Rex Murphy
Alaska Charter Association

Pat Murray
Coastal Conservation Association

Russ Nelson
Nelson Consulting

Mike Nugent
Port Aransas Boatmen's Association

Mike Nussman
American Sportfishing Association

Ed O'Brien
For-hire Operator; *Semper Fidelis*

Tom Ohaus
Angling Unlimited

Dennis O'Hern
Fishing Rights Alliance

Doug Olander
Sport Fishing Magazine

John Oliver
NOAA Fisheries

Chris Oliver
North Pacific Fishery Management Council

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Vince O'Shea
Atlantic States Marine Fisheries Commission

Keith Overton
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Maine Association of Chartboat Captains

Ellen Peel
The Billfish Foundation

Paul Perra
NOAA Fisheries, Northeast Regional Office

Frank Peterson
Recreational Boating and Fishing Foundation

Dick Pool
Water 4 Fish

Tom Raftican*
The Sportfishing Conservancy

Steve Ralston
NOAA Fisheries, Southwest Fisheries Science Center

Geoff Ratte
Water Gremlin

Tracy Redding
Charter Boat Booking Agent

Ron Regan
Association of Fish and Wildlife Agencies

John Reghi
NOAA Fisheries, Office of Law Enforcement

Randy Repass
West Marine

Alan Risenhover
NOAA Fisheries, Office of Law Enforcement

Gordon Robertson
American Sportfishing Association

Scott Robson
For-hire Operator, *Phoenix*

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Middle River Group, LLC

Ed Sapp
Gulf of Mexico Fishery Management Council

Eric Schwaab
NOAA Fisheries

Richard Seman
Fisherman, CNMI

Craig Severence*
University of Hawaii, Hilo

Bill Shedd
AFTCO Mfg

Joe Shute
Capt Joe Shute Bait and Tackle

Kitty Simonds
Western Pacific Fishery Management Council

Larry Simpson
Gulf States Marine Fisheries Commission

Ben Sleeter
Pacific Marine Fisheries Council

Dave Smith*
Maryland Saltwater Sportfishing Association

Bruce Stedman
Marine Fish Conservation Network

Greg Sutter
Alaska Charter Association

Gary Taylor
Association of Fish and Wildlife Agencies

Conrad Trascher*
Coastal Conservation Association

Bob Turner
NOAA Fisheries, Northwest Regional Office

Ted Venker
Coastal Conservation Association

Charles Villafana
NOAA Fisheries, Southwest Regional Office

Ed Watamura*
Fisherman, Hawaii

MJ Williamson
American Sportfishing Association

Andy Winer
NOAA, Office of Communications

Charlie Witek
Coastal Conservation Association

Richard Yamata
Alaska Charter Association

Bob Zales*
National Association of Charterboat Operators

Louis Zimm
San Diego Y.C. Anglers; San Diego Fly Fishers

Gary Zurn
Big Rock Sports

*Marine Fishery Advisory Committee/Recreational Fishing Working Group

APPENDIX 2: PRE-SUMMIT SURVEY EXECUTIVE SUMMARY

SALTWATER RECREATIONAL FISHING SUMMIT

APRIL 16-17, 2010

ALEXANDRIA, VIRGINIA

http://consensus.fsu.edu/Saltwater-Recreational-Fishing/index.html

PRE-SUMMIT SURVEY RESULTS

April 5, 2010

CONSENSUS CENTER

http://consenus.fsu.edu

FLORIDA STATE UNIVERSITY

SALTWATER RECREATIONAL FISHING SUMMIT
PRE-SUMMIT SURVEY RESULTS

SALTWATER RECREATIONAL FISHING SURVEY

SURVEY PURPOSE

This survey was designed and conducted by the FCRC Consensus Center at Florida State University to solicit input from Summit participants in advance of the Saltwater Recreational Fishing Summit on April 16-17 in Alexandria, Virginia. The survey has utilized the six NOAA regions (Northeast, Southeast, Northwest, Southwest, Alaska and Pacific Islands) in organizing the survey summary. The summary focuses on key challenges that Summit participants believe need to be addressed in terms of achieving a successful future for saltwater recreational fishing and in terms of the relationship among anglers, industry, scientists and regulators. The survey responses were compiled and shared without any attribution to individual Summit participants.

This survey was funded through a contract with the Atlantic States Marine Fisheries Commission.

Total number of respondents: 69

Number of Respondents by Region[1]:
Northeast - 17
Southeast - 24
Southwest - 15
Northwest - 10
Alaska - 11
Pacific Islands - 6

Number of Respondents by Perspective[2]
Private Anglers - 43
Angling Industry or Trade Associations - 27
Charter Boat Owners/Operators - 33
Party/Headboat Owners/Operators - 20
Tournament Organizers - 10
Commercial Fishman - 8
State scientist or manager - 3
Federal scientist or manager - 1
Regional Fishery Management Council - 11
Interstate Fishery Commission member - 3
Other - 9

[1] Note that respondents, such as national or regional associations, could indicate multiple regions.

[2] Respondents could check off as many of the perspectives as applied.

Names of Survey Respondents:

Michael Able, Haddrells Point Tackle and Supply, Southeast
Lew Augusta, Big Fish,Inc., Southeast
Patrick Augustine, ASMFC and MAFMC, Northeast
David Bacon, WaveWalker Charters, CINMS-SAC, Southwest
Tom Becker, Mississippi Charter Boat Captains Association, Southeast
Rick Bellavance, RI Party and Charter Boat Association, Northeast
Bill Bird, CCA Florida, Southeast
John Blair, Southeast Alaska Guides Organization, (SEAGO), Alaska
Frank Blount, NEFMC, Northeast
Bryan Bondioli, Alaska Charter Association, Alaska
W. Chester Brewer, CCA/West Palm Beach Fishing Club/Rec. Advisor ICCAT, Southeast
Mitchell Buell, Garibaldi Charters, Fishermans Advisory Committee of Tillamook, Northwest
Bradford Burns, Stripers Forever, Northeast
Michael Bucko, Tackle Shop Owner, Northeast
Mark Cedergreen, Westport Charterboat Association, Northwest
Colin Cunningham, NEFMC, Northeast
Earl Comstock, Alaska charter operators, Alaska
Mac Currin, Sport Fishing Adventures, Southeast
Leslie Davis, Captain, Stacy Fishing Center, Southeast
Anthony DiLernia, Office of Maritime Technology, Kingsborough Community College, CUNY, Northeast
Patty Doerr, American Sportfishing Association
Polly Fischer, Puget Sound Anglers, Northwest
Randy Fisher, Pacific States Marine Fisheries Commission, Northwest
Bob Fletcher, Retired, Southwest
Steven Fukuto, United Anglers of Southern California, Southwest
Ricky Gease, Kenai River Sportfishing Association, Alaska
Kenneth Haddad, American Sport fishing Association, Southeast
Kent Hall, self, Alaska
Jim Hardin, Grady-White Boats, Inc./NMMA, Southeast
Robert Johnson, Sportfishing Charters, Southeast
Ken Jones, United Pier and Shore Anglers of California, Southwest
Donna Kalez, Dana Wharf Sportfishing, Southwest
Michael Kennedy, Coastal Conservation Association, Southeast
Terry Lacoss, Amelia Angler, Southwest
Jodie Lynn, Sportfishing Charters, Southeast
Henry Manson, Bass Pro Shops, Southeast
Jim Martin, Pure Fishing, Northwest
Tom Mattusch, Huli Cat Sportfishing, Southwest
Scott McGuire, Coastal Conservation Association Maryland, Northeast
ROY Morioka, Independent Fisherman, Pacific Islands
Phil Morlock, Shimano American Corp.
Michael Nugent, Port Aransas Boatmen Assoc., Southwest
Mike Nussman, American Sportfishing Association, Alaska, Northwest, Southwest, Northeast, Southeast, Pacific Islands
Tom Ohaus, Angling Unlimited, Alaska

Doug Olander, Sport Fishing magazine (Bonnier), Southeast
Vince O'Shea, Atlantic States Marine Fisheries Commission, Northeast, Southeast
Patrick Paquette, MA Striped Bass Assn, MA Beach Buggy Assn, United Mobile Sportfishermen, RFA MA , Northeast
David Pecci, Maine Association of Charterboat Captains, Northeast
Tom Raftican, The Sportfishing Conservancy, Southwest
Tracy Redding, AAA Charters, Southeast
Ron Regan, AFWA, Northeast
Randy Repass, West Marine and Fish Collaborative, Northwest
Scott Robson, Destin Charter Boat Association, Southeast
Tom Sadler, The Middle River Group, LLC, Southeast
Ed Sapp, Gulf of Mexico Fishery Management Council, Southeast
Bill Shedd, AFTCO, Southwest
Rodney Smith, Coastal Angler Magazine, Southeast
Michael Sosik, Northeast Charterboat Captains Association, Northeast
Greg Sutter, Alaska Charter Association, Alaska
William Sword, Pacific Islands
Darrell Ticehurst, Coastside Fishing Club, Northwest
Rad Trascher, CCA Louisiana, Southeast
Edwin Watamura, Waialua Boat Club, Pacific Islands
Charles Witek, Coastal Conservation Association, Northeast
Dan Wolford, Coastside Fishing Club, Southwest
Richard Yamada, Alaska Outdoor Council / Alaska Charter Association, Alaska
Bob Zales, II, National Association of Charterboat Operators, Alaska Northwest, Southwest, Northeast, Southeast, Pacific Islands
Louie Zimm, Fisheries Information Network, San Diego Yacht Club Anglers, Southwest
Gary Zurn, Big Rock Sports, Southeast

EXECUTIVE SUMMARY AND OVERVIEW

SALTWATER RECREATIONAL FISHING SUMMIT
PRE-SUMMIT SURVEY RESULTS

Below is an overview of the results of a Pre-Summit online survey conducted by the FCRC Consensus Center at Florida State University on behalf of NOAA and in preparation for the April 16-17, 2010 Saltwater Recreational Fishing Summit in Alexandria Virginia. The survey features responses from anglers, associations, industry, managers and scientists from all of the six NOAA regions. It includes:

- Desired outcomes for the Summit,
- Principles to guide the Summit dialogue,
- Perspectives on the effectiveness of the current management of saltwater recreational fishing,
- A picture of failure and a vision of success for saltwater recreational fishing in 2020,
- Priority challenges going forward in achieving that vision and
- Possible actions to meet those challenges.

A. OVERVIEW OF DESIRED SUCCESSFUL SUMMIT OUTCOMES

(Based from responses on pp 17-26 below)

1. Develop a shared understanding of the important contributions that recreational fishing (charter and private inclusively) provides to local economies and communities, regions and nationally.
2. Identify regional issues of concern including population pressures on limited resources, allocation based on economic values, access, declining fish stocks, water quality and habitat protection and law enforcement.
3. Identify common fishery management vision, goals and common strategies first and develop bridges for the one's we don't have agreement on.
4. Demonstrate a strong, believable commitment from NMFS/NOAA to support the continuing dialogue with the recreational fishing community to account for the implementation of shared goals for identified challenges, benchmarks and agreed upon actions that may emerge from the Summit.
5. A beginning of a relationship that builds confidence and understanding about what is important to both recreational anglers and fishery managers and will help to create the basis for preventive and remedial actions based on the voices of the recreational fishing community.
6. A commitment by NOAA and the recreational fishing community to create a permanent funding source to improve data and statistics on recreational anglers including catch data, economic contributions, as well as, stock assessments that include cooperative research efforts.
7. A collaboratively designed straightforward outreach program that encourages anglers to participate constructively in conserving and managing healthy fisheries based on sound science and reliable data.
8. A recognition by NOAA that while both anglers and the commercial fishing industry seek sustainable and healthy fisheries, anglers' management concerns focus on providing an abundance of fish in the water to maximize encounters and recreational opportunity while commercial fishing industry's management concerns stress harvest.

9. Highlight the need for balanced representation of the recreational community on federal councils and an increase in allocations for the recreational community without divisions between private and charter participants.

B. OVERVIEW OF PRINCIPLES FOR WORKING TOGETHER AT THE SUMMIT

(Based on responses on pp 27-32 below)

1. Listen and speak with an open mind, be honest, fair and respectful.
2. Be willing to learn from the diversity of views and interests that will be involved in shaping a successful saltwater recreational fishing and angler community's future.
3. Acknowledge the diversity of the saltwater recreational and subsistence fishing communities, regions, values and goals in developing recommended actions.
4. Enhance and build on the saltwater recreational fishing community's assets and strengths in terms of resources, stewardship and economic value.
5. Recognize that we share responsibility for the success of our collective future in saltwater recreational fishing that will be based on: scientific fishery management; protection of fish habitat and water quality; sustainable use and harvest; and maintaining public access to the nation's waters.
6. Seek to identify a shared strategic vision of success among recreational anglers, the marine industry, scientists and fisheries managers that acknowledges recreational fishing as a sustainable use of public resources.
7. Consider both measurable trends and expected changes and challenges in the fishery in each region over the coming years (e.g. a smaller recreational fleet subject to the same pressures as the commercial fleet), when developing recommended actions.
8. Build common ground and support joint efforts to achieve the shared vision and complementary goals, and address issues and recommended actions.
9. Build trust among saltwater recreational fishing users and managers of recreational fishing by:
   - Investing in improving ongoing and open communication;
   - Improving credible data gathering; and
   - Establishing measures for accountability and follow through.
10. Seek to understand the relationship and the competing interests and areas for cooperation between commercial and recreational fishermen.

C. LOOKING BACK – EVENTS, PEOPLE & MILESTONES

(Based from responses on pp 33-47 below)

The values, techniques, and practices of saltwater recreational fishing have evolved over the sport's long and rich history. In this section we asked Summit participants to take a look back to the past at the factors that have influenced saltwater recreational fishing. Our objective is to ground the Summit dialogue in shared context. Survey responses are broken down by region. At the national level the following were identified:

1. Significant Events

Legislative or Administrative

- 2008 - President Bush signs an executive order making recreational fishing a priority in all new federal MPA's, sanctuaries and reserves.
- June 12, 2009 - President Obama orders the development of a new national policy for

management and zoning of America's coastal, ocean and Great Lakes waters within 180 days, based on the international United Nations model of aquatic and fishery management.

- Executive orders from Pres. Clinton and Pres. Bush to enhance rec. opportunities as well has a directive from Dr. Hogarth to do the same. Except those measures did not have any "bite" incorporated in them and did not go far enough.
- 1976 - The Magnuson-Stevens Act--creates the 200 mile limit.
- 2006 - Reauthorization of Magnuson-Stevens Act--creates non-scientific arbitrary dates for rebuilding fisheries and to stop overfishing.
- Prompted by lawsuits, the enforcement of management policy within MSA re-authorization, circa 2000.
- Court decision in NRDC vs. Daly
- National Research Council's evaluation of MRFSS
- Collapse and subsequent rebuilding of striped bass and red drum stocks Passage of the Atlantic Striped Bass Act in 1986 Passage of legislation giving ASMFC the ability to enforce its management plans Open access to resources.

Technological Advances

- Invention of the spinning reel and monofilament line.
- Center console boats.
- Outboard motors.
- Perfection of spinning tackle
- The development of GPS really moved navigation forward.
- Development of affordable, seaworthy fiberglass boats
- The development of modern affordable boats, fishing tackle, and electronics.
- Fiberglass fishing rods.
- The introduction of: fiberglass boats reliable outboard motors electronic/GPS/sounder technology removal of destructive industrial fishing gear such as: pelagic long lines gillnets, bottom trawls
- Application of modern technology, (electronic and other), towards marine stocks have made it easier to catch fish and drive down stocks.
- Development of the Internet and the sharing of information
- The technological improvements in boats and gear, have allowed the recreational angler to pursue fish that formerly were largely limited to commercial fisheries.

Society

- The conservation movement.
- A good economy makes it possible for more fishermen to participate more often.
- The coastal population of America is growing and will continue to grow.
- The demand for recreational fishing in saltwater will increase, along with pressure on resources and access...but delivering huge economic benefits to the nation and to local/state economies.
- The advent of a sportsman ethic and catch and release fishing
- The general rise in free time and economic prosperity that followed World War II.
- The migration for U.S. population from rural areas to coastal urban and suburban life.
- Post-Second World War expansion of wealth and leisure time

2. People Who Made a Difference

- Jeff Angers
- Jim Donofrio
- Walter Fondren...CCA lead the fight to de-commercialize Redfish and Seatrout.
- Ernest Hemmingway
- Rob Kramer
- Jane Lubchenco
- Warren Magnuson
- John McMurray
- Pat Murray
- Mike Nussman, building an effective sport fishing industry association.
- Theodore Roosevelt
- Ted Stevens
- Henry David Thoreau
- Walt Whitman
- Ted Venker

3. Milestones

- Salt Water Sportsman's 50th Anniversary 1989.
- Marlin Magazine- The Birth of the First International Big-Game Fishing Magazine, 1981.
- Development of LORAN-C, Development of Differential GPS, Fiberglass hulls, outboard technology.
- Improvements in fishing equipment, navigational equipment, and fishing lines made smaller yet stronger.
- Advances in marine electronics have enabled more fishermen to locate and target fish, and to return to port safely – Fish finders and GPS specifically.
- Better communication as to when the fish are biting and where based on fishing web-sites. Better information regarding water temperatures offshore.
- Passage of the Sustainable Fisheries Act of 1996.
- The court decision in NRDC vs. Daly.
- Passage of legislation giving ASMFC the ability to enforce its management plans Universal angler licensing.
- U.S. Coast Guard involvement.
- Invention of Global Positioning System.
- Invention of new electronics and safety equipment.

D. LOOKING AROUND – TAILWINDS, HEADWINDS AND TRENDS

(Based from responses on pp 48-64 below)

This section asked Summit participants to look at the various factors (tailwinds and headwinds) and trends influencing saltwater recreational fishing. Survey responses are broken down by region. Below are the most frequently referenced tailwinds, headwinds and trends across all region.

TAILWINDS: (Survey Question: *List any factors enhancing the success of the saltwater recreational fishing?)*

1. Growing Angler Stewardship (20)
2. Growth in Recreational Fishing Community. (12)
3. Species recovery and restoration (12)
4. State Marine Fishery Management (10).
5. New Information and Fishing Technology (10)
6. Acknowledgement of Recreational Fishing's Positive Economic Impact. (6)
7. Focus on Better Fishery Management- All Levels (4)
8. Improving Recreational Fishing Data (3)
9. Better Understanding of Commercial and Recreational Management Approaches (3)
10. Better Outreach (2)

HEADWINDS: (Survey Question: *List any factors hindering or impeding the success of the saltwater recreational fishing?)*

1. Commercial vs. Recreation (Including Catch Shares and Allocation issues)
2. Complicated, Inflexible Regulation.
3. Data Collection, Science and Studies.
4. Access, Closures and Marine Protect Areas, Marine Spatial Planning, No Fish Zones.
5. Management Plans, Process and Recreational Input.
6. Angler Community Communication, Input and Education.
7. Environmental and Special Interest Influence.
8. Declining stocks and access.
9. Costs of Fishing.
10. Water usage, supply and quality.

TRENDS: (Survey Question: *What trends (e.g. social, political, economic, etc.) do you see affecting the saltwater recreational fishing?)*

1. Poor Economy and High Costs of Doing Business.
2. Commercial vs. Recreational Fishing.
3. Area closures, Marine Protected Areas, Reserves and Precautionary Management vs. sustainable multiple uses.
4. Social changes-Declining Interest in Outdoor Activity, Retirement and Increasing Anglers.
5. Environmental Interests Influence.
6. Regulations and their economic and social impacts.
7. Coastal Development.
8. Recreational Voice, Growing Numbers, Quality Fishing Opportunities and Angler Conservation and Education.
9. Water quality issues.
10. Marine Spatial Planning.

E. LOOKING AHEAD TO 2020: VISIONS OF SUCCESS

(Based from responses on pp 65-85 below)

PICTURE OF FAILURE THEMES

(Survey Question: *Take a moment to think of saltwater recreational fishing in the year 2020. Please describe what an undesirable future for recreational fishing would look like. What would anglers, industry, scientists, and managers be doing?)*

1. **Status quo:** fishery management and regulation in 2010 continues with few changes 10 years later.
2. **Increasing:** overfishing, seasonal closures with little notice, size limits, costs, regulations, harvest, invasive species, unemployment in the fishing community (industry, regulators, scientists etc.).
3. **Decreasing:** abundance, stock, young and old anglers, bag limits, opportunities, access, allocation, scientific data.
4. **Collapsing:** fisheries and related recreational and commercial fishing economy and industry (putting out of business, boat manufactures, marinas, tackle producers and others).
5. **Deteriorating:** unsustainable fisheries; relationships among private anglers, for-hire fishing industry, commercial fishing, managers, regulators and scientists.

VISION OF SUCCESS

(Survey Question: *What would saltwater recreational anglers, industry, scientists, and managers be doing in 2020 that is different from what they are doing today?)*

- **All in the Fishing Community Working Together.** They would be communicating and working together for the common goal of a healthy sustainable abundant fishery, not wasting time and money fighting in court so that there is a future generation of anglers to enjoy the wonderful opportunities provided by in robust recreational fisheries along all parts of the US coastal areas. Recreational and commercial fishers would be actively involved in monitoring fisheries. Industry would encourage this monitoring. Anglers and industry would continue to lead in the area of conservation and managers would better understand that fact and partner with the recreational community in those efforts.
- **Anglers.** Fishing smarter with improved gear and all parties would be on the same page. They would be working together to fix the fisheries from the inside out on an ongoing basis. 100% angler registration 100% website reporting of catch 100% with at least once per year participation in "how are fish stocks doing" type meetings. Recreational anglers would be better educated regarding how their behavior impacts stocks of fish and they would be more confident that sacrifices today would bring them benefits down the road. Anglers are actively taking an interest in bringing young people to angling. Recreational anglers would be enjoying the diversity of species and resource availability. "Fishing more, bitching less."
- **Recreational Fishing Industry.** Industry is working toward the highest quality of experience for their customers and have the regulatory stability to feel confident in investing in the future. For hire boats, communities, and suppliers are benefiting from a thriving recreational fishing industry which is marketing the experience to potential first-time anglers emphasizing the size and number of fish brought back to the dock.
- **Recreational Fishery Managers and Management.** They would be managing proactively in accordance with quality science and robust data, effectively and fairly with constituents who by and large feel they are understood and reasonably represented, as they inform those making the hard decisions where necessary to ensure the sustainability of the stocks. No species is managed as a stand-alone resource. Economic values and impacts are clearly studied, updated, and understood. A greater focus is placed on opportunity and less on allocation.
- **Scientists and Data Collection.** Scientists have better data. "They are looking at trends not reacting to specific data points". They are actively studying the unique components of sport

fisheries management and its implications for managers and are now working closely to engage sport fishing constituents. Recreational catch estimation is providing near real-time estimates of recreational take supporting in-season management. With abundant and credible stock assessments scientists help establish valid ACLs and enable management actions.

- **Fishery Councils.** The Councils would be recognizing the full economic impact of recreational fishermen in their deliberations, leading to a shift in priority from commercial to recreational needs regarding allocation and opportunity.
- **National Marine Fishery Service (NMFS).** NMFS would be providing the economic data on recreational fishing needed to support allocations to recreational fishing that address increased demand, providing an increased number of jobs in coastal communities and improved recreational opportunities for millions of Americans.
- **Education and Outreach.** Outreach has created an educated and ethical angler community where proper catch and release is the norm with minimized release mortality.

SALTWATER RECREATIONAL FISHING VISION OF SUCCESS THEMES

Following are the four (4) key overarching and interrelated vision of success themes identified by survey respondents and are proposed for focusing dialogue on challenges and actions at the Summit.

1. **Improved open communication, cooperation** and trusting interactions as anglers, the recreational and commercial industry, managers and scientists work together at the local, regional and national levels to find solutions for a healthy sustainable fishery.

2. **Much improved, robust, timely and accurate data and science** on fisheries, habitat and water quality. Funding of regular, comprehensive stock assessments for all major marine fish stocks. Regular collection of sufficient data to intelligently manage both recreational and commercial fisheries. Better engaging recreational anglers in the collecting of data and monitoring of fisheries.

3. **Fishery management decisions based on a more complete understanding of the social and economic contributions** of both the recreational and commercial fisheries communities. Information will be fully integrated into new management plans and be used to set fair allocations between sectors. Greater understanding of recreational fishing will lead to management measures that better fit how anglers fish and provide anglers and the industry with increased predictability and opportunity.

4. **Ensure broad access to the greatest possible range of recreational fishing opportunities**. Public resources are maintained for the use of the public. Fishing seasons and areas are closed/restricted only as required to address specific fishery management objectives, and then are re-evaluated regularly. Management seeks to address the collective needs of the recreational fishing public, rather than solely the single-species harvest limits. Recreational fishing is recognized as a priority use in marine spatial planning efforts with emphasis placed on ensuring access and opportunity.

F. MOST IMPORTANT SALTWATER RECREATIONAL FISHING CHALLENGES

(Based from responses on pp 86-105 below)

Survey respondents were asked: "*What do you believe are the three greatest challenges facing saltwater recreational fishing: 1.) today (Now), and 2.) over the next ten years (2020)?"* Following is an overview of key saltwater recreational fishing challenges identified by survey respondents.

TOP 5 CHALLENGES --MOST #1's	**TOP 5 CHALLENGES** --HIGHEST # TOTALS COMBINING #1, #2 AND #3 CHALLENGES
1. **Data and Scientific Research** (23 #1's)	1. **Management, regulation and communication with stakeholders** (57)
2. **Management, regulation and communication with stakeholders** (19 #1's)	**2. Data and Scientific Research** (51)
3. **Allocation and Catch Shares** (18 #1's)	**3. Allocation and Catch Shares** (47)
4. **Access and closures** (15 #1's)	**4. Access and Closures** (43)
5. **Abundance and sustainability** (14 #1's)	**5. Abundance and Sustainability** (26)

The Saltwater Recreational Fishing Challenges below are organized by topic and listed in the order of the most often cited issues.

TODAY, APRIL, 2010	**TEN YEARS AHEAD, 2020**
1. Management, regulation and communication with stakeh *(77 references, 19 -#1s, 19-#2s, 19-#3s)*	1. Management, regulation and communication with stakeholders *(20 references)*
2. Data and scientific research *(63 references, 23 -#1s, 14-#2s, 14- #3s)*	2. Abundance and sustainability *(13 references)*
3. Allocation and catch shares *(60 references, 18- #1s, 23-#2s 6- 3's; 2020: 13)*	Allocation and catch shares *(13 references)*
4. Access and closures *(54 references, 15 -#1s, 17-#2s, 11-#3s)*	4. Data and scientific research *(12 references)*
5. Abundance and sustainability *(39 references, 14 -#1s, 7-#2s, 5- #3s)*	5. Access and closures *(11 references)*
6. Habitat loss, water quality and climate change *(28 references, Now: 7 #1, 9- #2s, 8- #3)*	6. Recreational fishing industry and the increasing costs of fishing *(7 references)*
7. Recreational voice *(26 references, 4 -#1s, 4- #2s, 14- #3)*	7. Habitat loss, water quality and climate change *(4 references)*
8. Economic impact/social value of recreational fishing *(23 references, 6 -#1s, 5- #2s 11 #3s)*	Recreational voice *(4 references)*
9. Recreational fishing industry and the increasing costs of fishing *(18 references, 5 -#1s, 4-#2s, 2- #3s)*	9. The next generation and the quality of the fishing experience *(2 references)*
10. The next generation and the quality of the fishing experience*(9 references, 4 -#1s, 1-#2s, 2-#3s)*	10. Economic impact/social value of recreational fishing *(1 reference)*
11. Compliance and enforcement *(6 references, 1# 2s, 5- #3s)*	10. Fishing technology *(1 reference)*
12. Fishing technology *(3 reference, 3 -#1s)*	
12. Angler education *(3 references, 1 -#1s, 1 #2s,1-#3s)*	

G. HOW IS NOAA MANAGING SALTWATER RECREATIONAL FISHING AND ITS RELATIONSHIP WITH THE RECREATIONAL FISHING COMMUNITY?

(Based on responses on pp.107-126 below.)

This section summarizes respondents' thoughts about the job NOAA is currently doing and how they can better address the issues facing saltwater recreational fishing.

Survey Question: *How would you rate NOAA's overall efforts at managing saltwater recreational fishing?*

	Very Effective				*Ineffective*	
RANKING SCALE	**5**	**4**	**3**	**2**	**1**	**AVG**
Totals for All Regions	**1**	**4**	**16**	**27**	**20**	**2.1**
Alaska	**0**	**0**	**1**	**5**	**6**	**1.6**
Northwest	**0**	**0**	**1**	**7**	**2**	**1.9**
Southwest	**0**	**1**	**4**	**5**	**5**	**2.1**
Northeast	**0**	**1**	**9**	**5**	**3**	**2.4**
Southeast	**1**	**1**	**3**	**9**	**10**	**1.9**
Pacific Islands	**0**	**1**	**2**	**1**	**3**	**2.1**

Survey Question: *How effective would you say others in the recreational fishing community think that NOAA is at managing saltwater recreational fishing?*

	Very Effective				*Ineffective*	
Ranking Scale	**5**	**4**	**3**	**2**	**1**	**Avg.**
Totals for All	**1**	**2**	**7**	**24**	**34**	**1.7**
Alaska	**0**	**0**	**1**	**5**	**6**	**1.6**
Northwest	**0**	**0**	**1**	**4**	**5**	**1.6**
Southwest	**0**	**1**	**3**	**4**	**7**	**1.9**
Northeast	**0**	**0**	**0**	**7**	**11**	**1.4**
Southeast	**1**	**0**	**1**	**8**	**14**	**1.6**
Pacific Islands	**0**	**1**	**1**	**1**	**4**	**1.9**

Survey Question: *How confident are you in NOAA's ability and willingness to address the challenges facing recreational fishing?*

	Very Confident				*Not Confident*	
Ranking Scale	**5**	**4**	**3**	**2**	**1**	**Avg.**
Totals for All	**4**	**5**	**14**	**23**	**16**	**2.3**
Alaska	**0**	**0**	**2**	**5**	**4**	**1.8**
Northwest	**0**	**0**	**1**	**4**	**4**	**1.7**
Southwest	**3**	**0**	**1**	**6**	**4**	**2.4**
Northeast	**1**	**1**	**4**	**4**	**4**	**2.4**
Southeast	**0**	**3**	**5**	**4**	**9**	**2.1**
Pacific Islands	**0**	**1**	**0**	**0**	**4**	**1.6**

Survey Question: *What saltwater recreational fishing issues are being addressed well?*

Overview of Issues Being Addressed Well

MOST FREQUENTLY REFERENCED ISSUES ACROSS ALL REGIONS

1. New staff leadership and better access to managers
2. Communication, Understanding and Constituent Engagement
3. Angler Registration.
4. Better Science and Data
5. NOAA's response to NRC evaluation of MRFSS
6. Issues on a state level
7. The community based marine protected area program
8. Management of some species

Survey Question: *What saltwater recreational fishing issues are not being addressed well or at all?*

Overview of Issues Not Being Address Well or at All

MOST FREQUENTLY REFERENCED ISSUES ACROSS ALL REGIONS

1. Species in trouble (10)
   Catch estimation, Catch shares (10)
2. Fishery management (9)
3. Stock assessments, allocation and reallocation (8)
4. Economic data on impact/contribution (7)
   Data and science for decision-making (7)
5. Closures (5)
6. Planning (4)
7. Communication, recreational voice and input (3)
   Funding (3)
   Community impacts (3)
8. Council process and accountability (2)
   Enforcement (2)
9. NOAA Sanctuaries (1)
   Pollution and development (1)
   Gear (1)

Survey Question: *What specific changes do you hope NOAA will address within the next year to improve its relationship with the recreational fishing community?*

MOST FREQUENTLY REFERENCED CHANGES ACROSS ALL REGIONS

1. Increase and enhance forums, meetings, engagement and communication (14)
2. Demonstrate NOAA Commitment to the recreational fishing community (8)
   Improve Data Collection and Economic Impact Data (8)
3. Improve Allocation, Stock Assessments and Reallocations (7)
   Improve Access, Closure and Marine Protected Areas (7)
4. NOAA's Focus and Budget to support recreational fishing (6)

5. Build on Summit Expectations and Implement Outcomes (5)
6. Increase Recreational Fishing Representation on Councils (4)
7. Improve Science (3)
8. Improve Fishery Management Process (2)
9. Clarify the role of States and NOAA in terms of funding and support of Marine Spatial Planning (1)
   Provide Opportunity for Under-fished Stocks (1)
   Public Awareness (1)
   Recreational Fleet Buy Back Programs (1)

APPENDIX 3: LOOKING BACK HISTORY

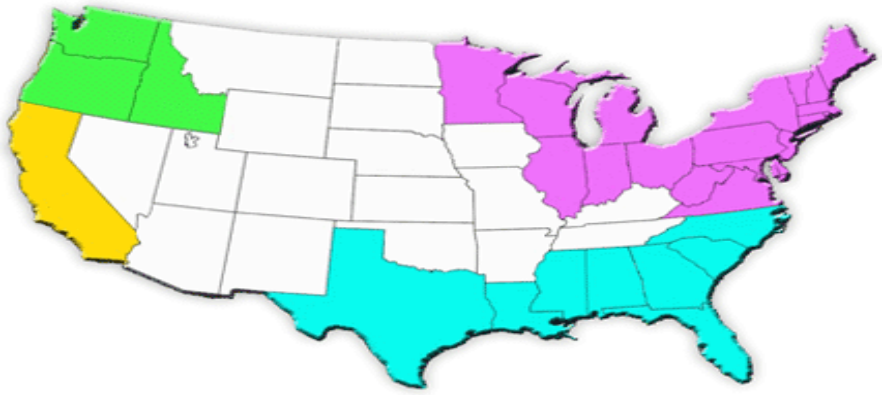
LOOKING BACK – EVENTS, PEOPLE & MILESTONES

PRE-SUMMIT SURVEY QUESTION:
What key people, events and issues have most shaped the saltwater recreational fishing community we see today? The values, techniques, and practices of saltwater recreational fishing have evolved over the sport's long and rich history. This section asked Summit participants to take a look back to the past at the factors that have influenced saltwater recreational fishing.

What key people, events and issues have most shaped the saltwater recreational fishing community we see today?

From the Pre-Summit Survey and the Post-Its Placed on the Banner at the Summit

NATIONAL



SIGNIFICANT EVENTS-NATIONAL

Legislative or Administrative

- 2008 - President Bush signs an executive order making recreational fishing a priority in all new federal MPA's, sanctuaries and reserves.
- June 12 , 2009 - President Obama orders the development of a new national policy for management and zoning of America's coastal, ocean and Great Lakes waters within 180 days, based on the international United Nations model of aquatic and fishery management.
- Executive orders from Pres. Clinton and Pres. Bush to enhance rec. opportunities as well has a directive from Dr. Hogarth to do the same. Except those measures did not have any "bite" incorporated in them and did not go far enough.
- NOAA created 1972. Even though NOAA changed its name from the Bureau of Commercial Fisheries (or something similar), NOAA remained a rubber stamp to the Regional Councils. The politics and power of money, continues to thwart true conservation and concern for our ocean resources. Magnuson Act passed 1976 recreational fishing ignored 1972-2009.
- 1976 - The Magnuson-Stevens Act- creates the 200 mile limit.
- Enactment of the Magnuson-Stevens Act which focused attention on sustainability rather than maximum production at any cost, and the subsequent creation of the Regional Fishery Management Councils.
- Implementing the MSA in 1976 was a great idea to get rid of the foreign fleets raping the resource. It has been changed to reduce fishing for our citizens which was not what is was intended for. Fix MSA to provide the Council's greater flexibility.
- Mandated closure of the recreational red snapper fishery in the gulf once the quota is met affected the '96 reauthorized MSA.
- Prompted by lawsuits, the enforcement of management policy within MSA re-authorization 2000.
- Reauthorization of Magnuson Stevenson act and who was actually responsible for inserting the rebuilding period timetable…. it is time to get some things out in the open
- 2006 - Reauthorization of Magnuson-Stevens Act--creates non-scientific arbitrary dates for rebuilding fisheries and to stop overfishing. Inflexible MSA requirements
- The re-authorization of the MSA in 2006 is a great step forward, mandating that overfishing be brought to an end. It places the focus on achieving sustainability though science, not politics and business as usual. It may cause short-term pain, but will achieve long-term gain.
- Ocean policy task force,
- Publishing of the two Ocean Policy task forces. Clean water act, endangered species act.
- Court decision in NRDC vs. Daly
- National Research Council's evaluation of MRFSS
- Collapse and subsequent rebuilding of striped bass and red drum stocks Passage of the Atlantic Striped Bass Act in 1986 Passage of legislation giving ASMFC the ability to enforce its management plans Open access to resources.
- 1970s-80s - Disastrous fishery management policy of the 70's and 80's encouraged massive overcapacity in the commercial fishery - expanding into and collapsing many fisheries that were once pretty much recreational only.

- The allocation of fish between recreational and commercial has had a major impact on both sectors.
- Unprecedented emergency closures of some species has opened the eyes of recreational anglers and created a recognized need to manage our fisheries differently.
- NOAA (especially NOAA Sanctuaries) began implementing closed areas, rather than invest more time money and staff in tried and true fisheries science and management. This helped lead us to the brink of economic disaster for recreational fishing industries.
- Quality recreational fishing willingness to sacrifice to protect fisheries strong state participation in fisheries management Wallop-Breaux Sport fishing Restoration acts of Congress.
- The establishment of saltwater recreational fishing licenses by states and the new federal MRIP will assure that recreational data used in management decisions is more accurate and of a higher quality than in the past.
- Establishment of NOAA, ASA
- Prohibition on conflicts of interest fishery management councils
- NOAA/NMFS non-compliance with Congressional mandate to have a new recreational data system in place by Jan 2009 according to reauthorized MSA from Jan 2007. The requirement that for-hire vessels adhere to fed regulations regardless of where they fish is questionable whether this complies with NTL standard 4.
- NOAA/NMFS complete disregard to NTL standard 8.
- Many recreational summits where we are told that new goals and objectives will be done, and nothing ever happens. Complete and total disregard of angler opinion and status by NOAA/NMFS.
- Complete distrust by constituents of the agency. NOAA/NMFS attitude that they are above reproach and will do what they want regardless of what is desired. Complete disregard of public comments from constituents at NOAA/NMFS and councils.
- Recreational fishery closures
- The NRC recreational data review
- Proposed NOAA catch share policy
- Arbitrary, non scientific rebuilding and overfishing requirements
- Overly restrictive regulatory measures
- No stability in recreational fishery management.
- Negative push to create No-Take reserves (MPAs) off the nation's coast.
- Abandoning traditional fisheries management and giving Sanctuaries the power to implement MPAs was a disastrous milestone along the road to the current sad state of recreational angling. NOAA staff engaged in the media wars leading up to implementation of MPAs. They damage they did was monstrous in terms of damaging the perception of the general public about the state of our fisheries and what solutions are needed. NOAA staff (especially Sanctuaries) had a professional agenda (could be called "empire building") to champion MPAs.
- IGFA record book
- 1. DATA; 2. DATA; 3. DATA

Technological Advances- National

- 1950's - Following World War II, there was an explosion in recreational fishing. This was fueled by a rising standard of living, the invention of nylon and fiberglass and the availability of military surplus boats and engines.
- 1960's - Starting in the late 60's advances in fiberglass technologies and in small boat engines encouraged an increase in the small-craft recreational fleet. This fleet still exists today, supporting many fuel docks, shipyards, mechanics tackle shops and marine stores.
- Invention of the spinning reel and monofilament line.
- Center console boats.
- Outboard motors.
- Perfection of spinning tackle
- Circle Hooks invented and accepted by the S/W recreational fishing community.
- The adoption of circle hooks. The concept of catch and release. A way to put children in touch with the outdoors and all it has to offer; and a way to put the "kid" back in all of us.
- The technological advances in electronics and gear have made the "average" weekend warrior far more effective. i.e. GPS w/o differential, sonar/fish finders, more dependable boats and gear and better tackle.
- The development of GPS really moved navigation forward.
- The advancement of technology in Marine Electronics available to recreational anglers has had a dramatic affect on the fishery.
- Development of affordable, seaworthy fiberglass boats
- The development of modern affordable boats, fishing tackle, and electronics.
- Fiberglass fishing rods.
- The introduction of: fiberglass boats reliable outboard motors electronic/GPS/sounder technology removal of destructive industrial fishing gear such as: pelagic long lines gillnets, bottom trawls
- Application of modern technology, (electronic and other), towards marine stocks have made it easier to catch fish and drive down stocks.
- Development of the Internet and the sharing of information
- The technological improvements in boats and gear, have allowed the recreational angler to pursue fish that formerly were largely limited to commercial fisheries.
- Design of release tools and better release methods which decease fish mortality continues to have increasingly positive influence on saltwater fisheries. Removing gear which decreases fishing by-catch has been helpful.

Society- National

- Entry into North America by Native American fisher peoples 10-30,000 years ago.
- Arrival of Europeans in North America 400 years ago
- Development of an industrial economy with attendant environmental damage.
- The general rise in free time and economic prosperity that followed World War II.
- The migration for U.S. population from rural areas to coastal urban and suburban life.
- Post-Second World War expansion of wealth and leisure time
- The advent of a sportsman ethic and catch and release fishing

- Rise of a "Sporting Ethic" among the general populace in the 19th Century. Post World War 2, the rise of the recreational sport fishing economy. From a necessity to feed one's family, experienced by past and recent immigrants to "catch and release" by concerned conservationist fishers, fishing in America means many things to different folks.
- The conservation movement.
- The creation of conservation organizations like CCA that represent people and the interests of fishermen.
- CCA and other "resource first" recreational fishing organizations. Establishing of RFA and other "Fisher first" groups.
- A good economy makes it possible for more fishermen to participate more often.
- The coastal population of America is growing and will continue to grow.
- The demand for recreational fishing in saltwater will increase, along with pressure on resources and access...but delivering huge economic benefits to the nation and to local/state economies.
- The establishment of party and charter boats enabled the average person access to fish, other than from shore.
- Economic prosperity and enhanced technology have resulted in a boom in angling participation and success.
- Management for sustainability has changed things for the better.
- Involvement and influence of NGOs in the process has been a mixed blessing.
- Degradation of coastal water quality and habitat has driven the declines in saltwater fisheries.
- TRUST - in government to do the right thing; Sustainable fishing, ethical fishing, responsible fishing are the evolving buzzwords.
- Tragedy of the Commons - the key is to focus on the individual fisherman who has the propensity to finger point at "other" fishermen as being the "problem" but failing to see the three-fingers pointing back at themselves as a contributor to the "problem"

PEOPLE WHO MADE A DIFFERENCE-NATIONAL

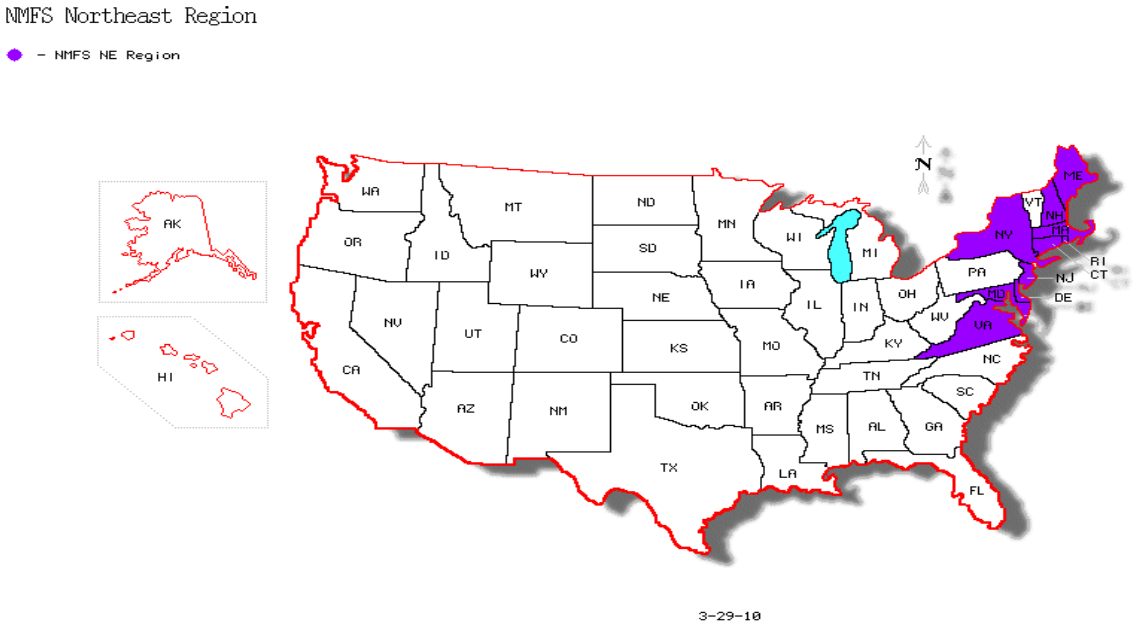
- Jeff Angers
- Jim Donofrio
- Dudley Lewis
- Peter Fithian
- Walter Fondren...CCA lead the fight to de-commercialize Redfish and Seatrout.
- Zane Gray
- Ernest Hemmingway
- Rob Kramer
- Francessca Lamonte
- Michael Lerner
- Jane Lubchenco
- Warren Magnuson
- John McMurray

- Pat Murray
- Mike Nussman, building an effective sport fishing industry association.
- Capt. George Parker
- Win Rockefeller- TBF
- Theodore Roosevelt
- Milt Shedd
- Ted Stevens
- Henry David Thoreau
- Walt Whitman
- Ted Venker

MILESTONES-NATIONAL

- The people's march on Wash. D.C. in March, 2010
- Salt Water Sportsman's 50th Anniversary 1989.
- Marlin Magazine- The Birth of the First International Big-Game Fishing Magazine, 1981.
- Development of LORAN-C, Development of Differential GPS, Fiberglass hulls, outboard technology.
- Improvements in fishing equipment, navigational equipment, and fishing lines made smaller yet stronger.
- Advances in marine electronics have enabled more fishermen to locate and target fish, and to return to port safely – Fish finders and GPS specifically.
- Better communication as to when the fish are biting and where based on fishing web sites. Better information regarding water temperatures offshore.
- Passage of the Sustainable Fisheries Act of 1996.
- The court decision in NRDC vs. Daly.
- Passage of legislation giving ASMFC the ability to enforce its management plans Universal angler licensing.
- U.S. Coast Guard involvement.
- Invention of Global Positioning System.
- Invention of new electronics and safety equipment.

NORTHEAST REGION
EVENTS, PEOPLE, AND MILESTONES



SIGNIFICANT EVENTS, NE REGION

- Repeated overfishing by the commercial sector in New England. Before that, the damage done by the foreign boats that raped our waters of their bounty.
- The works of Bob Pond on the striper eggs.
- ASFMC Fishery management plan for Striper and the turnaround it made.
- The RISAA started in 1999 gave Rhode Island a unified voice to the recreational community.
- The game fish legislation that took place in some East Coast states after the striped bass crash of the 1970s.
- Decisions to divide fishery quotas between the commercial and recreational fishery.
- The consequences of fluke, and striped bass come to mind, but there are other examples like ground fish in the NE.
- Red Drum game fish status collapse.
- Recovery of the Atlantic striped bass fishery.
- Striper conservation measures in the '80's and the very positive results.
- Rebuilding of striped bass in 1990's.
- Passage of the Atlantic Striped Bass Conservation Act Mid Water Trawl Gear allowed to return to New England waters. National Salt Water Registry included in reauthorization of Magnuson. At least 3 Council Science & Statistic Committee's change initial recommendations after political pressure.

- Successful rebuilding of Atlantic Striped Bass has proven the benefits that can accrue to fishermen and coastal communities when harvesting sacrifices are made to respond to and comply with scientific advice.
- Establishing ASMFC (commissions & Councils). Involving recreational folks in the Advisory panels/committees. Many folks have become more conservation oriented. Regulation/rules, and cost of conducting business have had a definite impact on fishing practices and has significantly changed the shape of the community.
- The rebuilding of Striped Bass along the East Coast, and the subsequent economic value of the species, helped validate the importance of recreational fishing to seaside communities.
- Florida net ban Red Drum game fish status Collapse and recovery of the Atlantic striped bass fishery.
- Saltwater licensing, game fish designations, and inshore netting bans as pioneered by the CCA in Texas and Florida. The game fish legislation that took place in some East Coast states after the striped bass crash of the 1970s. Decisions to divide fishery quotas between the commercial and recreational fishery. The consequences of fluke, and striped bass come to mind, but there are other examples like ground fish in the NE.
- The works of Bob Pond on the striper eggs ASFMC Fishery management plan for Striper and the turnaround it made.
- The RISAA started in 1999 gave Rhode Island a unified voice to the recreational community.

PEOPLE WHO MADE A DIFFERENCE- NE REGION

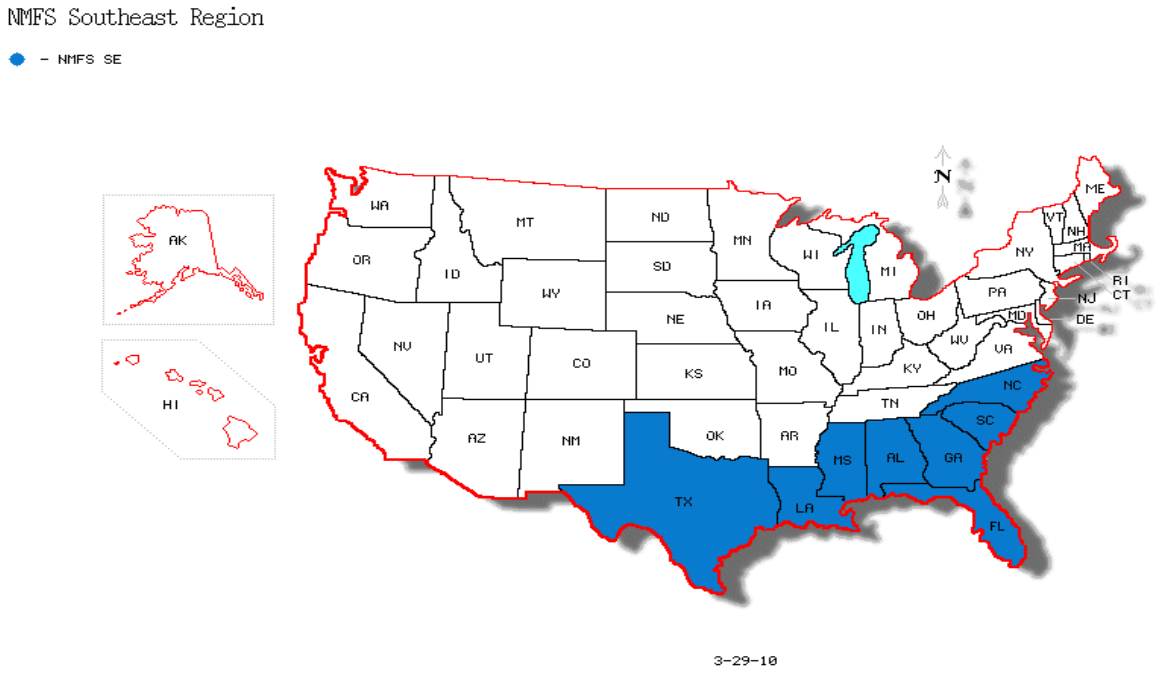
- Joe Brooks
- Frank Carlton
- Dr. Jack Casey - establishing NMFS cooperative shark tagging program
- Tim Coleman
- Walter Fondren - conservation advocate
- George Heinold
- Tom Hill
- Hal Lyman
- Frank Mather - his work with blue fin tuna and cooperative tagging
- Steve Mederios – Rhode Island Saltwater Anglers
- Tom Paugh - columnist
- Bob Pond – Atoms plugs, striped bass advocate
- Al Reinfelder - striped bass advocate
- Andy Rosenberg
- Ray Scott - catch and release ethic.
- Charley Soares - Striper Unlimited
- Dan Shea - Outdoor writer, Salesman of Penn Reels
- Gerry Studds
- Zack Taylor - columnist
- Chris Weld

- Karl Wickstrom
- Frank Woolner - Salt Water Sportsman
- I find it hard to name individuals here, but folks who have worked to develop modern electronics made a difference, fisherman who advocate and discourage anglers from taking every fish they land and encourage some catch and release among private recreational anglers made a difference. Government officials who studied the economic benefits of recreational fishing made a difference. Authors who have shared their knowledge through various publications have made a difference.
- For inshore species, aggressive actions by ASMFC and the Regional Administrator SSC involvement in the quota setting process.

MILESTONES FOR SALTWATER RECREATIONAL FISHING NE REGION

- Recent acknowledgment by NOAA that the recreational fishery is a player and not just the family pup to be thrown scraps, etc.
- There are numerous events or turning points in the development of saltwater angling like flats boats, the tuna fishery off the Outer Banks, and fly fishing for striped bass in New England that are historically interesting, but they are all natural developments that have taken place simply because there was something to fish for. That is the key. There is not much if anything that NMFS needs to do other than provide the fish through good management and help protect the public's right to recreational fishing.
- Clean water act (good)
- Sustainable Fisheries Act (not so good)
- MRIP (not sure)
- Exemption to Nantucket Lightship closed area and the Gulf of Maine closure.--Northeast
- Stocks are rebuilding, examples include striped bass, summer flounder, scup and black sea bass.--Northeast
- Striped bass collapse and recovery
- Red drum collapse and recovery
- Rebuilding of Striped Bass in the North East.
- There are numerous events or turning points in the development of saltwater angling like flats boats, the tuna fishery off the Outer Banks, and fly fishing for striped bass in New England that are historically interesting, but they are all natural developments that have taken place simply because there was something to fish for. That is the key. There is not much if anything that NMFS needs to do other than provide the fish through good management and help protect the public's right to recreational fishing.

SOUTHEAST REGION –EVENTS, PEOPLE, AND MILESTONES



SIGNIFICANT EVENTS, SE REGION

- Florida net ban
- Saltwater licensing, game fish designations, and inshore netting bans as pioneered by the CCA in Texas and Florida.
- Extreme fishing regulations—Southeast
- The advent of a sportsman ethic and catch and release fishing
- Game fish status for various species
- Foundation of what is now the Coastal Conservation Association
- Amendment limiting marine net fishing in Florida waters Amendment to Florida constitution giving independent authority to state agency to regulate Florida's fisheries.
- In my area, beginning of GMFMC, Redfish taken off of commercial harvest in the Gulf, Tarpon, Snook, and Bonefish made game fish only status (taken off commercial harvest) King mackerel rebuilding plan, Red Snapper rebuilding plan (but now micro managed to death, now putting fisherman out of business, and short seasons for fisherman) Billfish Foundation.
- Net ban in Fl. Making a cobia game fish (taken off commercial harvest) would be another significant event if done.
- There are too many to list. Huge mistakes have been made on the national and state levels over the years that have helped lead to the mess we are in. Good people, trying (in most cases) to make good decisions. But poor science and the conflicts both on the

national and state levels between recreational and commercial needs have often led to inaction or poorly drafted regulation.
- Rebuilding of redfish, stripers and swordfish stocks and the witness of the decline.
- The implementation of size and bag limits. A fish not caught today can be caught tomorrow we all share responsibility in how we treat the resource.

PEOPLE WHO MADE A DIFFERENCE-SE REGION

- Jeff Angers
- The Bogan family
- Curtis Bostick
- David Festa
- Walter W. Fondren III
- Paul Forsberg
- Ted Forsgren
- Barry Gibbs
- Robert Hayes
- Tom Hill
- The Hilton family
- Alex Jernigan
- Josh Reichert/Lee Crockett
- Karl Wicktsrom, Florida Sportsman founder, CCA past president
- Bob Zales
- FWC Commissioners, and staff.
- IPVA and many others who have stood up for the recreational angler.
- Directors and volunteers of CCA, IGFA, Billfish Foundation and others.
- Charter captains and guides that practice and teach catch and release

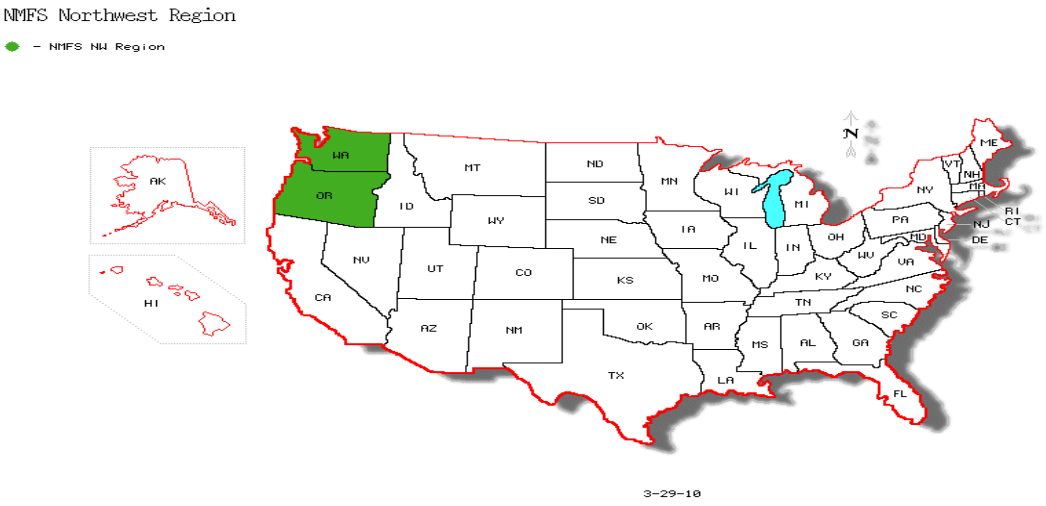
MILESTONES FOR SALTWATER RECREATIONAL FISHING: SE REGION

- The various state net bans
- Net bans/other destructive/indiscriminate gear limitations
- Removal of fish traps
- Game fish status for various species (i.e. removal of a profit motive from the taking of our publicly owned resources); Game fish status for various species; Game-fish status for Red drum
- Regulations on long-lining; Removal of long lines from Florida waters
- Rebuilt redfish stocks, snook stocks, King mackerel stocks, and Red snapper stocks. Release of Tarpon, Bonefish most Billfish.
- Poor management of the resource with too much emphasis on PEW inputs. Bad science, i.e., wrong assessments for summer flounder, black sea bass, scallops, GOM cod, GOM red snapper. the list goes on.
- The state of Texas formed the first Coastal Conservation Association. The Recreational Fishing Association. The net ban Limits on grouper and red snapper were set, which

resulted in healthy stocks of both species today!

- MSRA
- Limited Access for the For-Hire industry in the Gulf of Mexico.
- Taking bill fishing to largely catch and release. IGFA builds into an influential organization emphasizing catch/release and ethical fishing.

NORTHWEST REGION–EVENTS, PEOPLE, AND MILESTONES



SIGNIFICANT EVENTS-NW REGION

- The efficiency improvements made by the commercial fishing industry have made much more significant inroads into the biomass of many species before NOAA could react. The decline in many species can be laid at the doors step of regional council inaction.
- The inroads and undue influence of the environmental movement in fishery management. The environmental movement is too well funded and overwhelms the recreational dialogue.
- The implementation of M-S at the council level has been to establish procedures that work well for the commercial industry but do not easily allow recreational participation.

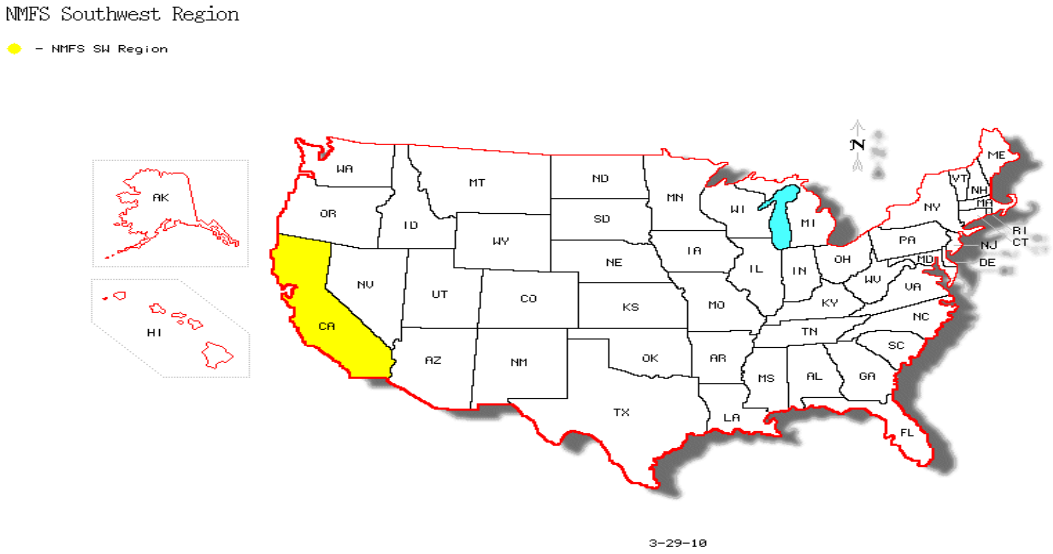
PEOPLE WHO MADE A DIFFERENCE-NW REGION

- There have been a lot of people who have contributed to the decline of recreational fishing both within NOAA and at the councils. The problem is finding those who have been a positive influence.

MILESTONES FOR SALTWATER RECREATIONAL FISHING- NW REGION

- Major reallocation of Coho Salmon from commercial to recreational fisheries creates millions in benefit to states/local communities and the nation.
- Development of circle hooks strongly reduce the mortality of released fish.
- The decrease in the size and quantity of many species of fish being caught.
- Future milestone #1: prioritize recreational fishing in fishery allocations, recognizing that a single fish is worth ten times more economically when compared to the allocating that fish to the commercial take.

SOUTHWEST REGION– EVENTS, PEOPLE, AND MILESTONES



SIGNIFICANT EVENTS-SW REGION

- Big Fish! My childhood years are filled with Sierra Nevada trout fishing. Reaching preteen, having a city-bus pass (for school) found me able to go to piers and harbors, especially Redondo Beach and Marina del Rey. Basically, whether it was pier, surf, or vessel fishing, the fish caught put up a fight; and the bigger the fish the bigger the fight. That excitement got me hooked on saltwater fishing.
- Establishment of the AFTMA (Now ASA) and the creation of the SFRA.

PEOPLE WHO MADE A DIFFERENCE-SW REGION

- Rip Cunningham
- Bob Curtiss, a 6-pack boat operator in Redondo Beach who let me be a deckhand (for pay).
- Fred Hall, a big personable fellow, who took time to talk to me, a 13 year old kid, about how to be professional in an industry that most perceive to be non-professional.
- Fredrick Holder
- Russ Izor
- Ebby Lamaster
- Frenchy Marguillen, owner of Marina Del Rey Sport fishing who gave me the vessel time to get my 100-ton Merchant marine license.
- Doug Olander
- Bill Poole- Pioneer of Southern California sport fishing built most of the modern commercial passenger sport fishing boats and explored and developed long-range sport fishing grounds.
- Fishing has always been a backbone of the American natural scene. From Henry Wadsworth Longfellow "With his fishing-line of cedar" through Dr. Frederick Charles Holder at Catalina Island, Zane Grey, and Michael Lerner to today's high tech fishing scene, fishing has been and is enjoyed by millions of Americans.–Southwest
- Father was a fresh water-fishing fanatic. Grandfather introduced me to "tournament fishing" for play as we entered into surf perch derbies with Japanese gardeners. The rules included that we had to eat our catch or release the fish and not waste the resource.
- There have been a lot of people who have contributed to the decline of recreational fishing both within NOAA and at the councils. The problem is finding those who have been a positive influence.
- Top brass at NOAA (both Fisheries and Sanctuaries) failed to provide for the needs of the recreational fishing community. Seasons, bag limits, sizer limits, etc. work as a management toolkit. Shutting down areas to fishing is not needed for fisheries management, but creates a job market (through grants) for the scientific and academia communities… at the expense of the recreational fishing community. Our leaders of groups (RFA, UASC, SAC etc.) have been ineffective in terms of slowing or stopping the rush to create MPAs. "Joe lunch bucket fisherman" is left without a champion.

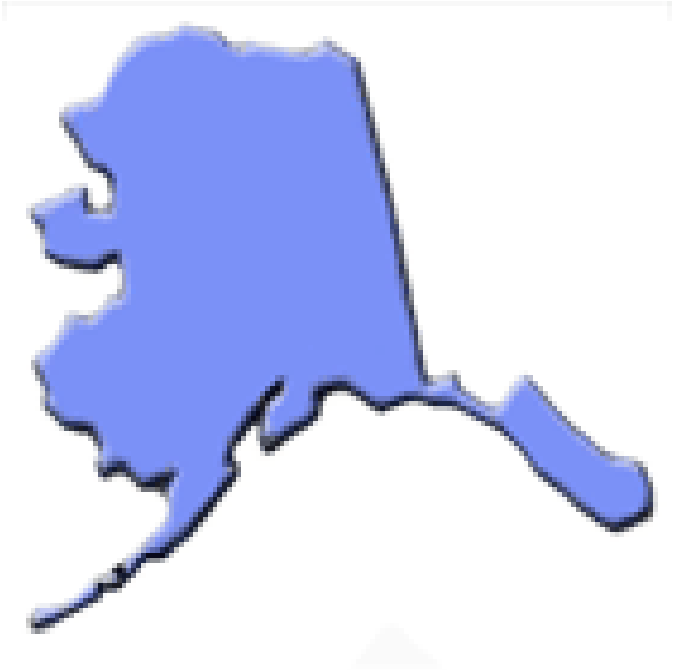
MILESTONES FOR SALTWATER RECREATIONAL FISHING: SW REGION

- Off Southern California, in the 50's the Commercial Passenger Fishing Vessels (CPFV) fleet became a powerful economic engine alongside existing commercial fisheries. Many Californians made and now make their living from these industries.
- I never have considered tracking milestones for saltwater recreational fishing. I have kept knowledge of seasonal aspects such as: July 4, was considered the beginning of tuna

fishing, March is White Sea bass. October is Lobster, etc. Some anglers have goals like to catch a 200-pound tuna. I never had considered fishing in that manner.

- Future milestone #1: prioritize recreational fishing in fishery allocations, recognizing that a single fish is worth ten times more economically when compared to the allocating that fish to the commercial take.
- 2008 - California proceeds to create permanent recreational fishing closure zones in the Central Coast without a basis in science in contradiction to requirements in the Marine Life Protection Act. 2009 - Representatives from NOAA and the Canadian Ministry of Environment plan a continental Pacific coastal network of Marine Reserves affecting recreational fishing under NAFTA - the Baja to Bering Initiative.

ALASKA REGION – EVENTS, PEOPLE, AND MILESTONES



SIGNIFICANT EVENTS-ALASKA REGION

- Regional Fishery Councils have been run by commercial fishing interests and have promoted overfishing by the commercial fishing industry, on east and west coasts. After the fish stocks crash, the recreational angler season and bag limits shrink to nothing. The same thing is going on at the North Pacific Fisheries Management Council, and history continues to repeat itself. NOAA shares in the blame of the decimation of fish populations.

- In Alaska, the decision to shift recreational charter harvests of halibut into a guideline harvest level, which eventually became the basis of a capped catch-sharing plan.
- The free gifting of 88% of the public halibut resource to the commercial sector. The commercial dominated rule makers devising the "catch share policy" to create de-facto ownership in order to impose "compensated reallocation" programs.
- Public comments are treated as anecdotal with no real substance while they are significant. Public officials such as the RAS and some council members routinely snicker and make jesters, do not pay attention to the speakers, in some cases ask leading questions to make the individual feel like an idiot. This discourages involvement with the process.
- RA recommendations of prospective council members should be eliminated as this creates bias in the process as the RAS can control whom they want to serve rather than the individual being selected as per their experience and ability to contribute.
- Stock assessments are conducted at times and places that are unavailable for most people who would like to participate. Although public notice is provided, it is not adequate. The process needs to be more transparent providing better access and understanding to the public.
- 2009, Guided recreational anglers (charter clients) limited to one halibut a day bag limit in Southeast Alaska while commercial fishermen given bonus fish above International Pacific Halibut Commission scientific staff recommendations of sustainable harvest levels. Unguided recreational anglers still allowed to fish two halibut a day. Two halibut daily bag limit has been in effect for over 30 years for all recreational anglers.
- Regional Fishery Councils have been run by commercial fishing interests and have promoted overfishing by the commercial fishing industry, on east and west coasts. After the fish stocks crash, the recreational angler season and bag limits shrink to nothing. The same thing is going on at the North Pacific Fisheries Management Council, and history continues to repeat itself. NOAA shares in the blame of the decimation of fish populations. Even though NOAA changed its name from the Bureau of Commercial Fisheries (or something similar), NOAA remained a rubber stamp to the Regional Councils. The politics and power of money, continues to thwart true conservation and concern for our ocean resources.
- 1995- NMFS implements NPFMC motion establishing catch shares for commercial halibut fishing and giving fishing rights worth millions to a select group of boat owners who were not necessarily the fishermen.

- October 2008 under guise of allocation shift NPFMC passes charter catch sharing plan that allows operators to lease but not buy QS from commercial fishermen.

- October 2008 NRFMC sets catch sharing guided recreational halibut allocation 30% below the GHL allocation that they replace.

- March 2010 Alaska Governor Parnell nominates 4 commercial fishermen for 2 seats on NPFMC already dominated by commercial fishermen.

- April 2010 NPFMC conducts recreational fishing business with zero recreational council members in attendance.

PEOPLE WHO MADE A DIFFERENCE-ALASKA REGION

- Joe Brooks - pioneer salt water fly fisherman It's not really a sport with a bunch of big name heroes. I can't think of many more.
- Earl Comstock, Washington DC attorney, who was able to unify the charter sector in Alaska and successfully stopped a "one halibut daily bag limit" for our 2008-fishing season.
- Rip Cunningham
- Bill Hogarth tried.
- Walter Fondren
- Darrel Lawrence Hal Lyman and Frank Woolner - Founders of Salt Water Sportsman Magazine
- Karl Wickstrom
- The people who made the difference, also made millions of dollars, and I don't associate with or know any of them.
- NPFMC - who put recreational fisheries into a commercial fisheries solution in terms of a catch-sharing plan. See lack of recreational charter advocate at the NPFMC and at the IPHC - no real avenue at this point within the system to have a Council dominated by commercial fisheries in Alaska to have a solution that can in any way be seen as a win for the recreational industry.
- None with any power in a positive way.
- In a negative way, Dr. Hogarth, with the exception that he funded the NRC rec data review. Dr. Crabtree, Dr. Lubchenco, ADM Lautenbacher, so many within the agency. In fairness, there have been several who have tried but are either shut down, transferred, or they leave the agency.

MILESTONES FOR SALTWATER RECREATIONAL FISHING-ALASKA REGION

- A moratorium for charter operators who can fish for halibut in all coastal waters of Alaska.
- December 2009, when DC Circuit Court Judge Colliver ruled that the North Pacific Fisheries Management Council and NOAA justified an allocation of 87 percent commercial harvest and 13 percent recreational harvest as "fair and balanced", in Alaska.
- Recreational closures of several fisheries
  2007 reauthorization of the MSA which created non-scientific arbitrary dates for rebuilding fisheries and to stop overfishing. See previous submission
- Fed for-hire permit restrictions

PACIFIC ISLANDS REGION – EVENTS, PEOPLE, AND MILESTONES

SIGNIFICANT EVENTS-PACIFIC ISLANDS REGION

- High Point: MSA; the old man and the sea; IGFA
- Low Point: Antiquities Act applied to the Ocean; Papap.... monument in Hawaii which bars any fishing even at 18% of MSY (-if this continues all recreational fishermen are screwed)
- TRUST - in government to do the right thing; Sustainable fishing, ethical fishing, responsible fishing are the evolving buzz words.... Tragedy of the Commons - the key is to focus on the individual fisherman who has the propensity to finger point at "other" fishermen as being the "problem" but failing to see the three-fingers pointing back at themselves as a contributor to the "problem"
- Contribution by the Tuna Club, Avalon CA to the creation of the Hawaii Big Game Fishing Club in 1914.

- 1990 Tuna became one of the fish placed under MSA

PEOPLE WHO MADE A DIFFERENCE-PACIFIC ISLANDS REGION

- Diego Bewevente
- Numa Tehorio
- Capt. George Parker
- Wachworth Yee
- Capt. Henry Chee
- Dudley Lewis
- Capt. Phil Parker
- Kitty Simonds TWPRFMC making tuna a fish placed under Magnuson
- Jim Sutherland
- Paul Bordallo- GU
- Peter Reid- AS
- Mits Taleata
- Peter Fithian
- Zane Gray
- Ernest Hemingway
- HIBT, IGFA, TBF and the myriad of committed organizations to address sustainability, and non-commercial fishing impacts on our fisheries. Try not to identify individuals but focus on all individuals to commit to the vision.

MILESTONES FOR SALTWATER RECREATIONAL FISHING-PACIFIC ISLANDS REGION

- A commitment from the agency to begin meaningful non-commercial data collection BEFORE embarking on promoting policies such as catch shares.

APPENDIX 4: SUMMIT AGENDA

RECREATIONAL SALTWATER FISHING SUMMIT

Westin Hotel
Alexandria, Virginia
April 16-17, 2010

Purpose:
The Summit is a first step toward an improved relationship between the saltwater recreational fishing community and NOAA. Through professionally facilitated dialogue, the Summit will create an improved understanding of the key issues and challenges, generate frank discussion, and ensure there is a means for continued exchange beyond the Summit. It is not intended as a forum to solve problems, but rather is designed to begin the conversation.

Expected Summit Outcomes:

- Understanding of key issues facing recreational saltwater fishing.
- Identification of potential next steps to address key issues identified at the Summit.
- A clear process for continued discussion beyond the Summit.

Summit Process:

- Honest exchange on key issues and barriers to an enhanced working relationship.
- Identification of alternatives to address challenges and barriers.
- Shared commitment to starting with an open mind and listening carefully to all perspectives.

PROGRAM AGENDA

Day One—Friday, April 16, 2010

8:30 am — **Coffee, Continental Breakfast, and Registration**

9:00 am — **Welcome, Introductions, and Objectives**

10:00 am — **The Landscape of Recreational Saltwater Fishing in the U.S.**
Brief presentations from experts on the human dimensions and economics of recreational fishing. Followed by a Q&A.
Andrea Criscione, Responsive Management
Brad Gentner, Gentner Consulting Group

10:45 am — **Break**

11:00 am — **Key Challenges Facing Recreational Saltwater Fishing Today**
Brief presentations from community members on big-picture topics including data, access, allocation, and management. Followed by a Q&A.
Bill Shedd, AFTCO Manufacturing
Duane Harris, South Atlantic Fishery Management Council
Dick Brame, Coastal Conservation Association

Ray Bogan, Recreational Fishing Alliance
Jim Martin, Pure Fishing

12:15 pm **Working Lunch on Regional Perspectives**
A continuing examination of key challenges from a regional perspective and identification of other hot regional issues. Brief remarks from regional representatives of the fishing community.

Rip Cunningham, New England Fishery Management Council
Bruce Freeman, Jersey Coast Anglers Association
Mike Kennedy, Coastal Conservation Association
Ed Sapp, Gulf of Mexico Fishery Management Council
Donna Kalez, Dana Point Sportfishing
Lee Blankenship, Northwest Marine Technology
Ricky Gease, Kenai River Sportfishing Association
Craig Severence, University of Hawaii, Hilo

1:15 pm **Break**

1:30 pm **Learning from Successful Efforts**
Brief presentations on cooperative research, habitat conservation, and collaborative stewardship. Followed by a Q&A.
Ken Franke, Sportfishing Association of California
Craig Severence, University of Hawaii, Hilo
Tom Sadler, Middle River Group, LLC
Jim Martin, Pure Fishing
Mike Nussman, American Sportfishing Association

2:30 pm **Lessons Learned**
Table round discussion

3:00 pm **Break**

3:15 pm **Visions of Success**
Brief reactions from community members and NOAA leadership.
Earl Comstock, Alaska Charter Association
Thom Dammrich, National Marine Manufactures Association
Pat Murray, Coastal Conservation Association

4:10 pm **Steps to Realizing A Successful Future**
Table round discussion

6:10 pm **Review Day 1 and Preview Day 2.**

6:20 pm **Open Participant Comment**

6:30 pm **Reception**

Day Two—Saturday, April 17, 2010

8:00 am	**Coffee and Continental Breakfast**
8:30 am	**Opening and Preview of Day 2**
8:50 am	**Discussion of Key Challenges** Table round discussion
10:00 am	**Break**
10:15 am	**Identification of Potential Future Actions** Table round discussion
12:15 pm	**Lunch**
1:15 pm	**Next Steps and Accountability** Brief reactions from community members and NOAA leadership *Jim Donofrio, Recreational Fishing Alliance* *Bob Hayes, Coastal Conservation Association* *Mike Nussman, American Sportfishing Association* *Bob Zales, National Association of Charterboat Operators*
2:45 pm	**Wrap Up and Evaluation** Final remarks and group evaluation.
3:00 pm	**Adjourn**

Summit Webpage:
Information on the Summit, including the agenda packet, background documents, survey results, and related documents may be found at:
http://consensus.fsu.edu/Saltwater-Recreational-Fishing/index.html

APPENDIX 5: SUMMIT GUIDING PRINCIPLES

PRINCIPLES TO GUIDE THE SUMMIT DISCUSSIONS

Survey respondents were asked to rank their level of agreement (using a five-point scale) with seven draft "principles to guide our discussion at the Summit" and to identify any missing principles. The seven principles received an average totaling 4.0 out of 5.0 where 5 = Strongly Agree and 1 = Disagree. Following are the ten revised Summit Guiding Principles based on survey respondents input that are intended to guide the discussion at the Summit.

1. Listen and speak with an open mind, be honest, fair and respectful.

2. Be willing to learn from the diversity of views and interests that will be involved in shaping a successful saltwater recreational fishing and angler community's future.

3. Acknowledge the diversity of the saltwater recreational and subsistence fishing communities, regions, values and goals in developing recommended actions.

4. Enhance and build on the saltwater recreational fishing community's assets and strengths in terms of resources, stewardship and economic value.

5. Recognize that we share responsibility for the success of our collective future in saltwater recreational fishing that will be based on: scientific fishery management; protection of fish habitat and water quality; sustainable use and harvest; and maintaining public access to the nation's waters.

6. Seek to identify a shared strategic vision of success among recreational anglers, the marine industry, scientists and fisheries managers that acknowledges recreational fishing as a sustainable use of public resources.

7. Consider both measurable trends and expected changes and challenges in the fishery in each region over the coming years (e.g., a smaller recreational fleet subject to the same pressures as the commercial fleet), when developing recommended actions.

8. Build common ground and support joint efforts to achieve the shared vision and complementary goals, and address issues and recommended actions.

9. Build trust among saltwater recreational fishing users and managers of recreational fishing by:

    a. Investing in improving ongoing and open communication;

    b. Improving credible data gathering; and

    c. Establishing measures for accountability and follow through.

10. Seek to understand the relationship and the competing interests and areas for cooperation between commercial and recreational fishermen.

APPENDIX 6: SUMMARY OF LESSONS LEARNED

LESSONS LEARNED FROM SUCCESSFUL SALTWATER RECREATIONAL FISHING INITIATIVES

Following brief presentations at the Summit on successful initiatives regarding cooperative research, habitat conservation, and collaborative stewardship, participants at table rounds briefly discussed lessons learned. Participants then used a worksheet to list their thoughts on lessons learned from the presentations and their own experiences which are included below. The dynamic nature of these efforts is evidenced by the 124 examples of lessons learned that participants identified.

I. COOPERATIVE RESEARCH LESSONS LEARNED *(48 Lessons Identified)*

A. Build Trust through Cooperation and Celebrate and Share Successes. *(12 lessons)*

1. One important way to build trust with the fishing industry is to work cooperatively to help answer a biological question or help solve a problem.
2. From personal history: it's imperative. It improves the data quality, confidence in the system, and agency/ public relations. Traditional ecological knowledge plus cutting edge technology is a great combination.
3. The value of cooperative research is working together to provide recreational fishing the future. Together we can overcome the challenges.
4. It is effective and necessary if regulated community is to accept management.
5. Shared goals makes cooperation more treatable.
6. Celebrate and share successes. Enlist trusted community leaders who are locally respected. Public- private partnerships to improve and/or gather data. Partnerships created faith in data.
7. Enlisting the help of recreational anglers is an effective, cost efficient method to not only address management problems and data gaps, but it also helps the recreational angling community feel like they are part of the process and the solution.
8. Fish smart and Atlantic King Mackerel is an example of cooperative research.
9. We need to use cooperative research more.
10. Community level involvement early in the process assures long-term success by assuring stakeholder buy-in and participation.
11. I choose NOAA leads for their social and cultural abilities to move cross- culturally (different groups have their own "culture").
12. NMFS listened to local knowledge. Trust on both sides. Technical support. Big investment. Side-by-side study for hooks (barbed vs. barb less). Trust among parties. Small investment by NMFS.

B. Enhance Saltwater Recreational Fish Community Participation and Create Consistent Protocols. *(12 lessons)*

1. Overall lesson: we all need to work together. Fisherman actually can help the scientists and should be taken advantage of.
2. Saltwater Recreational Fish community has organized groups that want to participate, BUT they need assistance to both develop ideas and find scientific advice…we are here…come help us.
3. Fisherman can help with research. E.g. Tagging in BRFA's.
4. NOAA working with local charter captains can increase their knowledge of local fisheries, "how-to's" and "where to go", saving money, deepness, and time and coming up with new innovations to help fisheries.
5. Recreational fishermen have close familiarity with resources. Where recreational fish community has gone to NOAA with cooperation ideas, good partnerships have formed. There is a great deal of energy and commitment among fishing communities to help gather information (E.G. volunteers doing redd counts).
6. Creating consistent protocols is a must, some cooperative research can't be done by industry although they think sometimes it can, necessary method of business-engaged industry.
7. Cooperative research using the Ken Franke/Dave Decme/John Butler model really works! Talk with local fishermen. Barbless hooks are very useful.
8. Use combined GPS hard bottom locations.
9. Use fisheries independent data.
10. Creative use of non-destructive census method (acoustic signatures).
11. Recreational fisherman can provide valuable fishery independent data.
12. Scientists need to get out in the field, learn from folks that fish.

C. Accepting and Implementing Valid Cooperative Research Results and Tools and Gear. *(11 lessons)*

1. Collaborators must be willing to accept the results of research, however it turns out.
2. "Research" designed to validate a particular, previously formulated conclusion has no value.
3. NOAA research can be greatly helpful if used correctly. Gulf stock assessments have somewhat suspicious, fallen short of goal, would gladly work with NOAA have suggested not much response. FWC currently working with tagging program, observer program for hire.
4. I take scientists out and involve them in every way I can; hooking mortality, baro-trauma, habitat (coral) increases/decreases, tagging; in no instance have I seen even the most blatant result put into use.

5. Eliminate speculative data.
6. Fish smart is a good example of cooperative research.
7. Science based solutions can only be effectively implemented when users and the community are meaningfully engaged.
8. Utilize the best technology. Solicit the help of fishermen to assist in data collection.
9. Using long leaders we can catch mid-water fish with little impact to yelloweye with selective gear.
10. Acoustic sonar stock assessment tool. Barb less circle hooks in Hawaii. Bocaccio hook and line survey- SAC boats and NWFSC- South California. Nearshore RF tag and release study- South California.
11. Saves money. Verified science plus or minus. Acoustic mapping- ROV verified…vs. BOTLAM. "Collaboration and working together"

D. Cooperative Research Needs Commitment and Funding *(5 lessons)*

1. It works, but you need the vision on both sides and funding to make it work.
2. Agency must be open to listening to fisheries and willing to go to bat for money. Circle hoods- must involve fisheries- must do it cooperatively.
3. Much needed. Increase funding and incorporate more fishermen in more areas.
4. NMFS needs to put the funds back in NEMPP and stop stealing RSA money to fund it. When industry starts a program to fund research the money should not be hijacked.
5. Multi-year funding for cooperative research projects with visible practical outcomes.

E. Involve For Hire and Private Industry in Cooperative Research. *(5 lessons)*

1. The lesson I learned is the charter/party industries in New England and specifically Rhode Island should become involved in cooperative research. The projects presented are achievable by our industry participants. Stewardship on the part of the recreational for hire and private industry is essential to achieve the goals of this summit.
2. Charter collection: ability to get data when no taking allowed?
3. Initiative from RFC (private sector) user group combined with dedicated efforts by fishery managers can produce positive results.
4. It's clear that private sector can work well with NOAA scientists and this should be continued most projects have been very successful.
5. Start the cooperation early. Anglers/captains need to be willing to divulge favorite fishing sports. NOAA needs to have faith in anglers/captains push the research.

F. Focus Efforts on Key Challenges and Provide Direction to Researchers *(2 lessons)*

1. It works. We need to look for creative collaboration to address specific issues. Data, catch data and stock data, is an area that will benefit.

2. Whenever possible, government research should involve local marines as sub-contractors, pilots, etc. 1) 1st hand knowledge and verification of objectives and results to share with other local mariners. 2) Government funds spread out to local economy. Local marines have knowledge that could be valuable to research. Provide the tools and fishermen will provide the data.

G. Angler Education and Cooperative Research. *(1 lesson)*

1. Must inform Angling public and continue without research. Engaging the public and related industries will facilitate better public policies.

II. HABITAT CONSERVATION LESSONS LEARNED *(36 Lessons Identified)*

A. Support for Habitat Conservation as Part of Resource Management *(6 lessons)*

1. Despite the perception that NOAA is pro-commercial or anti-recreation, its primary mission is resource management. As long as recreational community is out of sync with this, actions by NOAA to protect, restore, and manage, resources will be misinterpreted as "anti-user" group. Recommendations: need more communications and effort to get alignment/recognition by harvester on this fundamental issue.
2. Everyone agrees on need for habitat restoration. Restoration is essential to sustainable fisheries. Climate change and development increase pressure on habitat.
3. The recreational fisherman remove less fish per dollar than commercial which reduces our footprint on the resources.
4. Difficult to get buy in from the public to realize that individual actions when accumulated are significant.
5. We are our own worst enemy but we can rectify our mistakes, especially by undertaking cooperative conservation and restoration projects.
6. It works.

B. Concerns/Challenges regarding Habitat Conservation *(5 lessons)*

1. That the west coast has established a different approach to habitat conservation protection is significantly different.
2. Results are Slow to Manifest**.** Habitat improvement/restoration has been on going for over 10 years and benefit is slow due to other sources of mortality U/IN the same resources. i.e. River Herrog, Shad, Atlantic Salmon.
3. Those who live on the land and use the resources are most vested in it because it is a fundamental agent of their lives and livelihood.

4. Most habitat conservation needs for marine fish are more difficult to ID and then more expensive and politically complicated to solve.
5. Success stories are starting to stack up, but there are many more issues to address.

C. Partnerships are Needed. *(5 lessons)*

1. Need to partner with public organizations.
2. Again, multi-agency, multi-entity partnerships can work to preserve/protect habitat.
3. Partnering with NOAA can work. Catch and release- seize the initiative, lighter touch on resources.
4. Create private sector partnership; work with landowners in a non-threatening way.
5. No matter the size or range of the project try to involve NOAA.

D. Work with Local Leaders and Communities. *(4 lessons)*

1. Ask local leader where they need help.
2. Work with local landowners/dam owners/timber companies.
3. Recreational anglers are in general supporters of habitat conservation.
4. Successful projects develop confidence in the recreational community.

E. Focus on Coastal Habitat Protection and Improvement *(4 lessons)*

1. Coastal habitat protection and improvement could be a place to start. Many if not all fish species spend a portion of their lives in estuaries and bays. Increased research in this area would have a dramatic effect on the way we consider habitat.
2. Salmon habitat restoration- removing barriers to migration. Klamath Dam removal coming. Exclusion fences for rural streams- exclude cattle. Riparian growth provided temperature control.
3. Highly beneficial in streams, lakes, would be very beneficial on Gulf. Example, Everglades and west coast Gulf (FL)
4. Necessity to focus on shore-based effects on near shore habitats.

F. Funding for Habitat Conservation *(3 lessons)*

1. Steady funding is important, as well as technical assistance to local communities.
2. Too much paper work and time to apply for small amounts of money.
3. Financial and technical support is critical to success.

G. Protecting Habitat. *(2 lessons)*

1. It's not just about restoring habitat- it may be about protecting habitat such as Deepest Coral HAPC's-SAFMC.
2. For over 11 years I have tried to get the government to find and protect the corals off Delmarva: lesson- system can and has failed.

H. Clean Water. *(2 lessons)*

1. Key to the future health of all aquatic wildlife and related critters. Clean water is fundamental and reducing/eliminating destructive practices.
2. Freshwater flows into the oceans.

I. Artificial Reefs. *(2 lessons)*

1. Increase artificial reefs to provide increased habitat.
2. Artificial Reef programs major component to rebuilding Red Snapper.

J. Loss of Access and Habitat Loss. *(1 lesson)*

1. Loss of habitat/water quality creates a functional loss of access for anglers. Witness the dead zones in Chesapeake Bay. It manifests in poor fisheries production.

K. Stock Restorations *(1 lesson)*

1. Stock restorations through habitat improvements.

L. Closures and Habitat Restoration *(1 lesson)*

1. Closures need to be justified.

III. COLLABORATIVE STEWARDSHIP LESSONS LEARNED *(40 Lessons Identified)*

A. Stewardship and Angler Practices *(12 lessons)*

1. Recreational anglers are on the whole concerned stewards of our fisheries.
2. Resource Stewardship ethic- embedded in the survey results and summit proceeding was a clear and strong commitment from the Recreational community to accept and work towards conservation of the resource.
3. Should be collaborative not slam dunked. Recreational anglers are underestimated when it comes to stewardship of our marine resources.
4. Seize the initiative. Lighten out impact on the limited resources. Willingness to modify and develop lower-impact fishing methods/gear.
5. Essential! Anglers must demonstrate their commitment to sustainable fisheries by their ethical conduct, responsibility fishing.
6. Locals are willing to help if new ideas are used.
7. It works and is infectious, For instance in many areas, circle hooks were adopted by both recreational and commercial fisheries without legislation. Hopefully the pioneering work in Hawaii on barb less circle hooks will open the eyes of other fisherman in other areas. (This commenter has used barb less circle hooks in Alaska since 2005).
8. We need to seize the initiative to capture public support by changing fishing techniques to have a lighter touch on the resource by things like more release from sport fish caught fish. We need to reestablish the initiative that conservation is the diving force; we can increase our public support thereby.
9. Conservation is job 1! Can't go it alone.
10. Anglers need to take the initiative on conservation.
11. Tap into cultural values, without picking charismatic species.
12. Will keep trying.

B. Support Stewardship Pilots *(7 lessons)*

1. Project fish smart-focused on King Mackerel. How to better release caught fish.
2. Create pilot projects to deal with (bartrumz) in deepest species- would help significant numbers of species.
3. Good to see people are looking at alternatives. All of the points involved can create that right results in a trial.
4. Why would anyone choose a King Mackerel, a very toothy fish and one who's slim is extremely important to its health, be picked for a catch and release project???
5. Fish smart great idea, also positive media attention to the sport and the good stewardship and the fact that recreational fisherman care about the resource. We are in reaction mode and need to address the future of the industry.
6. Project Fish Smart Barotranma relief would like to help!
7. Project fish smart- better way to release fish for ASA and environment groups- better survival. Fish across the border- get anglers to donate catch of tuna in excess to needs but within bay limit. Fish then traded for cans then donated back to Mexico to feed needy in Ensenada area.

C. Anglers, Managers and Scientists Working Together *(6 lessons)*

1. It works! Summary: we need to work together with all stakeholders- Recreational fisheries, Environmental groups, policy makers- to come up with win-win cost effective practical solutions to our several issues. Do more collaboration.
2. We can work together with manager and scientists. This was demonstrated by the presentation about recreational fishing and scientist mapping out the sea floor and identifying fish.
3. Collaborative efforts with Anglers, recreational anglers, recreational industry, state and federal managers, ENGO's can work toward better solutions to C&R issues.
4. Science, fisher experience, and transparency are key.
5. By focusing on the 90% we agree on, we can form strong partnerships for restoration. Reaching out to non-traditional partners (E.G. timber companies, can leverage conservation gains).
6. Southwest region NOAA office and the recreational, commercial, and environmental salmon interests of the Central Valley of California. NMFS provided sound science biological opinions and reasonable and prudent alternatives for salmon and steelhead. The coalition has defended the science against legal and political attacks from agricultural interests who are attempting to take the water from salmon needs to supply junior water rights agricultural interests.

D. Stewardship and Management *(5 lessons)*

1. Working in concert with public, private industries, and non-profits will magnify the positive effectiveness on good government policy.
2. When government includes the locals in stewardship development- it works better. When government circumvents the collaborative/stakeholder planning process, it creates animosity.
3. Needs to be a two way street. If anglers partner with NOAA fisheries- they support management.
4. Industry/community initiated stewardship works and fishermen are willing to buy in, cooperate and change their fishing techniques to apply new tools and effective conservation. Recreational fishermen tend to be environmental stewards, commercial fishermen far less so.
5. We slow down our fishing (bottom) in Gulf of Mexico, slow down retrieval of fish from bottom, promote catch and release snapper (red) in deep and shallow (but still have a hard sale because of closed season, correctly open for less than 2 months). Have been using circle hooks on panhandle for 30 years.

E. Angler Stewardship Education *(5 lessons)*

1. Overall stewardship successes in recreational fishing initiatives should be better communicated with all recreational fisherman in all areas.
2. Unfortunately, I do not always see stewardship within the recreational community. For every fisherman I know to be conservation minded, I know a bigger number of Anglers who strive to take everything the catch, handle released fish poorly, or are non-compliant with regulations. To create a conservative behavior, the recreational sector needs leadership from NOAA and education to the benefit of stewardship. The recreational community needs to see the benefits of their efforts.
3. Must engage youth so the next generation will care about fishing and fish conservation.
4. Educate more public on advantages at circle hook catch and release. Try and perfect better methods of catch and release especially deepwater bottom fish.
5. Educate demonstrating stewardship=leading by example! Examples: barb less circle hooks, circle hooks.

F. Organize Angler Interaction with Science. *(3 lessons)*

1. Organized recreational community has "labor force" but needs interaction with science and leadership.
2. Frequently organized clubs are not aware and are not sure how to participate in existing or apply for future programs.

3. Public buy-in most the effective means to achieve your goals. We (state/federal) agencies need to take better look of what public comments are saying.

G. Stewardship Changes over Time *(2 lessons)*

1. Change takes time. Angling will be slow to accept provisions that are different from traditional goal/methods, but change can come over time.
2. Incentives work

APPENDIX 7: 2020 VISION THEMES: MOST URGENT CHALLENGES

2020 VISION THEMES

MOST URGENT CHALLENGES

At the Summit the participants ranked each of the 34 challenges in terms of the urgency to address them to achieve the 2020 vision of success (4= urgent, 3=Important, 2= Less Important, 1=Unimportant). Below are the results of the rankings.

2020 VISION THEME OF SUCCESS #1

IMPROVED OPEN COMMUNICATION, COOPERATION AND TRUSTING INTERACTIONS

CHALLENGES TO ACHIEVING THE VISION THEME:*(9 Challenges, 74 Potential actions)*

Priority Ranking	*Average*	*Challenge*
#1	*3.7 of 4*	**(F) Need to follow thru on promises with accountability and do something tangible. Overcome the history of inaction, disappointment, lack of success with the process (people feel they haven't been able to influence the process), and the perception that the fishery management councils/NOAA Fisheries are pro-commercial. *(7 Potential Actions)***
#2	*3.6 of 4*	**(A) Lack of representation on fishery management bodies from sport fishing interests & advocacy for the public interests as a whole by NOAA. *(5 Potential Actions)***
#2	*3.6 of 4*	**B. (3.6) Lack of a defensible, equitable way of comparing commercial and recreational fishery value. {Changing the fishery management mindset; Lack of a way to compare recreational fishing date with commercial fishing value (valuation of a live/released fish vs. value of a dead fish). Get NOAA to recognize the size, contributions, and importance of recreational community (their culture bias blinds them to see its importance). *(11 Potential Actions)***
#4	*3.5 of 4*	**D. Create an internal Agency culture that understands and values the recreational fishing community. *(20 Potential Actions)***
#5	*3.3 of 4*	E. Lack of funding. *(8 Potential Actions)*
#6	*3.1 of 4*	I. Ensuring NMFS Recreational Fishing Policy Advisory will actually have what is needed to meet the needs of the recreational fishing community *(3 Potential Actions)*
#6	*3.1 of 4*	C. Fishery management bodies need to improve communications to foster mutual respect with sport fishing industry, and vice versa (e.g., HMS Atlantic). *(11 Potential Actions)*
#8	*2.7 of 4*	G. We (councils/NOAA Fisheries/fishing industry) need to do a better job of educating the fishing public on federal fishery management and science. *(15 Potential Actions)*
#9	*2.4 of 4*	No cohesive voice within the recreation fishing community *(2 Potential Actions)*

2020 VISION THEME OF SUCCESS #2

A MUCH IMPROVED, ROBUST, TIMELY AND ACCURATE DATA AND SCIENCE ON FISHERIES, HABITAT AND WATER QUALITY.

CHALLENGES TO ACHIEVING THE VISION THEME: *(8 Challenges, 79 Potential actions)*

Priority Ranking	*Average*	*Challenge*
#1	*3.7 of 4*	**(B) Funding and Prioritization of Data and Science *(6 Potential Actions)***
#2	*3.6 of 4*	**(A) Agency does not have a recreational mission or focus, and therefore insufficient commitment to recreational fishery science and data collection. *(4 Potential Actions)***
#3	*3.5 of 4*	**(D) Improve the standardized collection of timely and accurate data collection and methods to overcome trust issues. *(14 Actions)***
#4	*3.4 of 4*	(C) NOAA fisheries should assess economic impacts on all parts of the industry and sectors, beyond that of just the fish value and consumer surplus, and the need to look at tackle and other downstream analysis. *(20 potential Actions)*
#5	*3.3 of 4*	(E) Need to better incorporate the scientific data on decision-making and management processes to improve allocation processes. *(1 action)*
#5	*3.3 of 4*	(F) Institute collaborative approaches between NOAA and constituents in order to better acquire accurate scientific data. *(3 Potential Actions)*
#7	*2.8 of 4*	(H) Better enforcement and reporting compliance. *(6 Potential Actions)*
#8	*2.7 of 4*	(G) Increase angler awareness/education and involvement on what they can do to help gather data. *(19 Potential Actions)*

#3 2020 VISION THEME OF SUCCESS

FISHERY MANAGEMENT DECISIONS BASED ON A MORE COMPLETE UNDERSTANDING OF THE SOCIAL AND ECONOMIC CONTRIBUTIONS OF BOTH THE RECREATIONAL AND COMMERCIAL FISHERIES COMMUNITIES. *(10 Challenges, 37 Potential actions)*

CHALLENGES TO ACHIEVING THE VISION THEME:

Priority Ranking	*Average*	*Challenge*
#1	*3.6 of 4*	**(F) Need better economic information. *(3 Potential Actions)***
#2	*3.5 of 4*	**(C) Makeup of fishery management councils. *(3 Potential Actions)***
#2	*3.5 of 4*	**(I) Councils are unwilling, (and there is no driver, requirements, or guidelines) to examine the current allocation scheme and discuss changes to it based on the economic value of the recreational fishery. *(4 Potential Actions)***
#2	*3.5 of 4*	**(J) Recreational fisheries need to be managed for different outcomes than commercial fisheries. *(4 Potential Actions)***

#5	*3.4 of 4*	(D) NOAA needs to understand its recreational user constituencies. *(4 Potential Actions)*
#6	*3.3 of 4*	(G) Need to more effectively use information in management process. *(4 Potential Actions)*
#7	*3.2 of 4*	(H) Need to use information in decision making to benefit recreational fisheries. *(2 Potential Actions)*
#8	*3.0 of 4*	(A) Magnuson-Stevens Fishery Conservation and Management Act (Magnuson Act). *(2 Potential Actions)*
#9	*2.8 of 4*	(B) Integration of Catch Share Data. *(8 Potential Actions)*
#10	*2.6 of 4*	(E) Education and outreach. *(3 Potential Actions)*

2020 VISION THEME OF SUCCESS #4

ENSURE BROAD ACCESS TO THE GREATEST POSSIBLE RANGE OF RECREATIONAL FISHING OPPORTUNITIES. *(7 Challenges, 22 Potential actions)*

CHALLENGES TO ACHIEVING THE VISION THEME:

Priority Ranking	*Average*	*Challenge*
#1	*3.7 of 4*	**(C) Ensure the recreational fishery is part of the management process e.g. allocation in the decision process.** (***5 Potential Actions)***
#1	*3.7 of 4*	**(G) Imposition of MPAs where other management tools may be more appropriate.** ***(3 Potential Actions)***
#3	*3.6 of 4*	**(A) Need to fit recreational opportunities into marine spatial planning such that these are not compromised and can be prioritized.** *(2 Potential Actions)*
#3	*3.6 of 4*	**(F) Data, science, and information on population status to manage stock more effectively.** ***(3 Potential Actions)***
#5	*3.3 of 4*	(B) Accommodate recreational demands of an expanding coastal population knowing this is a finite resource. *4Potential Actions*
#5	*3.3 of 4*	(G) Need to more effectively use information in management process. *(4 Potential Actions)*
#7	*2.9 of 4*	(D) Consider long term changes to the ecosystems, and the affect to and from the recreational fisheries, i.e., increased coastal populations, freshwater inflow, water quality, ocean acidification, sea level rise, climate change. (*2 Potential Actions)*
#8	*2.8 of 4*	(E) Depleted stocks, for whatever reason. (*3 Potential Actions)*

RECREATIONAL SALTWATER FISHING SUMMIT

Westin Hotel, Alexandria, Virginia

April 17, 2010

WORKSHEET
RANKING KEY CHALLENGES

NAME:_____

2020 VISION THEME OF SUCCESS #1

IMPROVED OPEN COMMUNICATION, COOPERATION AND TRUSTING INTERACTIONS AS ANGLERS, THE RECREATIONAL AND COMMERCIAL INDUSTRY, MANAGERS AND SCIENTISTS WORK TOGETHER AT THE LOCAL, REGIONAL AND NATIONAL LEVELS TO FIND SOLUTIONS FOR A HEALTHY SUSTAINABLE FISHERY.*(Tables: 1, 9, 13, 5)*

CHALLENGES TO ACHIEVING THE VISION THEME:

A. Lack of representation on fishery management bodies from sport fishing interests & advocacy for the public interests as a whole by NOAA. *(5 Potential Actions)*

	4=Urgent	*3= Important*	*2=Less Important*	*1= Not Important*
Importance Rating 04/17/10				

Potential Actions

1. NOAA should support giving sport fishing seats on FMCs as spots open up. If the governor doesn't put someone on the list they should send it back. Balanced representation in the FMCs is mandated in MSRA.
2. NOAA should generally be an advocate for public access, which includes sport fishermen.
3. NMFS advocates for sport fishing interests as part of their seat on FMCs, ensuring that the economic valuation for sport fishing is represented and considered.
4. Get governors to submit more diverse slate of names.
5. Secretary of Commerce needs to be more proactive in balancing recreational representation that is proportional to the importance of recreational fishing in the region. Doesn't have to be 50/50 everywhere but should be based on the activity in the region.

B. Lack of a defensible, equitable way of comparing commercial and recreational fishery value. {Changing the fishery management mindset; Lack of a way to compare recreational fishing date with commercial fishing value (valuation of a live/released fish vs. value of a dead fish). Get NOAA to recognize the size, contributions, and importance of recreational community (their culture bias blinds them to see its importance). *(11 Potential Actions)*

	4=Urgent	*3= Important*	*2=Less Important*	*1= Not Important*
Importance Rating 04/17/10				

Potential Actions

1. Recreational fishermen while he's new. If not, he will have the same issues Bill Hogarth had (not keeping promises, getting wrapped up in DC bureaucracy). One way he could do it is by having recreational fishing seats on new councils as new appointments are made.
2. Scientists must acknowledge that users know the resource very well and have a unique type of generational, hands-on knowledge.
3. Stock assessment data is not updated frequently enough. More funds are needed for this to demonstrate the value of this practice
4. NOAA should produce documents supporting sport fishing, or analyze existing data and produce reports on the impacts of sport fishing.
5. NMFS should include sport fishing impacts as part of the core content in management analyses.
6. If fisheries management bodies produce recommendations without sport fishing impacts, NMFS should send them back.
7. NOAA should use its resources (shift from commercial fishing) to provide information to counter these extremists "prepping the battlefield". Specifically, info. About socioeconomic impacts would be valuable.
8. Recognizing recreational industry, could follow what the USFWS has done in terms of appreciating constituents—USFWS example of going out and getting leaders from outside the service and not promoting within brings the culture into the agency—this would help NOAA recognize the importance of the recreational community. NOAA needs to hire a recreational person at every office to serve as an advocate, training then needs to be done in every office by these advocates. Then, all people in NOAA from different offices will be trained to recognize recreational fishing interest/issues and can be trained to respond accordingly. Essentially this is having a policy advisor in every office who interacts and educates everyone in the office from all disciplines, which will open up all of NOAA to understand/interact with the recreational community.
9. Public outreach needs to occur to all levels of resource users—including recreational community—will begin to educate NOAA on the level of recreational contributions.
10. We need better recreational socio-economic data—USFWS has great studies every 5 years—don't worry about separating fresh/salt—make it a recreational fishing overall. Combine USFWS and NOAA's saltwater angling studies to produce better data and knowledge. Draw from others examples (e.g., the state of AK has existing program so NMFS does not do it.)
11. Identify specific elements of cultural elements, which are subsets of the cultural prejudice, as a team between NOAA and the recreational community—these issues could be brainstormed together—ID biases, ID why they can't be changed or how they can be changed. This will expose specific barriers and will help show if they can be changed through a policy change, personnel, laws, etc. This will help evolve into a working relationship that can be formed and reduce the culture bias that is currently present. Do we have a cultural bias? Do we want to deal with it? What are the elements? What can we do to change the elements? Honesty over lip service is key.

C. Fishery management bodies need to improve communications to foster mutual respect with sport fishing industry, and vice versa (e.g., HMS Atlantic). *(11 Potential Actions)*

	4=Urgent	*3= Important*	*2=Less Important*	*1= Not Important*
Importance Rating 04/17/10				

Potential Actions

1. Cross-education by engagement in small groups (one-on-one).
2. Fishery managers need experience in both commercial and recreational fishing, and should be a part of those communities in an effort to better understand and respect them. Managers should have a better understanding of fishing in practice to help them to a better job.

3. There are influential opinion makers and respected leaders in every fishery. NMFS/NOAA should find them, and get them involved.
4. Have people who understand the fishery they are managing (from hands-on experience) be the face for direct engagement with sport fishing groups. This will enhance rapport between these groups. If the expertise doesn't exist within NMFS, work with state reps. that can engage at this level.
5. NOAA should instigate a cultural shift within NOAA to recognize sport fishing as a commodity.
6. NMFS mission (in MSRA) should shift from a sole focus on the exploitation of fisheries for commercial value.
7. Get buy-in from agency representatives and fishermen on the way data is collected upfront, so they trust the results. Collaboration, and perhaps some compromise, is essential.
8. Web-cast FMC meetings.
9. NOAA should use the National Saltwater Angler Registry for collecting and distributing information.
10. NOAA should improve communication and outreach to recreational fishermen, including better explanations of fishery laws, regulations, and how recreational fishermen can effectively participate in the fishery management processes.
11. NOAA should have focused outreach program to develop and notify the recreational fishing community of recreational fishing-related management decisions. NOAA should use the most up-to-date communication tools (e.g., websites, listserves, social media sites, newsletters) to reach out to recreational fishermen.

D. Create an internal Agency culture that understands and values the recreational fishing community. *(20 Potential Actions)*

	4=Urgent	***3= Important***	***2=Less Important***	***1= Not Important***
Importance Rating 04/17/10				

Potential Actions

1. Hire more social scientists.
2. Create fully staffed recreational offices within each regional office and at NMFS HQ.
3. Unify all groups within the recreational fishing sector for a common vision.
4. Consider using USFWS model and those utilized by SeaGrant.
5. The National Policy Advisor is dedicated fully to the recreational community.
6. Model is not going to work. Develop and office or program of recreational fishing in the agency.
7. Full time recreational coordinator in all regions is needed.
8. Transfer responsibility for managing recreational fishing management to the FWS.
9. Initiate a pilot program to reallocate fisheries within two regional FMCs
10. Get NMFS to adopt FWS language on management of recreational fishing.
11. Additional (balanced among stakeholders) recreational representation on the FMCs.
12. Get governors to provide a more balanced slate of names for council representatives.
13. Integrate the value of recreational fishing into the NOAA mission statement.
14. Recognize the uniqueness of recreational fisheries and manage those to their best economic advantage (e.g., do not treat recreational catch in the same manner as commercial catch).
15. Recreational fishing allocation should not be based on MERFS data alone. Also consider socioeconomic data.
16. NOAA should present detailed economic and socioeconomic information down to the county level, to show the impact pass just the state level impact. This can be presented to Legislators to communicate the impact to their specific constituents.
17. NOAA needs to follow the lead of the Department of Interior and give priority consideration to recreational fishing in the implementation of ocean policy.
18. NOAA Fisheries needs to overcome the perception of bureaucratic arrogance.

19. Seek other administrative remedies before closing the recreational fishery down completely.
20. NOAA Fisheries needs to do a better job of listening to the members of Congress and constituents who are telling the agency where to set priorities (e.g., science).

E. Lack of funding. *(8 Potential Actions)*

	4=Urgent	*3= Important*	*2=Less Important*	*1= Not Important*
Importance Rating 04/17/10				

Potential Actions

1. Assist the recreational community in actively lobbying congress for increased funding
2. Redirect funding to the recreational coordinators to bring folks together. Give them a communication budget to be able to set up conferences in the regions.
3. Use "Friends" groups that some line offices have, like NMS. Enhance partnerships with NGOs to enhance funding.
4. Seek ways to engage the recreational community in cooperative research opportunities.
5. Redistribute existing funding and put it recreational community.
6. Put resources necessary to get the data that NMFS is supposed to get under MSA.
7. Reduction of paperwork. Better ways to collect data. PDF or some sort of App would be helpful.
8. Transfer $ from Catch share programs to recreational programs.

F. Need to follow thru on promises with accountability and do something tangible. Overcome the history of inaction, disappointment, lack of success with the process (people feel they haven't been able to influence the process), and the perception that the fishery management councils/NOAA Fisheries are pro-commercial. *(7 Potential Actions)*

	4=Urgent	*3= Important*	*2=Less Important*	*1= Not Important*
Importance Rating 04/17/10				

Potential Actions

1. Do something like the (SoCAL) Pilot Project.
2. Mandate seats for recreational representatives on the councils and increase recreational representatives on the Councils.
3. RAs should have periodic meetings with the recreational community to discuss and identify goals and then meet to discuss progress on those goals.
4. Set up another national summit two years from now. Do it in conjunction with a big show where people are going already to save money.
5. More fair representation of recreational community on the fishery management councils across all of the councils, show more deference to incumbents on the councils.
6. Build recreational fishing programs that can show results.
7. NOAA Fisheries should show more leadership to the fishery management councils regarding how often to address allocation issues (e.g., councils have to re-address each allocation every five years).

G. We (councils/NOAA Fisheries/fishing industry) need to do a better job of educating the fishing public on federal fishery management and science. *(15 Potential Actions)*

	4=Urgent	*3= Important*	*2=Less Important*	*1= Not Important*
Importance Rating 04/17/10				

Potential Actions

1. Use national registry to mail a newsletter to anglers (twice a year).
2. More effective use of the Internet.
3. Better coordination with sport fishing Web sites for message dissemination.
4. More effective use of Web-based coverage (live coverage) of fishery management meetings and other meetings/workshops/etc.
5. Have town hall meetings with NOAA Fisheries and state agencies about fishery issues.
6. Conduct more survey research (human dimensions research) to identify the messages, best vehicles for message dissemination, etc. within the recreational fishing community.
7. NOAA Fisheries needs to dedicate more budget resources to outreach activities within the recreational fishing community.
8. Have NOAA research vessels hold an open house for community when they are around.
9. Nobody knows what NOAA does. Do a better job of outreach. Utilize council representation to spread the word about research projects.
10. Hold workshops to get public input on research priorities.
11. Present ongoing NOAA research at boat shows and at fishing clubs.
12. Have dedicated staff to go to boat shows etc.
13. Create a portal to provide recreational survey information.
14. Survey the recreational community on how the data collection process can be improved (what are the obstacles, why aren't they reporting, etc.).
15. Provide a better process for accepting outside science.

H. No cohesive voice within the recreation fishing community *(2 Potential Actions)*

	4=Urgent	***3= Important***	***2=Less Important***	***1= Not Important***
Importance Rating 04/17/10				

Potential Actions

1. Need to have data that goes to constituents that are decision makers (e.g., Councils, Legislators, and fisheries managers).
2. NOAA should be the common advocate to represent all recreational fishermen nationally, and communicate those needs to Congress. NOAA should continue to have forums such as this Recreational Fishing Summit to gather the recreational fishing communities' input on their needs.

I. Ensuring NMFS Recreational Fishing Policy Advisory will actually have what is needed to meet the needs of the recreational fishing community *(3 Potential Actions)*

	4=Urgent	***3= Important***	***2=Less Important***	***1= Not Important***
Importance Rating 04/17/10				

Potential Actions

1. Recreational fishing budget and staff commiserate to the recreational fish economic contributions to the Nation's economy.
2. Make recreational fishing a purpose and compatible use in marine waters under NOAA jurisdiction.
3. Integrate the value of recreational fishing into the NOAA mission statement (will give the recreational policy advisory justification he needs in budget requests).

2020 VISION THEME OF SUCCESS #2

A MUCH IMPROVED, ROBUST, TIMELY AND ACCURATE DATA AND SCIENCE ON FISHERIES, HABITAT AND WATER QUALITY. FUNDING OF REGULAR, COMPREHENSIVE STOCK ASSESSMENTS FOR ALL MAJOR MARINE FISH STOCKS. REGULAR COLLECTION OF SUFFICIENT DATA TO INTELLIGENTLY MANAGE BOTH RECREATIONAL AND COMMERCIAL FISHERIES. BETTER ENGAGING RECREATIONAL ANGLERS IN THE COLLECTING OF DATA AND MONITORING OF FISHERIES. (Tables 2, 6, 10, 14)

CHALLENGES TO ACHIEVING THE VISION THEME:

A. Agency does not have a recreational mission or focus, and therefore insufficient commitment to recreational fishery science and data collection. *(4 Potential Actions)*

	4=Urgent	*3= Important*	*2=Less Important*	*1= Not Important*
Importance Rating 04/17/10				

Potential Actions

1. Review of scientific enterprise for priorities within science centers and examine focus on recreational important species.
2. NMFS advocate for the role and mission of recreational sector in the Council and Commission process.
3. Create, fund, and establish an Office of Recreational Fish at a level commensurate with its level of economic contribution on par with commercial industry.
4. Create an Office of Recreational Fish structure with staff that can represent all the issues for the recreational industry, and advocate for the resources for the needed science.

B. Funding and Prioritization of Data and Science *(6 Potential Actions)*

	4=Urgent	*3= Important*	*2=Less Important*	*1= Not Important*
Importance Rating 04/17/10				

Potential Actions

1. Establish a federal recreational angler permit fee to fund data collection (e.g., fishing stamp). Make sure dedicated fees go back into 'recreational fisheries data collection' pot (and not General fund) More fee-based fishing to help raise funds to pay for data collection (e.g., endorsements) – make sure dedicated fees go back into 'recreational fisheries data collection' pot (and not General fund)
2. Get commitment from the Administration for line-item funding in its budget for recreational fishing cooperative research.
3. Lobby Congress for the funds – have Commissions/Councils hire lobbyist(s). NOAA submitting requests to Congress for increased funding for recreational data collection.
4. Reprioritize within NOAA to allocate existing funds to improving data collection for recreational fishery.
5. Explore co-funding/cooperation data collection opportunities so that recreational fishermen can participate
6. Tap OCS oil/gas, or other energy revenues for funding

C. NOAA fisheries should assess economic impacts on all parts of the industry and sectors, beyond that of just the fish value and consumer surplus, and the need to look at tackle and other downstream analysis. *(24 potential Actions)*

	4=Urgent	*3= Important*	*2=Less Important*	*1= Not Important*
Importance Rating 04/17/10				

Potential Actions

1. Expand MRIP to the West Coast
2. Partner with industry to create a system for more regular collection of economic/market data.
3. Challenge # 2- NMFS needs to interpret and create understanding what the data collection and analysis means, this needs to be communicated to everyday angler. This is tied to truth and trust.
4. Improve understanding of by-catch estimates
5. Improve timeliness so economic data can be included in assessment of management actions.
6. NMFS needs to assign role in region to interpret data and management actions for angling community.
7. Request angler constituent leaders to initiate surveys of their constituents to improve data.
8. Employ advanced technologies for assessment so you don't need to rely on angler data.
9. Utilize/hire more cultural anthropologists when creating data collection surveys
10. NOAA should reprioritize activities towards the collection of socio-economic data; currently there is no real way to collect this data for management decisions – there is often a lack of socio-economic data.
11. Work more closely with coastal industries, manufacturing industries to get the data
12. Get buy-in from the communities before collecting the data; explain process to community/provide outreach prior to collecting the data
13. Run socio-economic studies continuously/more frequently to get up-to-date information
14. Encourage innovative ways to quantify non-quantifiable values of the recreational fishing experience (e.g., existence value)
15. Utilize/hire more cultural anthropologists when creating data collection surveys
16. NOAA should reprioritize activities towards the collection of socio-economic data; currently there is no real way to collect this data for management decisions – there is often a lack of socio-economic data
17. Work more closely with coastal industries, manufacturing industries to get the data
18. Get buy-in from the communities before collecting the data; explain process to community/provide outreach prior to collecting the data
19. Run socio-economic studies continuously/more frequently to get up-to-date information
20. Encourage innovative ways to quantify non-quantifiable values of the recreational fishing experience (e.g., existence value)
21. Gaining resources for robust comprehensive data collection socio and economic by requiring catch shares to require this data.
22. Address resources based upon commitment to recreational community to utilize existing funds and reprogram them in the existing budget.
23. Look for creative, low cost or no cost alternatives.
24. Use archived library resources for data.

D. Improve the standardized collection of timely and accurate data collection and methods to overcome trust issues. *(14 Actions)*

	4=Urgent	*3= Important*	*2=Less Important*	*1= Not Important*
Importance Rating 04/17/10				

Potential Actions

1. NOAA leadership support for recreational research projects

2. Creative use of marine spatial planning data collection approaches
3. Use of Exempted Fishing Permits (EFPs) to collect data in specific areas and among sectors
4. Collaborative research programs. Voluntary participation of a new data collection technologies in order to increase incentives for stakeholders to buy-in.
5. NOAA and users need to acquire innovative technology (i.e., automated data-reporting) Managers should increase use of online tools to get more timely data
6. Need to implement a verification system, with enforcement
7. Devise methods to increase private public partnerships efforts that address data needs (i.e., World Wildlife Foundation smart gear competition) and a commitment from NOAA to implement these efforts.
8. Increased angler intercepts and immediate real-time reporting on data intercepts – input catch data online.
9. Do field validation of MRIP data by conducting boat counts at ramps.
10. Integrate full log-books to capture as much data as possible
11. Tailor add-ons to MRIP based on area/region
12. Use anglers in fisheries independent monitoring
13. Adopt improved technologies for measuring populations (i.e., NOAA needs to get innovative): Explore tapping into private industry R&D; Challenge private industry to develop new/improved R&D for data collection techniques
14. NOAA should address where efficiencies can be made leading to improvements in methods and savings, where the recreational community can help improve data collection and quality, don't invest in new programs until existing needs are addressed (putting money into new catch shares program is unwarranted when existing base programs and data needs aren't funded properly). More money and emphasis from NOAA needs to be put into pre-existing "base" data needs because they are inadequate.
15. NOAA should leverage money given to states so that better data is generated and so there is consistency in how states gather and assimilate data.
16. Engage state agencies/use state's data

E. Need to better incorporate the scientific data on decision-making and management processes to improve allocation processes. *(3 actions)*

	4=Urgent	***3= Important***	***2=Less Important***	***1= Not Important***
Importance Rating 04/17/10				

Potential Actions

1. Scientific data should be prioritized.
2. Nationwide initiative to develop baseline habitat data studies, for the purpose of making well-informed decisions (and so that recreational fisheries can occur).
3. Develop an appeals process through mediation whereby controversial recreational fishery management actions could get an independent review prior to final implementation (e.g., Council recommendations that are split in the vote should face increased scrutiny compared to those recommendations based on consensus votes). Also develop an internal NOAA self-audit process to follow when making all recreational fishing management decisions.

F. Institute collaborative approaches between NOAA and constituents in order to better acquire accurate scientific data. *(3 Potential Actions)*

	4=Urgent	***3= Important***	***2=Less Important***	***1= Not Important***
Importance Rating 04/17/10				

Potential Actions

1. Improve education and outreach efforts to the recreational sector as a means to improve stakeholder participation in the management process.
2. Stewardship from within the industry ensuring that individual anglers understand their collective impact
3. Requires significant outreach effort; need outreach coordinator(s) for recreational fisheries in each region – need one person dedicated and fully funded- Get people out to fishing clubs/tournaments; NOAA create an Outreach Office for Recreational Fisheries
4. Scientists need to trust the angler; need scientists to recognize that anecdotal evidence provides relevant clues for formalized research: Fishermen's observations should not be ignored
5. Magazines to put in tackle shops
6. Get info to Angling/Diving club websites
7. Get rid of MRFSS, adopt something more like California Recreational Fishing Statistical Survey
8. Look at other states that have better data collection beyond that of the federal government
9. Get fishermen out to collect 'useable' data
10. Involve them in data collection process. Invite them to SEDAR and other data/stock assessment workshops
11. Recreational Angler education for data collection. Education on the need for stock assessment, catch and socio-economic data collection and development of trust and accountability between NOAA and anglers
12. Collective efforts to engage the public (posters at boat ramps, marina, tackle shops) and campaigns to build the trust from the fishing communities
13. Send NOAA/NMFS messages to fishing magazines and share the messages with different recreational fishing associations in advance (similar to Eric Schwabb's column in National Fishermen)
14. Building trust through face-to-face meetings for the need for data collection.
15. Improve trust/buy-in between recreational communities and management.
16. Develop collaborative outreach efforts through working groups, social organizations, ACCSP, social networking
17. Recognition that outreach and communication on the use of data is as important as the data collection systems
18. Transparency and availability of data
19. Incorporating stake-holder input/designs for development of data collection systems. Ensure that collected data are used.

G. Increase angler awareness/education and involvement on what they can do to help gather data. *(19 Potential Actions)*

	4=Urgent	***3= Important***	***2=Less Important***	***1= Not Important***
Importance Rating 04/17/10				

Potential Actions

1. NOAA scientists and industry should work together to better develop tools and solutions (including states, Sea grant)
2. Involve industry network, leaders and local leaders to connect with the recreational communities and bring their ideas forward to scientists.
3. Incorporate accountability and incentives

H. Better enforcement and reporting compliance. *(6 Potential Actions)*

	4=Urgent	***3= Important***	***2=Less Important***	***1= Not Important***
Importance Rating 04/17/10				

Potential Actions

1. Increase funds for law enforcement; actual people on the water
2. Expand joint agreements with states to aid in law enforcement; cooperative law enforcement agreements
3. Better education for anglers to make sure that non-compliance is not due to lack of education
4. Provide information in variety of ways/variety of languages
5. Make sure that education and outreach materials are culturally/regionally appropriate
6. Make education/outreach materials readily available at bait/tackle locations

2020 VISION THEME OF SUCCESS #3

FISHERY MANAGEMENT DECISIONS BASED ON A MORE COMPLETE UNDERSTANDING OF THE SOCIAL AND ECONOMIC CONTRIBUTIONS OF BOTH THE RECREATIONAL AND COMMERCIAL FISHERIES COMMUNITIES. INFORMATION WILL BE FULLY INTEGRATED INTO NEW MANAGEMENT PLANS AND BE USED TO SET FAIR ALLOCATIONS BETWEEN SECTORS. GREATER UNDERSTANDING OF RECREATIONAL FISHING WILL LEAD TO MANAGEMENT MEASURES THAT BETTER FIT HOW ANGLERS FISH AND PROVIDE ANGLERS AND THE INDUSTRY WITH INCREASED PREDICTABILITY AND OPPORTUNITY. *(Tables: 3, 7, 11, 15)*

CHALLENGES TO ACHIEVING THE VISION THEME:

A. Magnuson-Stevens Fishery Conservation and Management Act (Magnuson Act).

(2 Potential Actions)

	4=Urgent	*3= Important*	*2=Less Important*	*1= Not Important*
Importance Rating 04/17/10				

Potential Actions

1. Safety valve provision for recreational catch allocations in balancing recreational and commercial quota (catch and release, etc) under RFMO or other international agreements.
2. New legislation and revisit MSA reauthorization.

B. Integration of Catch Share Data. *(8 Potential Actions)*

	4=Urgent	*3= Important*	*2=Less Important*	*1= Not Important*
Importance Rating 04/17/10				

Potential Actions

1. Catch Shares: set up standards so the Councils know how to change the allocation.
2. Require catch shares to include a socio economic component that is based upon a sound model that is statistically valid.
3. Use catch shares as a mechanism.
4. Consistency with the National Standards.
5. Expand/Clarify legal definition of National Standard 8 from General Council for Fisheries (GCF) and General Council for Enforcement and Litigation (GCEL).
6. Balance the commerce aspects with the non-commercial aspects (i.e., intangible returns).
7. Duly weighted consideration for the recreational sector (like what is received by the commercial sector).
8. Request that the Agency direct the Councils and advisory bodies, as well as offices within NOAA to standardize their approaches so each Council has a recreational group that functions similarly across all councils and advisory bodies.

C. Makeup of fishery management councils. *(3 Potential Actions)*

	4=Urgent	3= Important	2=Less Important	1= Not Important
Importance Rating 04/17/10				

Potential Actions

1. Remove the RA from Council recommendation process.
2. NOAA leadership should work more closely with the State Governors in achieving balance in Council nominees.
3. Review and improve the criteria used in evaluating Council nominees.

D. NOAA needs to understand its recreational user constituencies. *(4 Potential Actions)*

	4=Urgent	3= Important	2=Less Important	1= Not Important
Importance Rating 04/17/10				

Potential Actions

1. Cooperative research: put agency and fishermen together on boats, share time together on the water and in the community, and interact with fishermen more.
2. Use focus groups to help translate the technical language.
3. Social science and economic studies of the recreational fishermen by region.
4. Rely more on the recreational representation on MAFAC in policy development.

E. Education and outreach. *(3 Potential Actions)*

	4=Urgent	3= Important	2=Less Important	1= Not Important
Importance Rating 04/17/10				

Potential Actions

1. Dedicate substantial funding of NOAA programmatic funds to NMFS programs for outreach and education.
2. Partner with existing youth outreach fishing programs.
3. Educate the public about the nature of recreational fishing in contrast to commercial fishing.

F. Need better economic information. *(3 Potential Actions)*

	4=Urgent	3= Important	2=Less Important	1= Not Important
Importance Rating 04/17/10				

Potential Actions

1. Establish a standards & protocol framework for collecting and comparing economic information between recreational & commercial fisheries.
2. Economic analyses for every recreational fishery with a $10 million value or more.
3. Some reallocation of funds to meet objectives.

G. Need to more effectively use information in management process. *(4 Potential Actions)*

	4=Urgent	3= Important	2=Less Important	1= Not Important
Importance Rating 04/17/10				

Potential Actions

1. Create standards & protocols for allocation decisions and set default allocator to maximize economic benefits to prevent arbitrary & capricious decisions.

2. Remind FMC of the requirement that information must be used; educate FMC members on recreational fisheries and how to use economic information.
3. Requires equitable representation of recreational fish representation in the FMC process.
4. Information should be available to the public, in an open and understandable process.

H. Need to use information in decision making to benefit recreational fisheries. *(2 Potential Actions)*

	4=Urgent	*3= Important*	*2=Less Important*	*1= Not Important*
Importance Rating 04/17/10				

Potential Actions

1. Need to include mechanism for dealing with inter-sector trading (compensated reallocations).
2. Better factoring of by catch into the allocation process.

I. Councils are unwilling, (and there is no driver, requirements, or guidelines) to examine the current allocation scheme and discuss changes to it based on the economic value of the recreational fishery. *(6 Potential Actions)*

	4=Urgent	*3= Important*	*2=Less Important*	*1= Not Important*
Importance Rating 04/17/10				

Potential Actions

1. Better representation of recreational anglers on the Council.
2. Amend MSA to require recreational representation on Councils.
3. Agency should require that economic and social data be used in allocation decisions.
4. Consider requirements for maximizing economic value of fisheries.

J. Recreational fisheries need to be managed for different outcomes than commercial fisheries.

	4=Urgent	*3= Important*	*2=Less Important*	*1= Not Important*
Importance Rating 04/17/10				

Potential Actions

1. Create a recreational fishing office at HQ and in Regions.
2. Need more NMFS staff interacting with anglers.
3. Develop measures to quantify value of recreational experience (other that traditional economic values).
4. Recreational economics doesn't always equal dead fish.

2020 VISION THEME OF SUCCESS #4

ENSURE BROAD ACCESS TO THE GREATEST POSSIBLE RANGE OF RECREATIONAL FISHING OPPORTUNITIES. PUBLIC RESOURCES ARE MAINTAINED FOR THE USE OF THE PUBLIC. FISHING SEASONS AND AREAS ARE CLOSED/RESTRICTED ONLY AS REQUIRED TO ADDRESS SPECIFIC FISHERY MANAGEMENT OBJECTIVES, AND THEN ARE RE-EVALUATED REGULARLY. MANAGEMENT SEEKS TO ADDRESS THE COLLECTIVE NEEDS OF THE RECREATIONAL FISHING PUBLIC, RATHER THAN SOLELY THE SINGLE-SPECIES HARVEST LIMITS. RECREATIONAL FISHING IS RECOGNIZED AS A PRIORITY USE IN MARINE SPATIAL PLANNING EFFORTS WITH EMPHASIS PLACED ON ENSURING ACCESS AND OPPORTUNITY.

CHALLENGES TO ACHIEVING THE VISION THEME:

A. Need to fit recreational opportunities into marine spatial planning such that these are not compromised and can be prioritized. *2 Potential Actions*

	4=Urgent	*3= Important*	*2=Less Important*	*1= Not Important*
Importance Rating 04/17/10				

Potential Actions

1. Designated fishing area within the marine spatial planning process.
2. Increased recreational authority within the marine spatial process.

B. Accommodate recreational demands of an expanding coastal population knowing this is a finite resource. *4Potential Actions*

	4=Urgent	*3= Important*	*2=Less Important*	*1= Not Important*
Importance Rating 04/17/10				

Potential Actions

1. Enhance habitat to increase fishing opportunities e.g. streamline artificial reef permitting process.
2. Examine and reevaluate historical allocations in order to accommodate expanding recreational fisheries.
3. Where appropriate, examine the potential of hatcheries to establish self sustaining populations.
4. Actively work cooperatively with the states on resource access issues.

C. Ensure the recreational fishery is part of the management process e.g. allocation in the decision process. *5 Potential Actions*

	4=Urgent	*3= Important*	*2=Less Important*	*1= Not Important*
Importance Rating 04/17/10				

Potential Actions

1. Improved data i.e. social and economic data.
2. More representation on fishery councils.
3. Develop outreach and education to the constituents.
4. Review allocation in mixed-use fisheries.
5. Greater weight on public comment.

D. Consider long term changes to the ecosystems, and the affect to and from the recreational fisheries, i.e., increased coastal populations, freshwater inflow, water quality, ocean acidification, sea level rise, climate change. *2 Potential Actions*

	4=Urgent	*3= Important*	*2=Less Important*	*1= Not Important*
Importance Rating 04/17/10				

Potential Actions

1. Better interagency coordination including state and federal agencies.
2. More funding to address access challenges.

E. Depleted stocks, for whatever reason. *3Potential Actions*

	4=Urgent	*3= Important*	*2=Less Important*	*1= Not Important*
Importance Rating 04/17/10				

Potential Actions

1. Funding
2. Data collection, including through partnerships.
3. Create political "Throw Weight"
   - Economic contribution and jobs
   - Go local with politics (Mayors, etc)
   - Go bottom-up and top-down

F. Data, science, and information on population status to manage stock more effectively.

3 Potential Actions

	4=Urgent	***3= Important***	***2=Less Important***	***1= Not Important***
Importance Rating 04/17/10				

Potential Actions

4. Funding
5. Data collection, including through partnerships.
6. Create political "Throw Weight"
   - Economic contribution and jobs
   - Go local with politics (Mayors, etc)
   - Go bottom-up and top-down

G. Imposition of MPAs where other management tools may be more appropriate.

3 Potential Actions

	4=Urgent	***3= Important***	***2=Less Important***	***1= Not Important***
Importance Rating 04/17/10				

Potential Actions

7. Funding
8. Data collection, including through partnerships.
9. Create political "Throw Weight"
   - Economic contribution and jobs
   - Go local with politics (Mayors, etc)
   - Go bottom-up and top-down

APPENDIX 8: 2020 VISION THEMES, KEY CHALLENGES, AND RANKED ACTIONS

RECREATIONAL SALTWATER FISHING SUMMIT

Alexandria, Virginia, April 16-17, 2010

2020 VISION THEMES, KEY CHALLENGES AND RANKED ACTIONS

On the second day of the Summit the participants ranked the key challenges in terms of urgency and importance using the following 4-point scale: *4= Urgent; 3= Important; 2= Less Important; 1= Unimportant*. The participants then discussed the actions for the key challenges and individually ranked each of the over 200 actions for their acceptability using the following 4-point scale: *4= Acceptable, I agree; 3= Acceptable, I agree with minor reservations; 2= Major reservations-not acceptable unless addressed; 1= Unacceptable.* It was agreed that the results would be posted on the Summit website as soon as they were compiled after the Summit and should be reviewed and utilized by NOAA and the recreational fishing community as guidance in setting forth and committing to follow-up actions.

Names of Action Form Respondents: Anonymous (12 respondents) Jeff Angers, Pat Augustine, Rick Bellavance, Bill Bird, John Blair, Chester Brewer, Bill Brown, Mick Buell, Brad Burns, Earl Comstock, R. Cunningham, Thom Dammrich, Sonny Davis, Harold Davis, Dicceni Patty Doerr Mat Dunn, Polly Fischer, Randy Fisher, Bob Fletcher; Tom Fote, Ken Franke, Bruce Freeman, Steve Fukuto, Rick Gaffney, Rickey Gease, Brad Gentner, Terry Gibson, Ken Haddad, Liz Hamilton, Jim Hardin, Monty Hawkins, Chris Horton, Donna Kalez, Michael Kennedy, Gene Kray, Terry Lacoss, Lee,Ryck Lydecker, John McMurray, Jeff Marble, Roy Morioka, Rex Murphy, Russell Nelson, Mike Nussman, Tom Ohaus, DennisO'Hern, Doug Olander, Vince O'Shea, Patrick Paquette, Dave Pecci; Ellen Peel, Dick Pool, Tom Raftican, Randy Repass, Gordon Robertson, Scott Robson, Tom Sadler, Ed Sapp, Richard Seman, Craig Severence, Bill Shedd, Jeff Shively, Greg Sutter, Rad Trascher Ted Venker, Ed Watamura, M.J. Williamson, Charles Witek, Richard Yamada, Bob Zales II, Louis Zimm

Highest Ranked Actions in Terms of Acceptability across All Themes and Challenges

Rank	***Avg.***	***Highest Ranked Actions in Terms of Acceptability***
1	3.78	Integrate the value of recreational fishing into the NOAA mission statement. *(Vision Theme A: Improved Communication, Challenge #4 Change internal NOAA culture)*
2	3.76	Improved data i.e. social and economic data. *(Vision Theme B: Improved Data, Challenge #1Recreational fishery allocation and management)*
3	3.75	Recognize the uniqueness of recreational fisheries and manage those to their best economic advantage (e.g., do not treat recreational catch in the same manner as commercial catch). *(Vision Theme A: Improved Communication, Challenge #4 Change internal NOAA culture)*
4	3.69	Better representation of recreational anglers on the Council. *(Vision Theme C: Better Fishery Management, Challenge #2, Councils unwilling to examine allocation schemes)*
5	3.68	Increased recreational authority within the marine spatial process. *(Vision Theme C: Better Fishery Management; Challenge #3, Marine Spatial Planning)*
6	3.67	Improve timeliness so economic data can be included in assessment of management actions. *(Vision Theme D: Better Access; Challenge #4, Assess Economic Impacts)*
7	3.66	Examine and reevaluate historical allocations in order to accommodate expanding recreational fisheries. *(Vision Theme D: Better Access; Challenge #5, Expanding Coastal Population)*
7	3.66	NOAA should generally be an advocate for public access, which includes sport fishermen. *(Vision Theme A: Better Communication; Challenge #2, Representation on Fishery Mgt. Bodies)*
9	3.64	Seek other administrative remedies before closing the recreational fishery down completely. *(Vision Theme A: Improved Communication, Challenge #4 Change internal NOAA culture)*
9	3.64	Seek ways to engage the recreational community in cooperative research opportunities. *(Vision Theme A: Improved Communication, Challenge #5 Lack of Funding)*
9	3.64	Reprioritize within NOAA to allocate existing funds to improving data collection for recreational fishery. *(Vision Theme B: Improved Data, Challenge #1Recreational fishery allocation and management)*

Acceptability Scale

4= Acceptable, I agree,	3= acceptable, I agree with minor reservations
2= Major reservations addressed	1= not acceptable

Participants marked each potential action with a 4, 2, 3 or 1 to reflect their view of its acceptability

HIGHEST RATED ACTIONS BY VISION THEME

2020 Vision Theme A: Better Communications- Highest Rated Actions

1	3.78	Integrate the value of recreational fishing into the NOAA mission statement. *Challenge #4 Change internal NOAA culture*
3	3.75	Recognize the uniqueness of recreational fisheries and manage those to their best economic advantage (e.g., do not treat recreational catch in the same manner as commercial catch). (*Challenge #4 Change internal NOAA culture)*
7	3.66	NOAA should generally be an advocate for public access, which includes sport fishermen. *(Challenge #2, Representation on Fishery Mgt. Bodies)*
9	3.64	Seek other administrative remedies before closing the recreational fishery down completely. *(Challenge #4 Change internal NOAA culture)*
9	3.64	Seek ways to engage the recreational community in cooperative research opportunities. *(Challenge #5 Lack of Funding)*

2020 Vision Theme B: Improved Data and Science- Highest Rated Actions

2	3.76	Improved data i.e. social and economic data. *(Challenge #1Recreational fishery allocation and management)*
9	3.64	Reprioritize within NOAA to allocate existing funds to improving data collection for recreational fishery. *(#1Recreational fishery allocation and management)*

2020 Vision Theme C: Better Fishery Management- Highest Rated Actions

4	3.69	Better representation of recreational anglers on the Council. *(Challenge #2, Councils unwilling to examine allocation schemes)*
5	3.68	Increased recreational authority within the marine spatial process. *(Challenge #3, Marine Spatial Planning)*

2020 Vision Theme D: Better Access- Highest Rated Actions

6	3.67	Improve timeliness so economic data can be included in assessment of management actions. *(Vision Theme D: Better Access; Challenge #4, Assess Economic Impacts)*
7	3.66	Examine and reevaluate historical allocations in order to accommodate expanding recreational fisheries. *(Vision Theme D: Better Access; Challenge #5, Expanding Coastal Population)*

Acceptability Scale

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2020 VISION THEME OF SUCCESS

A. IMPROVED OPEN COMMUNICATION, COOPERATION AND TRUSTING INTERACTIONS AS ANGLERS, THE RECREATIONAL AND COMMERCIAL INDUSTRY, MANAGERS AND SCIENTISTS WORK TOGETHER AT THE LOCAL, REGIONAL AND NATIONAL LEVELS TO FIND SOLUTIONS FOR A HEALTHY SUSTAINABLE FISHERY.

KEY CHALLENGES AND RANKED ACTIONS: (9 Challenges, 74 Potential actions)

Rank	*Average*	*Key Challenges*
#1	*3.7 of 4*	**(F) Need to follow thru on promises with accountability and do something tangible. Overcome the history of inaction, disappointment, lack of success with the process (people feel they haven't been able to influence the process), and the perception that the fishery management councils/NOAA Fisheries are pro-commercial.**

Rank	*Avg.*	*4*	*3*	*2*	*1*	*Potential Actions*
# 1	3.48	51	27	1	5	7. NOAA Fisheries should show more leadership to the fishery management councils regarding how often to address allocation issues (e.g., councils have to re-address each allocation every five years).
# 2	3.46	55	16	5	6	2. Mandate seats for recreational representatives on the councils and increase recreational representatives on the Councils.
# 3	3.41	45	25	10	1	6. Build recreational fishing programs that can show results.
# 4	3.40	43	29	10	0	3. RAs should have periodic meetings with the recreational community to discuss and identify goals and then meet to discuss progress on those goals.
# 5	3.33	45	23	12	3	5. More fair representation of recreational community on the fishery management councils across all of the councils, show more deference to incumbents on the councils.
# 6	3.25	42	21	14	4	4. Set up another national summit two years from now. Do it in conjunction with a big show where people are going already to save money.
# 7	3.07	27	27	10	6	G.1. Do something like the (SoCAL) Pilot Project.

#2	*3.6 of 4*	**(A) Lack of representation on fishery management bodies from sport fishing interests & advocacy for the public interests as a whole by NOAA.**

Rank	*Avg.*	*4*	*3*	*2*	*1*	*Potential Actions*
# 1	**3.66**	**63**	**15**	**7**	**0**	**2. NOAA should generally be an advocate for public access, which includes sport fishermen.**
# 2	**3.51**	**53**	**27**	**3**	**3**	**5. Secretary of Commerce needs to be more proactive in balancing recreational representation that is proportional to the importance of recreational fishing in the region. Doesn't have to be 50/50 everywhere but should be based on the activity in the region.**
# 3	**3.50**	**57**	**15**	**9**	**3**	**1.A.1. NOAA should support giving sport fishing seats on FMCs as spots open up. If the governor doesn't put someone on the list they should send it back. Balanced representation in the FMCs is mandated in MSRA.**
# 4	3.48	53	24	4	4	3. NMFS advocates for sport fishing interests as part of their seat on FMCs, ensuring that the economic valuation for sport fishing is represented and considered.
# 5	3.11	35	28	16	5	4. Get governors to submit more diverse slate of names.

Acceptability Scale

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Participants marked each potential action with a 4, 2, 3 or 1 to reflect their view of its acceptability

#2	*3.6 of 4*	**(B) Lack of a defensible, equitable way of comparing commercial and recreational fishery value. {Changing the fishery management mindset; Lack of a way to compare recreational fishing date with commercial fishing value (valuation of a live/released fish vs. value of a dead fish). Get NOAA to recognize the size, contributions, and importance of recreational community (their culture bias blinds them to see its importance).**

Rank	*Avg.*	*4*	*3*	*2*	*1*	*Potential Actions*
# 1	**3.63**	**60**	**14**	**5**	**2**	**5. NMFS should include sportfishing impacts as part of the core content in management analyses.**
# 2	**3.52**	**53**	**18**	**9**	**1**	**10. We need better recreational socio-economic data-USFWS has great studies every 5 years-don't worry about separating fresh/salt-make it a recreational fishing overall. Combine USFWS and NOAA's saltwater angling studies to produce better data and knowledge. Draw from others examples (e.g., the state of AK has existing program so NMFS does not do it.)**
# 3	**3.52**	**52**	**24**	**5**	**2**	**3. Stock assessment data is not updated frequently enough. More funds are needed for this to demonstrate the value of this practice**
# 4	3.44	46	28	6	2	4. NOAA should produce documents supporting sport fishing, or analyze existing data and produce reports on the impacts of sport fishing.
# 5	3.44	22	5	2	3	6. If fisheries management bodies produce recommendations without sport fishing impacts, NMFS should send them back.
# 6	3.27	41	26	9	5	8. Recognizing recreational industry, could follow what the USFWS has done in terms of appreciating constituents-USFWS example of going out and getting leaders from outside the service and not promoting within brings the culture into the agency-this would help NOAA recognize the importance of the recreational community. NOAA needs to hire a recreational person at every office to serve as an advocate, training then needs to be done in every office by these advocates. Then, all people in NOAA from different offices will be trained to recognize recreational fishing interest/issues and can be trained to respond accordingly. Essentially this is having a policy advisor in every office who interacts and educates everyone in the office from all disciplines, which will open up all of NOAA to understand/interact with the recreational community.
# 7	3.18	33	33	16	1	9. Public outreach needs to occur to all levels of resource users-including recreational community-will begin to educate NOAA on the level of recreational contributions.
# 8	3.13	31	31	9	6	7. NOAA should use its resources (shift from commercial fishing) to provide information to counter these extremists "prepping the battlefield". Specifically, info. About socioeconomic impacts would be valuable.
# 9	3.02	27	34	17	4	2. Scientists must acknowledge that users know the resource very well and have a unique type of generational, hands-on knowledge.
# 10	2.88	23	28	20	6	11. Identify specific elements of cultural elements, which are subsets of the cultural prejudice, as a team between NOAA and the recreational community-these issues could be brainstormed together-ID biases, ID why they can't be changed or how they can be changed. This will expose specific barriers and will help show if they can be changed through a policy change, personnel, laws, etc. This will help evolve into a working relationship that can be formed and reduce the culture bias that is currently present. Do we have a cultural bias? Do we want to deal with it? What are the elements? What can we do to change the elements? Honesty over lip service is key.
# 11	2.83	25	22	9	14	B.1. Recreational fishermen while he's new. If not, he will have the same issues Bill Hogarth had (not keeping promises, getting wrapped up in DC bureaucracy). One way he could do it is by having recreational fishing seats on new councils as new appointments are made.

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#4	*3.5 of 4*	**(D) Create an internal Agency culture that understands and values the recreational fishing community.**

Rank	*Avg. 4*	*3*	*2*	*1*		*Potential Actions*
# 1	**3.78**	**71**	**11**	**1**	**2**	**13. Integrate the value of recreational fishing into the NOAA mission statement.**
# 2	**3.75**	**68**	**12**	**3**	**1**	**14. Recognize the uniqueness of recreational fisheries and manage those to their best economic advantage (e.g., do not treat recreational catch in the same manner as commercial catch).**
# 3	**3.64**	**62**	**15**	**6**	**1**	**19. Seek other administrative remedies before closing the recreational fishery down completely.**
# 4	**3.56**	**56**	**18**	**6**	**2**	**11. Additional (balanced among stakeholders) recreational representation on the FMCs.**
# 5	**3.54**	**55**	**19**	**8**	**1**	**15. Recreational fishing allocation should not be based on MERFS data alone. Also consider socioeconomic data.**
# 6	**3.54**	**61**	**13**	**4**	**6**	**17. NOAA needs to follow the lead of the Department of Interior and give priority consideration to recreational fishing in the implementation of ocean policy.**
# 7	3.46	51	21	7	3	7. Full time recreational coordinator in all regions is needed.
# 8	3.40	48	23	9	3	2. Create fully staffed recreational offices within each regional office and at NMFS HQ.
# 9	3.36	45	27	9	3	12. Get governors to provide a more balanced slate of names for council representatives.
# 10	3.35	45	23	12	2	18. NOAA Fisheries needs to overcome the perception of bureaucratic arrogance.
# 11	3.33	43	25	7	5	5. The National Policy Advisor is dedicated fully to the recreational community.
# 12	3.17	37	27	13	5	16. NOAA should present detailed economic and socioeconomic information down to the county level, to show the impact pass just the state level impact. This can be presented to Legislators to communicate the impact to their specific constituents.
# 13	3.05	32	21	16	6	6. Model is not going to work. Develop and office or program of recreational fishing in the agency.
# 14	3.02	26	35	14	5	4. Consider using USFWS model and those utilized by SeaGrant.
# 15	3.01	32	26	11	10	10. Get NMFS to adopt FWS language on management of recreational fishing.
# 16	2.88	29	23	17	11	9. Initiate a pilot program to reallocate fisheries within two regional FMCs
# 17	2.78	24	30	14	14	20. NOAA Fisheries needs to do a better job of listening to the members of Congress and constituents who are telling the agency where to set priorities (e.g., science).
# 18	2.65	17	29	25	10	D.1. Hire more social scientists.
# 19	2.65	19	28	24	12	3. Unify all groups within the recreational fishing sector for a common vision.
# 20	1.90	10	13	17	41	8. Transfer responsibility for managing recreational fishing management to the FWS.

#5	*3.3 of 4*	(E) Lack of funding.

Rank	*Avg. 4*	*3*	*2*	*1*		*Potential Actions*
# 1	**3.64**	**56**	**19**	**5**	**0**	**4. Seek ways to engage the recreational community in cooperative research opportunities.**
# 2	**3.55**	**53**	**21**	**3**	**3**	**6. Put resources necessary to get the data that NMFS is supposed to get under MSA.**
# 3	3.41	43	30	6	2	5. Redistribute existing funding and put it recreational community.
# 4	3.36	48	15	10	5	8. Transfer $ from Catch share programs to recreational programs.
# 5	3.01	25	34	18	3	7. Reduction of paperwork. Better ways to collect data. PDF or some sort of App would be helpful.
# 6	2.99	29	26	22	4	2. Redirect funding to the recreational coordinators to bring folks together. Give them a communication budget to be able to set up conferences in the regions.

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# 7	2.67	25	21	15	18	F.1. Assist the recreational community in actively lobbying congress for increased funding
# 8	2.67	18	26	26	9	3. Use "Friends" groups that some line offices have, like NMS. Enhance partnerships with NGOs to enhance funding.

#6	*3.1 of 4*	(C) Fishery management bodies need to improve communications to foster mutual respect with sport fishing industry, and vice versa (e.g., HMS Atlantic).

Rank	*Avg.*	*4*	*3*	*2*	*1*	*Potential Actions*
# 1	**3.55**	**58**	**14**	**7**	**3**	**6. NMFS mission (in MSRA) should shift from a sole focus on the exploitation of fisheries for commercial value.**
# 2	**3.54**	**55**	**20**	**6**	**2**	**5. NOAA should instigate a cultural shift within NOAA to recognize sport fishing as a commodity.**
# 3	**3.50**	**48**	**27**	**7**	**0**	**11.NOAA should have focused outreach program to develop and notify the recreational fishing community of recreational fishing-related management decisions. NOAA should use the most up-to-date communication tools (e.g., websites, listserves, social media sites, newsletters) to reach out to recreational fishermen.**
# 4	3.33	41	28	10	2	7. Get buy-in from agency representatives and fishermen on the way data is collected upfront, so they trust the results. Collaboration, and perhaps some compromise, is essential.
# 5	3.33	40	30	11	1	10. NOAA should improve communication and outreach to recreational fishermen, including better explanations of fishery laws, regulations, and how recreational fishermen can effectively participate in the fishery management processes.
# 6	3.30	40	32	7	4	4. Have people who understand the fishery they are managing (from hands-on experience) be the face for direct engagement with sport fishing groups. This will enhance rapport between these groups. If the expertise doesn't exist within NMFS, work with state reps. that can engage at this level.
# 7	3.30	41	25	13	2	2. Fishery managers need experience in both commercial and recreational fishing, and should be a part of those communities in an effort to better understand and respect them. Managers should have a better understanding of fishing in practice to help them to a better job.
# 8	3.21	35	31	10	4	9. NOAA should use the National Saltwater Angler Registry for collecting and distributing information.
# 9	3.17	35	29	15	3	3. There are influential opinion makers and respected leaders in every fishery. NMFS/NOAA should find them, and get them involved.
# 10	3.15	34	28	10	6	8. Web-cast FMC meetings.
# 11	2.81	23	27	24	7	C.1. Cross-education by engagement in small groups (one-on-one).

#8	*2.7 of 4*	(G) We (councils/NOAA Fisheries/fishing industry) need to do a better job of educating the fishing public on federal fishery management and science.

Rank	*Avg.*	*4*	*3*	*2*	*1*	*Potential Actions*
# 1	3.42	45	30	8	1	2. More effective use of the Internet.
# 2	3.31	38	30	11	1	3. Better coordination with sport fishing Web sites for message dissemination.
# 3	3.30	44	21	10	5	4. More effective use of Web-based coverage (live coverage) of fishery management meetings and other meetings/workshops/etc.
# 4	3.28	39	29	12	2	15. Provide a better process for accepting outside science.
# 5	3.12	35	28	11	7	13. Create a portal to provide recreational survey information.
# 6	3.12	32	35	8	7	14. Survey the recreational community on how the data collection process can be improved (what are the obstacles, why aren't they reporting, etc.).

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# 7	3.10	32	29	18	3	7. NOAA Fisheries needs to dedicate more budget resources to outreach activities within the recreational fishing community.
# 8	3.06	29	33	14	5	6. Conduct more survey research (human dimensions research) to identify the messages, best vehicles for message dissemination, etc. within the recreational fishing community.
# 9	3.00	27	33	15	6	9. Nobody knows what NOAA does. Do a better job of outreach. Utilize council representation to spread the word about research projects.
# 10	3.00	29	28	19	5	5. Have town hall meetings with NOAA Fisheries and state agencies about fishery issues.
11	2.96	29	27	18	7	11. Present ongoing NOAA research at boat shows and at fishing clubs.
# 12	2.85	26	26	16	11	10. Hold workshops to get public input on research priorities.
# 13	2.77	22	28	20	10	8. Have NOAA research vessels hold an open house for community when they are around.
# 14	2.75	22	26	20	11	12. Have dedicated staff to go to boat shows etc.
# 15	2.57	20	21	22	16	H.1. Use national registry to mail a newsletter to anglers (twice a year).

#9	*2.4 of 4*	(H) No cohesive voice within the recreation fishing community.

Rank	*Avg.*	*4*	*3*	*2*	*1*	*Potential Actions*
# 1	3.14	40	20	13	8	2. NOAA should be the common advocate to represent all recreational fishermen nationally, and communicate those needs to Congress. NOAA should continue to have forums such as this Recreational Fishing Summit to gather the recreational fishing communities' input on their needs.
# 2	2.96	27	32	12	9	I.1. Need to have data that goes to constituents that are decision makers (e.g., Councils, Legislators, and fisheries managers).

2020 VISION THEME OF SUCCESS

B. MUCH IMPROVED, ROBUST, TIMELY AND ACCURATE DATA AND SCIENCE ON FISHERIES, HABITAT AND WATER QUALITY.

KEY CHALLENGES AND RANKED ACTIONS: *(8 Challenges, 79 Potential actions)*

Priority Ranking Average Challenge

#1	*3.7 of 4*	**(B) Funding and Prioritization of Data and Science**

Rank	*Avg.*	*4*	*3*	*2*	*1*	*Potential Actions*
# 1	**3.64**	**58**	**18**	**4**	**1**	**4. Reprioritize within NOAA to allocate existing funds to improving data collection for recreational fishery.**
# 2	3.41	47	22	10	2	5. Explore co-funding/cooperation data collection opportunities so that recreational fishermen can participate
# 3	3.31	40	30	12	1	2. Get commitment from the Administration for line-item funding in its budget for recreational fishing cooperative research.
# 4	2.92	30	24	10	13	6. Tap OCS oil/gas, or other energy revenues for funding
# 5	2.54	16	27	20	16	B.1. Establish a federal recreational angler permit fee to fund data collection (e.g., fishing stamp). Make sure dedicated fees go back into 'recreational fisheries data collection' pot (and not General fund) More fee-based fishing to help raise funds to pay for data collection (e.g., endorsements) â€“ make sure dedicated fees go back into 'recreational fisheries data collection' pot (and not General fund)
# 6	2.48	21	18	18	22	3. Lobby Congress for the funds â€“ have Commissions/Councils hire lobbyist(s). NOAA submitting requests to Congress for increased funding for recreational data collection.

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Participants marked each potential action with a 4, 2, 3 or 1 to reflect their view of its acceptability

Priority Ranking Average Challenge

#2	*3.6 of 4*	**(A) Agency does not have a recreational mission or focus, and therefore insufficient commitment to recreational fishery science and data collection.**

Rank	*Avg.*	*4*	*3*	*2*	*1*	*Potential Actions*
# 1	3.46	50	23	6	3	3. Create, fund, and establish an Office of Recreational Fish at a level commensurate with its level of economic contribution on par with commercial industry.
# 2	3.45	50	22	9	2	4. Create an Office of Recreational Fish structure with staff that can represent all the issues for the recreational industry, and advocate for the resources for the needed science.
# 3	3.36	43	28	11	1	2. NMFS advocate for the role and mission of recreational sector in the Council and Commission process.
# 4	3.25	38	33	7	5	2.A.1. Review of scientific enterprise for priorities within science centers and examine focus on recreational important species.

Priority Ranking Average Challenge

#3	*3.5 of 4*	**(D) Improve the standardized collection of timely and accurate data collection and methods to overcome trust issues.**

Rank	*Avg.*	*4*	*3*	*2*	*1*	*Potential Actions*
# 1	**3.64**	**58**	**22**	**1**	**2**	**D.1. NOAA leadership support for recreational research projects**
# 2	**3.56**	**51**	**23**	**3**	**2**	**16. Engage state agencies/use state's data**
# 3	**3.54**	**50**	**26**	**4**	**1**	**5. NOAA and users need to acquire innovative technology (i.e., automated data-reporting) Managers should increase use of online tools to get more timely data**
# 4	3.37	40	28	9	1	14. NOAA should address where efficiencies can be made leading to improvements in methods and savings, where the recreational community can help improve data collection and quality, don't invest in new programs until existing needs are addressed (putting money into new catch shares program is unwarranted when existing base programs and data needs aren't funded properly). More money and emphasis from NOAA needs to be put into pre-existing "base" data needs because they are inadequate.
# 5	3.35	38	35	4	3	4. Collaborative research programs. Voluntary participation of a new data collection technologies in order to increase incentives for stakeholders to buy-in.
# 6	3.33	40	28	8	3	13. Adopt improved technologies for measuring populations (i.e., NOAA needs to get innovative): Explore tapping into private industry R&D; Challenge private industry to develop new/improved R&D for data collection techniques
# 7	3.33	39	30	7	3	8. Increased angler intercepts and immediate real-time reporting on data intercepts â€“ input catch data online.
# 8	3.20	35	30	11	4	15. NOAA should leverage money given to states so that better data is generated and so there is consistency in how states gather and assimilate data.
# 9	3.08	25	36	11	4	11. Tailor add-ons to MRIP based on area/region
# 10	3.07	28	29	13	5	6. Need to implement a verification system, with enforcement
11	3.06	31	29	12	7	12. Use anglers in fisheries independent monitoring
# 12	3.05	30	28	8	9	9. Do field validation of MRIP data by conducting boat counts at ramps.
# 13	3.02	29	31	15	6	7. Devise methods to increase private public partnerships efforts that address data needs (i.e., World Wildlife Foundation smart gear competition) and a commitment from NOAA to implement these efforts.
# 14	2.91	28	22	19	8	10. Integrate full log-books to capture as much data as possible
# 15	2.70	18	26	18	11	3. Use of Exempted Fishing Permits (EFPs) to collect data in specific areas and among sectors
# 16	2.64	15	31	19	12	2. Creative use of marine spatial planning data collection approaches

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Priority Ranking *Average* *Challenge*

#4	*3.4 of 4*	**(C) NOAA fisheries should assess economic impacts on all parts of the industry and sectors, beyond that of just the fish value and consumer surplus, and the need to look at tackle and other downstream analysis.**

Rank	*Avg.*	*4*	*3*	*2*	*1*	*Potential Actions*
# 1	**3.67**	**61**	**13**	**5**	**1**	**5. Improve timeliness so economic data can be included in assessment of management actions.**
# 2	**3.52**	**51**	**25**	**4**	**2**	**10. NOAA should reprioritize activities towards the collection of socio-economic data; currently there is no real way to collect this data for management decisions â€“ there is often a lack of socio-economic data.**
# 3	3.49	51	21	9	1	2. Partner with industry to create a system for more regular collection of economic/market data.
# 4	3.41	38	17	6	3	16. NOAA should reprioritize activities towards the collection of socio-economic data; currently there is no real way to collect this data for management decisions â€“ there is often a lack of socio-economic data
# 5	3.30	37	33	12	0	4. Improve understanding of by-catch estimates
# 6	3.24	40	19	10	6	23. Look for creative, low cost or no cost alternatives.
# 7	3.21	26	19	8	3	19. Run socio-economic studies continuously/more frequently to get up-to-date information
# 8	3.19	31	35	12	2	3. Challenge # 2-NMFS needs to interpret and create understanding what the data collection and analysis means, this needs to be communicated to everyday angler. This is tied to truth and trust.
# 9	3.18	28	15	10	4	20. Encourage innovative ways to quantify non-quantifiable values of the recreational fishing experience (e.g., existence value)
# 10	3.17	32	33	12	3	11. Work more closely with coastal industries, manufacturing industries to get the data
# 11	3.17	25	23	9	3	17. Work more closely with coastal industries, manufacturing industries to get the data
# 12	3.14	19	29	7	2	18. Get buy-in from the communities before collecting the data; explain process to community/provide outreach prior to collecting the data
# 13	3.09	30	25	19	2	13. Run socio-economic studies continuously/more frequently to get up-to-date information
# 14	3.08	31	27	13	6	14. Encourage innovative ways to quantify non-quantifiable values of the recreational fishing experience (e.g., existence value)
# 15	3.05	30	26	10	8	22. Address resources based upon commitment to recreational community to utilize existing funds and reprogram them in the existing budget.
# 16	3.05	24	33	14	3	6. NMFS needs to assign role in region to interpret data and management actions for angling community.
# 17	3.03	26	33	14	5	12. Get buy-in from the communities before collecting the data; explain process to community/provide outreach prior to co
# 18	3.00	26	30	16	5	8. Employ advanced technologies for assessment so you don't need to rely on angler data.
# 19	2.68	29	15	11	21	21. Gaining resources for robust comprehensive data collection socio and economic by requiring catch shares to require this data.
# 20	2.68	15	32	24	8	7. Request angler constituent leaders to initiate surveys of their constituents to improve data.
# 21	2.68	17	27	14	13	24. Use archived library resources for data.
# 22	2.66	21	18	14	15	C.1. Expand MRIP to the West Coast
# 23	2.50	14	18	18	14	15. Utilize/hire more cultural anthropologists when creating data collection surveys
# 24	2.46	14	24	24	16	9. Utilize/hire more cultural anthropologists when creating data collection surveys

Acceptability Scale

4= Acceptable, I agree,	3= acceptable, I agree with minor reservations
2= Major reservations addressed	1= not acceptable

Participants marked each potential action with a 4, 2, 3 or 1 to reflect their view of its acceptability

Priority Ranking *Average* *Challenge*

#5	*3.3 of 4*	(E) Need to better incorporate the scientific data on decision-making and management processes to improve allocation processes.

Rank	*Avg.*	*4*	*3*	*2*	*1*	*Potential Actions*
# 1	3.39	40	33	5	2	E.1. Scientific data should be prioritized.
# 2	3.09	27	38	10	5	2. Nationwide initiative to develop baseline habitat data studies, for the purpose of making well-informed decisions (and so that recreational fisheries can occur).
# 3	2.96	29	25	18	7	3. Develop an appeals process through mediation whereby controversial recreational fishery management actions could get an independent review prior to final implementation (e.g., Council recommendations that are split in the vote should face increased scrutiny compared to those recommendations based on consensus votes). Also develop an internal NOAA self-audit process to follow when making all recreational fishing management decisions.

Priority Ranking *Average* *Challenge*

#5	*3.3 of 4*	(F) Institute collaborative approaches between NOAA and constituents in order to better acquire accurate scientific data.

Rank	*Avg.*	*4*	*3*	*2*	*1*	*Potential Actions*
# 1	**3.53**	**50**	**26**	**3**	**2**	**F.1. NOAA scientists and industry should work together to better develop tools and solutions (including states, Sea grant)**
# 2	3.43	48	25	3	5	2. Involve industry network, leaders and local leaders to connect with the recreational communities and bring their ideas forward to scientists.
# 3	3.35	42	26	5	5	3. Incorporate accountability and incentives

Priority Ranking *Average* *Challenge*

#7	*2.8 of 4*	(H) Better enforcement and reporting compliance.

Rank	*Avg.*	*4*	*3*	*2*	*1*	*Potential Actions*
# 1	3.26	33	38	6	3	3. Better education for anglers to make sure that non-compliance is not due to lack of education
# 2	3.24	41	22	10	6	2. Expand joint agreements with states to aid in law enforcement; cooperative law enforcement agreements
# 3	3.14	37	23	12	7	H.1. Increase funds for law enforcement; actual people on the water
# 4	3.12	34	29	12	6	6. Make education/outreach materials readily available at bait/tackle locations
# 5	2.97	27	28	19	5	5. Make sure that education and outreach materials are culturally/regionally appropriate
# 6	2.91	26	26	19	7	4. Provide information in variety of ways/variety of languages

Priority Ranking *Average* *Challenge*

#8	*2.7 of 4*	(G) Increase angler awareness/education and involvement on what they can help gather data.

Rank	*Avg.*	*4*	*3*	*2*	*1*	*Potential Actions*
# 1	**3.59**	**51**	**22**	**5**	**0**	**18. Transparency and availability of data**
# 2	3.41	43	28	5	3	15. Improve trust/buy-in between recreational communities and management.
# 3	3.36	42	27	4	5	19. Incorporating stake-holder input/designs for development of data collection systems. Ensure that collected data are used.
# 4	3.33	40	30	4	5	8. Look at other states that have better data collection beyond that of the federal government
# 5	3.27	37	31	11	2	G.1. Improve education and outreach efforts to the recreational sector as a means to

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						improve stakeholder participation in the management process.
# 6	3.27	35	32	10	2	2. Stewardship from within the industry ensuring that individual anglers understand their collective impact
# 7	3.23	33	36	7	4	14. Building trust through face-to-face meetings for the need for data collection.
# 8	3.17	33	32	13	3	13. Send NOAA/NMFS messages to fishing magazines and share the messages with different recreational fishing associations in advance (similar to Eric Schwabb's column in National Fishermen)
# 9	3.16	30	33	8	5	16. Develop collaborative outreach efforts through working groups, social organizations, ACCSP, social networking
# 10	3.11	27	31	15	2	17. Recognition that outreach and communication on the use of data is as important as the data collection systems
# 11	3.09	29	29	18	2	3. Requires significant outreach effort; need outreach coordinator(s) for recreational fisheries in each region â€“ need one person dedicated and fully funded- Get people out to fishing clubs/tournaments; NOAA create an Outreach Office for Recreational Fisheries
# 12	3.09	29	34	10	6	4. Scientists need to trust the angler; need scientists to recognize that anecdotal evidence provides relevant clues for formalized research: Fishermen's observations should not be ignored
# 13	3.01	29	31	14	7	11. Recreational Angler education for data collection. Education on the need for stock assessment, catch and socio-economic data collection and development of trust and accountability between NOAA and anglers
# 14	2.92	23	35	15	7	12. Collective efforts to engage the public (posters at boat ramps, marina, tackle shops) and campaigns to build the trust from the fishing communities
# 15	2.88	23	32	14	9	10. Involve them in data collection process. Invite them to SEDAR and other data/stock assessment workshops
# 16	2.79	27	13	20	11	7. Get rid of MRFSS, adopt something more like California Recreational Fishing Statistical Survey
# 17	2.68	19	27	22	11	6. Get info to Angling/Diving club websites
# 18	2.62	19	27	15	17	9. Get fishermen out to collect 'useable' data
# 19	2.17	8	22	22	25	5. Magazines to put in tackle shops

2020 VISION THEME OF SUCCESS

C. FISHERY MANAGEMENT DECISIONS BASED ON A MORE COMPLETE UNDERSTANDING OF THE SOCIAL AND ECONOMIC CONTRIBUTIONS OF BOTH THE RECREATIONAL AND COMMERCIAL FISHERIES COMMUNITIES.

KEY CHALLENGES AND RANKED ACTIONS: *(10 Challenges, 37 Potential actions)*

Priority Ranking *Average* *Challenge*

#1	*3.6 of 4*	**(F) Need better economic information**

Rank	*Avg.*	*4*	*3*	*2*	*1*	*Potential Actions*
# 1	**3.59**	**53**	**24**	**5**	**0**	**F.1. Establish a standards & protocol framework for collecting and comparing economic information between recreational & commercial fisheries.**
# 2	**3.53**	**52**	**18**	**5**	**3**	**3. Some reallocation of funds to meet objectives.**
# 3	3.20	43	18	11	8	2. Economic analyses for every recreational fishery with a $10 million value or more.

Acceptability Scale

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Participants marked each potential action with a 4, 2, 3 or 1 to reflect their view of its acceptability

Priority Ranking Average Challenge

#2	*3.5 of 4*	**(C) Makeup of fishery management councils.**

Rank	*Avg.*	*4*	*3*	*2*	*1*	*Potential Actions*
# 1	3.35	43	27	7	4	3. Review and improve the criteria used in evaluating Council nominees.
# 2	3.30	45	21	9	6	2. NOAA leadership should work more closely with the State Governors in achieving balance in Council nominees.
# 3	2.23	13	17	18	26	C.1. Remove the RA from Council recommendation process.

#2	*3.5 of 4*	**(I) Councils are unwilling, (and there is no driver, requirements, or guidelines) to examine the current allocation scheme and discuss changes to it based on the economic value of the recreational fishery.**

Rank	*Avg.*	*4*	*3*	*2*	*1*	*Potential Actions*
# 1	**3.69**	**65**	**13**	**2**	**3**	**I.1. Better representation of recreational anglers on the Council.**
# 2	**3.63**	**62**	**14**	**4**	**3**	**3. Agency should require that economic and social data be used in allocation decisions.**
# 3	**3.55**	**56**	**20**	**4**	**3**	**4. Consider requirements for maximizing economic value of fisheries.**
# 4	3.24	47	12	14	7	2. Amend MSA to require recreational representation on Councils.

#2	*3.5 of 4*	**(J) Recreational fisheries need to be managed for different outcomes than commercial fisheries.**

Rank	*Avg.*	*4*	*3*	*2*	*1*	*Potential Actions*
# 1	**3.57**	**52**	**24**	**4**	**1**	**3. Develop measures to quantify value of recreational experience (other that traditional economic values).**
# 2	**3.50**	**53**	**17**	**7**	**3**	**4. Recreational economics doesn't always equal dead fish.**
# 3	3.46	54	15	7	5	J.1. Create a recreational fishing office at HQ and in Regions.
# 4	3.33	41	25	13	1	2. Need more NMFS staff interacting with anglers.

#5	*3.4 of 4*	(D) NOAA needs to understand its recreational user constituencies.

Rank	*Avg.*	*4*	*3*	*2*	*1*	*Potential Actions*
# 1	3.38	46	23	9	3	3. Social science and economic studies of the recreational fishermen by region.
# 2	3.30	41	27	9	4	D.1. Cooperative research: put agency and fishermen together on boats, share time together on the water and in the community, and interact with fishermen more.
# 3	3.16	34	32	9	6	4. Rely more on the recreational representation on MAFAC in policy development.
# 4	2.82	21	32	17	9	2. Use focus groups to help translate the technical language.

#6	*3.3 of 4*	(G) Need to more effectively use information in management process.

Rank	*Avg.*	*4*	*3*	*2*	*1*	*Potential Actions*
# 1	**3.59**	**56**	**19**	**4**	**2**	**3. Requires equitable representation of recreational fish representation in the FMC process.**
# 2	**3.58**	**53**	**22**	**3**	**2**	**4. Information should be available to the public, in an open and understandable process.**
# 3	3.46	44	31	3	2	2. Remind FMC of the requirement that information must be used; educate FMC members on recreational fisheries and how to use economic information.
# 4	3.36	39	29	7	2	G.1. Create standards & protocols for allocation decisions and set default allocator to maximize economic benefits to prevent arbitrary & capricious decisions.

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Participants marked each potential action with a 4, 2, 3 or 1 to reflect their view of its acceptability

#7	*3.2 of 4*	(H) Need to use information in decision making to benefit recreational fisheries.

Rank	*Avg.*	*4*	*3*	*2*	*1*	*Potential Actions*
# 1	3.32	40	27	9	3	2. Better factoring of by catch into the allocation process.
# 2	3.26	41	21	9	6	H.1. Need to include mechanism for dealing with inter-sector trading (compensated reallocations).

#8	*3.0 of 4*	(A) Magnuson-Stevens Fishery Conservation and Management Act (Magnuson Act).

Rank	*Avg.*	*4*	*3*	*2*	*1*	*Potential Actions*
# 1	3.21	43	15	9	9	2. New legislation and revisit MSA reauthorization.
# 2	3.07	30	27	11	7	3.A.1. Safety valve provision for recreational catch allocations in balancing recreational and commercial quota (catch and release, etc) under RFMO or other international agreements.

#9	*2.8 of 4*	(B) Integration of Catch Share Data.

Rank	*Avg.*	*4*	*3*	*2*	*1*	*Potential Actions*
# 1	3.42	47	17	4	6	7. Duly weighted consideration for the recreational sector (like what is received by the commercial sector).
# 2	3.32	50	13	5	10	2. Require catch shares to include a socio economic component that is based upon a sound model that is statistically valid.
# 3	3.17	38	23	5	10	B.1. Catch Shares: set up standards so the Councils know how to change the allocation.
# 4	3.15	35	24	8	8	6. Balance the commerce aspects with the non-commercial aspects (i.e., intangible returns).
# 5	3.09	35	23	10	9	8. Request that the Agency direct the Councils and advisory bodies, as well as offices within NOAA to standardize their approaches so each Council has a recreational group that functions similarly across all councils and advisory bodies.
# 6	2.86	18	27	11	8	5. Expand/Clarify legal definition of National Standard 8 from General Council for Fisheries (GCF) and General Council for Enforcement and Litigation (GCEL).
# 7	2.85	25	24	14	11	4. Consistency with the National Standards.
# 8	2.43	15	20	25	17	3. Use catch shares as a mechanism.

#10	*2.6 of 4*	(E) Education and outreach.

Rank	*Avg.*	*4*	*3*	*2*	*1*	*Potential Actions*
# 1	3.02	34	26	10	11	3. Educate the public about the nature of recreational fishing in contrast to commercial fishing.
# 2	3.00	26	34	10	8	2. Partner with existing youth outreach fishing programs.
# 3	2.70	20	26	24	10	E.1. Dedicate substantial funding of NOAA programmatic funds to NMFS programs for outreach and education.

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Participants marked each potential action with a 4, 2, 3 or 1 to reflect their view of its acceptability

2020 VISION THEME OF SUCCESS

D. ENSURE BROAD ACCESS TO THE GREATEST POSSIBLE RANGE OF RECREATIONAL FISHING OPPORTUNITIES.

KEY CHALLENGES AND RANKED ACTIONS: *(7 Challenges, 22 Potential actions)*

Rank	*Average*	*Key Challenges*
#1	*3.7 of 4*	**(C) Ensure the recreational fishery is part of the management process allocation in the decision process.**

Rank	*Avg.*	*4*	*3*	*2*	*1*	*Potential Actions*
# 1	**3.76**	**67**	**10**	**5**	**0**	**C.1. Improved data i.e. social and economic data.**
# 2	**3.63**	**65**	**8**	**7**	**3**	**2. More representation on fishery councils.**
# 3	**3.61**	**60**	**15**	**4**	**3**	**4. Review allocation in mixed use fisheries.**
# 4	3.20	33	32	13	2	3. Develop outreach and education to the constituents.
# 5	3.00	29	27	17	6	5. Greater weight on public comment.

Priority Ranking	*Average*	*Challenge*
#1	*3.7 of 4*	**(G) Imposition of Marine Protected Areas (MPAs) where other management tools may be more appropriate.**

Rank	*Avg.*	*4*	*3*	*2*	*1*	*Potential Actions*
# 1	3.33	44	8	6	8	2. Data collection, including through partnerships.
# 2	3.22	41	10	6	10	G.1. Funding
# 3	2.84	24	13	9	12	3. Create political "Throw Weight" --Economic contribution and jobs --Go local with politics (Mayors, etc) --Go bottom-up and top-down

#3	*3.6 of 4*	**(A) Need to fit recreational opportunities into marine spatial planning such that these are not compromised and can be prioritized.**

Rank	*Avg.*	*4*	*3*	*2*	*1*	*Potential Actions*
# 1	**3.68**	**56**	**20**	**1**	**1**	**2. Increased recreational authority within the marine spatial process.**
# 2	3.20	36	24	7	7	4.A.1. Designated fishing area within the marine spatial planning process.

#3	*3.6 of 4*	**(F) Data, science, and information on population status to manage stock more effectively.**

Rank	*Avg.*	*4*	*3*	*2*	*1*	*Potential Actions*
# 1	**3.64**	**53**	**9**	**8**	**0**	**2. Data collection, including through partnerships.**
# 2	**3.64**	**53**	**14**	**3**	**2**	**F.1. Funding**
3	3.14	28	15	12	4	3. Create political "Throw Weight" --Economic contribution and jobs --Go local with politics (Mayors, etc) --Go bottom-up and top-down

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Participants marked each potential action with a 4, 2, 3 or 1 to reflect their view of its acceptability

#5	*3.3 of 4*	(B) Accommodate recreational demands of an expanding coastal population knowing this is a finite resource.

Rank	*Avg.*	*4*	*3*	*2*	*1*	*Potential Actions*
# 1	**3.66**	**63**	**10**	**4**	**3**	**2. Examine and reevaluate historical allocations in order to accommodate expanding recreational fisheries.**
# 2	**3.55**	**51**	**19**	**5**	**2**	**B.1. Enhance habitat to increase fishing opportunities e.g. streamline artificial reef permitting process.**
# 3	**3.52**	**51**	**21**	**4**	**3**	**4. Actively work cooperatively with the states on resource access issues.**
# 4	3.12	32	29	11	6	3. Where appropriate, examine the potential of hatcheries to establish self sustaining populations.

#6	*2.9 of 4*	(D) Consider long term changes to the ecosystems, and the affect to and from the recreational fisheries, i.e., increased coastal populations, freshwater inflow, water quality, ocean acidification, sea level rise, climate change.

Rank	*Avg.*	*4*	*3*	*2*	*1*	*Potential Actions*
# 1	3.36	43	27	6	4	2. More funding to address access challenges.
# 2	3.33	41	25	9	3	D.1. Better interagency coordination including state and federal agencies.

#7	*2.8 of 4*	(E) Depleted stocks, for whatever reason.

Rank	*Avg.*	*4*	*3*	*2*	*1*	*Potential Actions*
#1	**3.55**	**50**	**12**	**7**	**2**	**2. Data collection, including through partnerships.**
# 2	3.48	45	18	5	3	E.1. Funding
#3	3.14	28	15	12	4	3. Create political "Throw Weight" --Economic contribution and jobs --Go local with politics (Mayors, etc) --Go bottom-up and top-down

APPENDIX 9: TABLE ROUND DISCUSSIONS OF TOP RANKED CHALLENGES AND POTENTIAL ACTIONS

TABLE ROUND DISCUSSION OF TOP RANKED CHALLENGES AND POTENTIAL ACTIONS

(April 17, 2010 Saturday Mid-Morning Table Rounds)

NOTE: Each Table Round was asked to review the top 15 challenges across the 4 Vision Themes and discuss the potential actions generated from the first day of the Summit. Each Table Round determined which of the highest rated challenges to discuss in terms of the potential actions so that not every key challenge and potential actions were addressed by every Table Round.

THEME I: IMPROVED OPEN COMMUNICATIONS

Challenge #1 (F) Need to follow through on promises

Discussion points on actions- Table Round 1

- Report back to this group every 6 months on what steps they are taking as a result of this meeting.
- Hold Secretary of Commerce's feet to the fire on promises made here on FMC representation.
- Increase transparency of process for appointment recommendations of FMC spots, who supported which positions? Understanding that this is unlikely to happen, but concern over who can effectively advocate for this message.
- On all items listed here, follow through.
- Overall, communicate that the agency culture has changed, or is changing.
- NOTE: NOAA should streamline these recommendations from this conference under a more relevant set of themes/actions.

Discussion points on actions- Table Round 2

- NOAA needs to reprioritize funding, don't ignore that next levels of budget approval that are required through DOC or OMB.
- NOAA needs to advocate and defend the budget through the higher level of review.
- Political pressure needs to raised at all levels, through DOC and OMB.
- Recommend that MAFAC carry the political message/priorities for funding beyond NOAA.
- *Discussion points on actions- Table Round 3*
- There is a commercial bias on the Councils and that bias needs to be documented and shown to political and NOAA leadership

Discussion points on actions- Table Round 4

- The theme that comes out under the 4 visions: We need "**better data, better funding/resources, better communication**."
    - Better data- habitat, social, economic, and environmental data
    - More funding/reallocation of funding and staff for recreational fishery data and management processes.
    - All Councils need a separate, active recreational advisory committee to ensure recreational issues get full consideration and input from a diverse recreational

community. Also, initiate additional seats on the Councils for recreational fishing interests.

- NOAA needs an Action Plan that lays out a process for moving forward on this recreational fishing initiative.

Discussion points on actions- Table Round 5

- Follow through from Eric and the agency after this meeting will be important – especially on the number one and number 2 ranked challenges that come out of the summit
- Schedule another summit a year from now to measure follow up from NOAA Fisheries
- The team of Eric, Russ, and Andy – we are hopeful with them on actions they can control

Discussion points on actions- Table Round 6

- Lays the groundwork for what we will do in the future
- Having recreational website to update priorities on a regular basis

Discussion points on actions- Table Round 7

- All about accountability
- What are objectives
- What is time frame?
- Actual results (if not met why)
- Quarterly progress reports to MAFAC Working Group (or similar)

Discussion points on actions- Table Round 8

- Quarterly report and annual report follow up.
- Meet after 1 year, select a sub-group of recreational leaders from the participants to represent entire group.

Discussion points on actions- Table Round 9

- The top challenge/priority is to address the changes needed in Mag/Stevens reauthorization in order to assist/support the rec community legislative initiatives to change Mag/Stevens Act. This can be administratively or legislatively – rec community is not sure this can be done administratively – NOAA can identify that – if it can't be administratively then it will probably need to be achieved through legislation which has to be supported by NOAA on the Hill.
- Management, fish, and habitat are key things for success – habitat issues have not received any action or attention from NOAA – habitat needs more attention because it is critical to rebuilding and ensuring healthy fish populations.
- NOAA has to follow through on making substantial improvements to data collection, assimilation, and reporting. Three main data categories are recreational catch (fishery-dependent), socio-economic data on recreational important stocks, and fishery-independent catch. These can all be used in stock assessment.
- New people are needed in NOAA to change the culture. A recreational office program which is a recreational advocate needs to be established in NOAA at the regional level. A well staffed NOAA office of recreational fishing.

Discussion points on actions- Table Round 10

- Work with Fishery Management Councils to get recreational allocation for all species – mandate recreational allocation

- Kudos to Dr. Lubchenco for following through thus far – let's keep it going; will have to be strong leadership throughout the hierarchy to do so; vision needs to permeate through NOAA NMFS staff
- Clear that NOAA NMFS doesn't really know how to engage the recreational stakeholders
- Staff outreach and education should not be 'lecture-style' – needs to be more open-minded, roundtable; public meetings/scoping meetings/Council meetings need to change from 'lecture-style' to more open communication/informal forums (change the way that it is done); give Council and NOAA staff training on how to talk with the (recreational constituents); NMFS could learn something from how FWRI conducts their meetings/workshops
- Agree that NMFS is perceived as pro-commercial organization; culture of commercial dominance in the Council and NMFS process; MSA and NMFS mission is written for commercial fisheries

Discussion points on actions- Table Round 13

- Do something tangible seems nebulous. Post what the promises (actions) are and devise a way to track them online. Along with a timeline for completion. Keep a scorecard (list) and let this group see it in a year from now.
- Put it on Survey Monkey so that the recreational fish community can tell us how they think that we are doing.

Discussion points on actions- Table Round 12

- Neither councils nor NMFS seem pro-commercial. NMFS is pro-resource.
- Councils depend on make-up based on state appointments
- Councils have problem with reallocation because of inertia – status quo
- Bias in NMFS in favor of commercial because of funding going to commercial management. Some of this is based on jurisdiction because most rec fishing is in state waters.
- Recreational fishers are too fractionated (heterogeneous group) relative to commercial and with regard to data collection
- In California recreational fishers are often in federal waters
- In Hawaii, cannot sell fish without a license, so rec fishers are sometimes commercial because if you sell one fish you need a CML. Hawaii will never have a license.
- Rec fish community has been told that things will be fixed, but it does not happen, so this generates feeling that nmfs does not pay attention to rec fish
- NMFS Failed to implement Halibut IFQ charter in Alaska
- Fail to Open EEZ to rec fish in other cases
- What should NOAA do? Need rec fishers to tell NOAA specifics of what to do.
- There is history of rec fishers on councils, science is more open and understandable to public as an effort to get rec fishers informed
- Are state directors good representatives of rec fish? Not always – they represent all sectors.
- Councils will not be dominated by rec fishers, because they have day jobs, more so than others who may end up on councils
- Nothing to prevent rec fishers from convincing other council members to champion their case

- Problem: no single group will cover all rec fishers, if I am not catching fish it is the governments problem or the councils problem. So how do you get a heterogeneous group educated and organized to be effective? Now rec fishers are looking for proxies to represent them
- Eric Schwaab is a godsend because he has faced these issues.

Discussion points on actions- Table Round 14

- Didn't see actions in Alaska responding to President Executive Order and previous NMFS AA's strategic plan. We could set up another summit one year from now to see where people are going

Discussion points on actions- Table Round 15

- MAFAC and NOAA/NMFS leadership meet via conference call on a periodic basis and review progress in implementation of the list of action items.
- There should be something in writing that contains specific items/actions that can be prioritized to identify "low hanging fruit" that can be accomplished.
- Send out a quarterly email to all constituents that reports on progress towards implementation of action items identified by the summit.

Challenge # 2 (A) Lack of representation on fishery management bodies from sport fishing interests

Discussion points on actions- Table 1

- Governor's list of names for new FMC appointments must include a rec. fishing representative, as mandated in Magnusen-Stevens. If not included, the list should be sent back by NMFS. The Secretary of Commerce should be held accountable for the transparency of this process.
- NMFS representative should ensure that in FMC processes if a minority representative is trying to raise an issue and can't get a second on their motion then NMFS should stand up for this public entity and issue the second so the motion can move forward. This plays into the overall need for NOAA to act as a fair representative of the public at large. (Example: this has happened for sport fishing interests.

Discussion points on actions- Table Round 3

- Discussion about MSA process of Council appointees, the current make up of Councils,
- Need the sport fishing community to throw some weight around to influence Council appointments process

Discussion points on actions- Table 5

- Upcoming fishery management council appointments will be critical – the outcome will determine if the rec fishing community was heard

Discussion points on actions- Table 6

- How to address this challenge with Russ?

Discussion points on actions- Table 7

- Regardless of committee or body nominations of recreational representatives ignored.
- RAs should play no role in the selection process.
- Council membership should reflect the economic representation in the fishery.

Discussion points on actions- Table 8

- NOAA needs to send to the governors a list of criteria for membership and reach out to the recreational community on appointments. NOAA needs to inform governors and their staff of the selection process.

Discussion points on actions- Table 9

- We need a mechanism to compare the recreational value to the commercial value – the best way to achieve this is for NOAA to develop their own studies to compare economic worth. An existing example is the USFWS studies already in place for Freshwater rec angling. This requires an investment in people and resources by NOAA to generate the data necessary to address rec issues.

Discussion points on actions- Table 10

- All participants feel that the Council representation is biased towards commercial fisheries representation; not enough recreational representation
- Representation for recreational fisheries is very poor; Council membership is not reflective of economic importance of recreational fishermen
- MSA needs to be revised to stop the imbalance of representation

Discussion points on actions- Table 11

- The Council S.O.P. process needs to be closely monitored for consistency , nation-wide; examine the seat allocation and selection process.
- NOAA needs to establish a solid vetting process based upon types of council seats available. For example, if a state governor fails to select a recreational representative „ NOAA should have the authority to strike and remand, and then request the selecting governor to focus on a recreational candidate of their choice.

Discussion points on actions- Table Round 13

- If this changes over the next few months then it is a tangible.
- MAFAC. Needs to be better balanced between constituencies.

Discussion points on actions- Table Round 14

- Fair representation for recreational fishing, e.g. enough seats (minimum 2 seats).
- Enough number of candidates to be submitted (3 candidates for each seat).

Discussion points on actions- Table Round 15

- The needs to be a systemic change internally within NMFS/NOAA to change the culture.
- The recognition that sport fishing representation would improve if the summit spoke with a unified voice.
- More recreational, scientific, and environmental representation on the Councils.

Challenge # 3 (B) Lack of means to compare commercial vs. recreational value.

Discussion points on actions- Table 1

- NMFS should develop a methodology that will allow managers to compare recreational and commercial two fisheries in a defensible way that is respected by fishery managers and will affect decision-making. (Example: Surplus valuation is not a defensible measure of value for both fisheries; therefore there should be an equivalent sport fishing valuation that can stand up against commercial values).
- There should be a comparison of the economic impacts (including jobs, local/regional

scale impacts) between fisheries.

- Concern that the impact costs of fisheries management are considered at a national level (i.e. displacement of fishing evens out on a national scale) but local/regional impacts are not considered. Commercial harvest has a very clear valuation scheme, but there is no equivalent valuation developed for sport fishing.
- NMFS Should be required to give the FMCs and economic valuation they have available to make management decisions.
- The FMC science advisory committees (SSCs) sometimes do not have experience with recreational fisheries, therefore this biases the information they present to the councils.
- SSC members should be completely unbiased in their representation.
- In the SSC mission to review all available scientific evidence, they may exclude data that does not meet their scientific standards (which may be because of an unmerited bias), which effectively can strip socioeconomic data from inclusion in their reporting to the FMCs.
- SSC/NMFS should not be able to block information from being presented to the FMCs.
- To prevent SSC bias, NOAA should be conducting socioeconomic studies themselves, and not relying on constituents and contractors to produce these reports.

Discussion points on actions- Table Round 3

- Need human dynamics brought into the equation in economic studies
- Quantify the recreational fishing experience so it can be used in allocation discussions
- Need a common metric for both commercial and recreational sectors that allow comparison (lb/fish)
- Need to look at economic impacts of both commercial and recreational sectors (restaurant use, groceries, hotels)
- Looking only at domestic fish, recreational sector generates same amount of jobs as commercial, with only 3% of allocation
- Use jobs as a metric to compare economic value of commercial and recreational sectors

Discussion points on actions- Table Round 4

- Present vetted models to the Councils of how certain management actions impact the commercial and recreational industries differently. Councils should consider these differences in their decision-making processes.
    - Need 2 types of models: fishery-specific models and comprehensive/umbrella models.
    - Models need to show the recreational industry's contribution to the economy, not what recreational fishing businesses are willing to pay.

Discussion points on actions- Table 5

- Investigate mechanisms other than historical catch to value recreational allocation
- Consider managing by numbers of fish instead of pounds
- Make clear distinction between value of catch and release fisheries that are truly catch and release fisheries vs. food fisheries
- Recreational fisheries are more complicated because of different uses (food, catch and release, etc).

Discussion points on actions- Table 6

- Need better way to calculate recreational values that can be compared to commercial values (i.e., apples to apples comparison)

- Need better data to compare data from both the commercial and recreational sectors
- What are the actual impacts fishery by fishery?
- Being approachable
- Need to be able to get defensible comparable data.
- Need to standardized data in order to compare recreational and commercial values.
- Using data to establish that there are differences within recreational community and different needs.

Discussion points on actions- Table 7

- Obvious all agree.

Discussion points on actions- Table 8

- Need better economic analysis.
- Consistent direction to the councils and develop standard procedures and use them before decisions are made.
- Assign staff to do practical research and analysis.
- Re-prioritization of resources to achieve this goal.

Discussion points on actions- Table 9

- The number of recreational seats vary by different Councils. Better representation is achieved by increasing the number of seats to achieve balance in representation.
- "Public" should be changed to "recreational"
- NOAA needs to grasp that public access should be the number one priority for accessing public resources. Resources shall be allocated based on the best and highest socio-economic values.

Discussion points on actions- Table 10

- All participants feel that the Council representation is biased towards commercial fisheries representation; not enough recreational representation
- Representation for recreational fisheries is very poor; Council membership is not reflective of economic importance of recreational fishermen
- MSA needs to be revised to stop the imbalance of representation

Discussion points on actions- Table Round 12

- NOAA has identified with stewardship – protect resource as first priority - use is next, so this well create conflicts
- Need to have data, scientific reasons, and communicate these in order to convince rec fishers that stewardship is necessary – not just a bias against rec fisheries.

Discussion points on actions- Table Round 13

- Need to get some significant economic data on the rec fishery.
- Need for fishery managers and scientists to be involved and be empathetic. Don't lose touch with the industry.
- What will be the size of the new sport fishing group in the Agency? How does it compare with the commercial management effort within the Agency? The baseline funding is very low compared to what is spent on the management of commercial fisheries. The Agency has an inherent bias. There needs to be a scorecard detailing how much money is spent on both side of the equation.
- AK spends money marketing seafood. There is nothing similar for the recreational side.
- Discussion about the profound differences between the two sectors.

Discussion points on actions- Table Round 14

- Consideration of economic data (from recreational fishing) for decision making

Discussion points on actions- Table Round 15

- NOAA should conduct studies to better assess the intrinsic value of sport fishing in comparison with commercial fishing.
- There is a view that NMFS conducts assessments with a pre-determined outcome in mind. It might be good to have stock assessments completed by independent scientists (comments presented in reference to the red snapper assessment).
- Better assess fishery values in economic and social terms and address the results in an appropriate management strategy context.

Challenge # 4 (D) Create an internal Agency culture

Discussion points on actions-Table 1

- Recognize value of sport fishing, as demonstrated in directed research on this subject being given its deserved funding and priority levels.

Discussion points on actions- Table Round 3

- Need people in Agency who have experience in and understand recreational sector
- Agency needs to recognize that there are a variety of recreational fishing business models across states and even within regions

Discussion points on actions-Table 7

- Set up a recreational fishing program office- fully funded
- Staff in every region
- Staff at every FMC meeting
- 200 NMFS staff needed
- Educate rest of agency and FMCs about recreational fisheries
- AA be accountable for success of recreational program

Discussion points on actions-Table 8

- Leadership should celebrate the accomplishments of this program on a regular basis both with staff and the public.
- Re-prioritize resources to achieve this goal.

Discussion points on actions-Table 9

- New people are needed in NOAA to change the culture. A recreational office program which is a recreational advocate needs to be established in NOAA at the regional level. A well staffed NOAA office of recreational fishing.

Discussion points on actions-Table 10

- Create an Office of Recreational Fisheries in NMFS SF
- Need to acknowledge the recreational community as knowledgeable
- In general, there has been a sense that the science is the rule to live by and there appears to be no value to the recreational experience/community
- NMFS culture doesn't value the recreational stakeholder input

Discussion points on actions-Table 11

- Adopt the SBA model which would facilitate a recreational ombudsman position to work closely with NMFS HQ collocated at NMFS HQ.

Discussion points on actions- Table Round 12

- Schwaab, Winer, Russ Dunn, etc in NOAA is much more than what has been done in last 20 years, but word has not gotten out. In fact, opposite is in the news – Obama bans fishing
- NOAA needs to do better PR when making decisions – e.g. winter run Sacramento – findings should be posted on the web so that people can be prepared for discussion

Discussion points on actions- Table Round 13

- Make a significant financial reallocation to the recreational side.

Discussion points on actions- Table Round 15

- There is a foundational need to create trust between the agency and the recreational fishing community.
- NMFS should adopt Fish & Wildlife language on recreational fishing.
- Agency managers and scientists should interact directly on an ongoing basis with the sport fishing community.
- Integrate sport fishing values in the NMFS mission statement.

THEME 2: MUCH IMPROVED, ROBUST, TIMELY AND ACCURATE DATA AND SCIENCE

Challenge # 1 (B) Funding and prioritization of data and science.

Discussion points on actions- Table Round 3

- Focus needs to be on recreational
- Need both catch effort and social and economic data
- Need fishery independent stock analysis for recreational important species
- Have better and more timely and accurate catch data
- Economic info in the recreational sector
- All data needs need more funding, but economic data needs to be prioritized
- Data collectors and study design needs to have an understanding of the fishery

Discussion points on actions- Table Round 6

- F and G are very important; surprised they were not rank higher.
- Need to differentiate different sets of data (i.e., biological, socio0economic and angler data) as they may have a different weight depending on the issue

Discussion points on actions- Table Round 7

- Voluntary electronic recreational fisheries data collection (real time)

Discussion points on actions- Table Round 8

- Reports back to group on NOAA's prioritization of data and science issues and based what the budget can handle.

Discussion points on actions- Table Round 9

- Increase funding for research including cooperative research rather than reducing it.
- NOAA has to follow through on making substantial improvements to data collection, assimilation, and reporting. Three main data categories are recreational catch (fishery-dependent), socio-economic data on recreational important stocks, and fishery-independent catch. These can all be used in stock assessment.
- Have a new mechanism to conduct independent reviews of recreational data.

Discussion points on actions- Table Round 10

- Any mandates don't mean squat if there is no money to fund it
- NOAA continues to leave itself open to lawsuits by not improving the quality of the data
- NOAA needs to reallocate funds (pull-out funding from some areas)
- If increased funding/reprioritizing money is not available – how get the data anyway?
  - Work with stakeholders to find out their priorities and think of innovative ways to collect the data by working with the stakeholders
  - Encourage all of regional offices and science centers to use undergraduate and graduate interns to help collect data

Discussion points on actions- Table Round 12

- Who is going to pay – not the states these days because of economy.
- NOAA perspective (e.g., especially when B. Fox was there) is that recreational fish is mostly state so they should fund this science, whereas federal waters is mainly commercial
- In some states – Washington and Oregon, there is a 20% survey of recreational fishing in various ways – surveys at docks to punch cards to electronic records

Discussion points on actions- Table Round 13

- Do something tangible seems nebulous. Post what the promises (actions) are and devise a way to track them online. Along with a timeline for completion. Keep a scorecard (list) and let this group see it in a year from now.
- Put it on Survey Monkey so that the recreational fish community can tell us how they think that we are doing.

Discussion points on actions- Table Round 14

- Increase funding for cooperative research and fishery independent research for recreational fishing

Discussion points on actions- Table Round 15

- Cooperative research partnerships is hugely important and should be expanded.
- More and better information is fundamental to making sound decisions.
- Commitment to line item funding of recreational programs.

Challenge # 2 (A) Agency does not have a recreational vision and focus.

Discussion points on actions- Table Round 2

- Determine who would complete a needed review of scientific priorities within NMFS, to be successful in implementing potential action 1.
- There would need to have buy-in and agreement as to who would do this prioritization.
- This review would need to still establish what goal of review is, as many of those priorities
- Examine whether the priorities of Commissions and Councils are correct as they often drive Agency priorities.
- Review of scientific enterprise for priorities within science centers and examine focus on recreational important species.
- NMFS advocate for the role and mission of recreational sector in the Council and Commission process.

- Create, fund, and establish an Office of Rec Fish at a level commensurate with its level of economic contribution on par with commercial industry.
- Create an Office of Rec Fish structure with staff that can represent all the issues for the recreational industry, and advocate for the resources for the needed science.
- Challenge # 2- NMFS needs to interpret and create understanding what the data collection and analysis means, this needs to be communicated to everyday angler. This is tied to truth and trust.

Discussion points on actions- Table Round 3

- Similar discussion to Challenge #1
- What does Dept of Interior do that is different? They put priority on enjoyment of resource, and resource protection first, and then commercial activities are third
- MSA and Dept of Commerce are focused on commercial interests
- In Dept of Commerce data hasn't been collected on recreational activities as well and as much as commercial, and that lack of data makes if difficult to compete with commercial interests
- NOAA outlook hasn't changed with the times as much as Dept of Interior has, the evolution from strict commercial resource use to a recognition of other uses has not happened.

Discussion points on actions- Table Round 6

- May need to collaborate with recreational community in order to improve existing data collection.

Discussion points on actions- Table Round 7

- AA review all agency science to refocus priorities to match economic value of fishery

Discussion points on actions- Table Round 8

- Need for recreational fisheries program office with staff in headquarters and regions.

Discussion points on actions- Table Round 9

- NOAA needs to grasp that public access should be the number one priority for accessing public resources. Resources shall be allocated based on the best and highest socio-economic values.

Discussion points on actions- Table Round 13

- Revisit the recreational fish strategic plan. Do a ten year review.
- Update the recreational fish strategic plan. (The outcome of this conference should be the basis for the updated plan)
- NMFS should rate the strategic plan themselves. What has/has not been accomplished.
- Make the recreational mission statement easy to find online.

Discussion points on actions- Table Round 14

- Increase the coordination between federal agencies (e.g. NOAA's MRFSS and Fish and Wildlife's survey)

Discussion points on actions- Table Round 15

- Overlaps with challenge 1.

Challenge # 3 (D) Improve the standardized collection of timely and accurate data collection.

Discussion points on actions- Table Round 2

- Use assessment technologies, such as acoustic surveys, that can assess multiple stocks at once.
- Allocate NMFS resources to fisheries based on economic contribution, this analysis would need to be conducted down to a regional level.
- Partner with states more on data collection, leverage with Universities and other institutions.
- More focus on Ocean Exploration than space exploration.
- There is a need to have NOAA collect outside data or accept outside data. (Solution: Guidelines on data collection to Councils or outside groups so that data will be used by NOAA or must relevant to NOAA for management decisions).
- Ensure that challenge reflects the need for including economic data, economic data is not identified in this challenge area.
- Recommend that the economic analysis protocols have a process for looking at multiplier effects of impacted businesses – through retailers and wholesalers.
- Economic analyses such as those presented by Genter, need to be expanded to other fisheries and regions and applied to more fisheries.
- NOAA needs to work to get Councils/Decision makers to use that data in decision making.
- Concern that marine spatial planning data recommendation (#2) is not identified clearly enough, reservations over what kind of data are we using and who will fund data collection. Uncertainty on how MSP would be used.
- Specifically regarding MSP, look at groups within NE councils that deal with HAPCs
- Ensuring data is independent collected and analyzed.

Discussion points on actions- Table Round 3

- WAVE 5 data is missing, because of change in contractors
- Need a recognition that livelihoods are dependent on data
- When data is delayed the anglers perceive that the recreational fishery is not a high priority
- States need to be involved in collecting data as well
- Licenses issues have changed, the recreational fishing community now understands that licenses help with data collection
- Agency and recreational industry are evolving together, recognizing the value of recreational licenses
- -Data collection systems need to evolve to take into account new license categories (lifelong)

Discussion points on actions- Table Round 8

- If challenge actions 1 & 2 are done this will be accomplished.

Discussion points on actions- Table Round 9

- Prioritize cooperative research and engage the recreational community which help improve data quality and trust.

Discussion points on actions- Table Round 10

- It will take more than standardization to build trust; trust is critically important and is requires more of cultural understanding
- Trust will have to be built via action and stakeholder input; need transparency to build trust
- NMFS staff needs to be more willing/able to explain the data in a way that the stakeholders understand; NMFS staff needs proper training to be able to talk to stakeholders and build trust
- Need open communication between NMFS staff and stakeholders to build trust
    - NMFS scientists NEED to be able and willing to talk to the stakeholders
- NMFS staff needs to acknowledge lack of knowledge or shortcomings to build trust with the stakeholders
- We really have to improve standardization not just to build trust but to also rebuild the fisheries

Discussion points on actions- Table Round 13

- Tom Fote explained to the table how data is collected and used. MRFSS data is sometimes made available for the public to view.
- Electronic logbooks could be useful – although there are limitations because it is self reported data. Utilize electronic data collection.
- There is always a concern about accuracy when data is self reported.
- NMFS should work with the recreational community to determine which data (including economic data) is most critical and what data would be collected.
- Utilize the data that is already collected and share it among state and federal agencies.

Discussion points on actions- Table Round 15

- Just do it.
- Collection of biological sample (otoliths) to help assessments.

Challenge # 4 (C) NOAA Fisheries should assess economic impacts on all sectors of the industry.

Discussion points on actions- Table Round 2

- Expand MRIP to the west coast
- Partner with industry to create system for more regular collection of economic/market data.
- Improve understanding of by catch estimates
- Improve timeliness so economic data can be included in assessment of management actions.
- NMFS needs to assign role in region to interpret data and management actions for angling community.
- Request angler constituent leaders to initiate surveys of their constituents to improve data.
- Employ advanced technologies for assessment so you don't need to rely on angler data.

Discussion points on actions- Table Round 4

- NOAA needs to consider the economic impact of recreational fishing in its decision-

making (including decisions on funding allocation, staffing allocation, prioritization in management, etc.).

- NOAA needs to begin collecting economic data on the recreational fishing industry.

Discussion points on actions- Table Round 8

- Need to initiate conversation with the sport fishing industry
- Reprioritize socioeconomic staff and dollars to address critical management decisions which need socioeconomic input. Reach out to industry to create partnerships to achieve this.

Discussion points on actions- Table Round 9

- As NOAA's culture changes to include a better understanding of the recreational community, then they will more easily discover the intrinsic values, economic impact, and hidden values that goes beyond the value of fish. Currently, these values are not captured or considered because the knowledge and data is not available. Need to consider the multiplier effect that goes beyond the dollar signs.

Discussion points on actions- Table Round 10

- No brainer – this statement says it all

Discussion points on actions- Table Round 13

- NMFS should work with the recreational community (including tackle suppliers and other downstream) to determine which economic data is most critical and what data would be collected.

Discussion points on actions- Table Round 15

- No comments beyond the listed action items.

THEME 3: FISHERY MANAGEMENT DECISIONS BASED ON A MORE COMPLETE UNDERSTANDING OF THE SOCIAL AND ECONOMIC CONTRIBUTIONS

Challenge # 1 (F) Need better economic data.

Discussion points on actions- Table Round 3

- Quantify and count marinas that pump gas, grocery stores, tackle shop
- Need both social AND economic data
- How do you tease out economic activity?
- Regulatory flexibility impacts focuses on direct impacts, but tackle shop isn't included
- Need human dimensions survey to ask, why did you put your boat in the water in the first place? To fish? To go to the beach? To party?
- If fish aren't out there, would people hop in their boats anyway?

Discussion points on actions- Table Round 4

- Present vetted models to the Councils of how certain management actions impact the commercial and recreational industries differently. Councils should consider these differences in their decision-making processes.
    - Need 2 types of models: fishery-specific models and comprehensive/umbrella models.
    - Models need to show the recreational industry's contribution to the economy, not what recreational fishing businesses are willing to pay.

Discussion points on actions- Table Round 6

- It is important to have better economic information, but also used it in the decision-making process
- Management need to consider MEY return on public
- Consider community businesses
- Use the recreational industry to improve better economic data.
- Change angler behavior in order to improve communication between NOAA and the sector to in turn improve trust and have stakeholder buy-in
- Set up a system to evaluate the economic data and review and adapt accordingly. Insure that data is updated regularly.
- Collection of data needs to be a centralized role by the agency (NOAA) in order to determine the best interests of the industry

Discussion points on actions- Table Round 7

- Bottom up vs. top down when collecting economic info (i.e. electronic collection of voluntary angler info) – real time.
- Must have system and programs/models to use data collected.
- Need real time catch & effort data and participation.
- Need economic data & protocols committee. (may need to modify M-S Act??, new National Standard?)

Discussion points on actions- Table Round 8

- Reprioritize socioeconomic staff and dollars to address critical management decisions which need socioeconomic input. Reach out to industry to create partnerships to achieve this.

Discussion points on actions- Table Round 9

- The need for better economic information is inherent to believing NOAA's culture has to change to include a better understanding of the recreational community. Then they will more easily discover the intrinsic values, economic impact, and hidden values that goes beyond the value of fish. Currently, these values are not captured or considered because the knowledge and data is not available. Need to consider the multiplier effect that goes beyond the dollar signs.

Discussion points on actions- Table Round 10

- No brainer – this statement says it all

Discussion points on actions- Table Round 13

- Need to include the full picture. NMFS seems to stop at the shoreline. Include shore-based businesses, tackle shops, restaurants, airlines (AK), etc.

Discussion points on actions- Table Round 15

- Comprehensive, serious economic analyses for recreational fisheries need to be done.
- Better data needs to be interpreted in light of NS-8.

Challenge # 2 (C) Makeup of Fishery Management Councils

Discussion points on actions- Table Round 3

- Needs to be more of a push to have better representation
- Political suicide for state reps on Council to get involved in allocation issues, they have to represent state policy

- It's all a very political process and can be influenced by a call from political higher ups

Discussion points on actions- Table Round 6

- Need education and outreach (re: how process works and how to engage in much more input) (Challenge C)
- Change MSA to not require management of OY???
- Looking at recreational component of new council member training program

Discussion points on actions- Table Round 7

- RAs should play no role in the selection process

Discussion points on actions- Table Round 8

- NOAA needs to send to the governors a list of criteria for membership and reach out to the recreational community on appointments. NOAA needs to inform governors and their staff of the selection process.

Discussion points on actions- Table Round 9

- Rebuilding fish stocks should be a priority but should not necessarily close businesses to do that – better data is the basis for ensuring these things don't happen.
- The mgmt regime for commercial interests is set up for efficiency which is not conducive for what we need for recreational fisheries. Alternative recreational type models should be developed and considered
- The current allocation system is broken and allocations do not reflect the current full economic value of the resource and/or fishery. Managers must achieve the best and highest socio-economic value of the resource.

Discussion points on actions- Table Round 10

- NMFS needs to include economic and cultural dimensions; need guidelines to include recreational fisheries when making allocation decisions
- NMFS needs to follow-up and make sure that guidelines are followed
- Be able to adjust allocations between commercial and recreational on more timely basis
- *Discussion points on actions- Table Round 13*
- Need to include the full picture. NMFS seems to stop at the shoreline. Include shore-based businesses, tackle shops, restaurants, airlines (AK), etc.

Discussion points on actions- Table Round 14

- Commercial fishing is for profit and recreational for opportunity. They need to be managed differently.

Discussion points on actions- Table Round 15

- No comments beyond the listed action items.

Challenge # 3 (I) Councils seem unwilling to examine the current allocation scheme.

Discussion points on actions- Table Round 7

- Need data & science committee to ensure data and standards protocols are in place
- Consensus on protocols on economic surveys and models we use (committee including govt. university, private, NGO, anglers)

Discussion points on actions- Table Round 8

- Need for NOAA to work with the councils for systematic allocation review in mixed fisheries, including scheduled criteria on how these reviews will be conducted.

Discussion points on actions- Table Round 9

- The number of recreational seats vary by different Councils. Better representation of the recreational community can be achieved by increasing the number of seats to achieve balance in representation.
- Fishery mgmt councils should be based upon social economic factors that represents the "true" value of the resource.

Discussion points on actions- Table Round 13

- AK has been asking for economic data and for the past 15 years the AK FMC has said that they don't have data to allocate based on economics.
- If NMFS is truly interested in using economic data they should make it clear to RAs and the FMCs that is the policy. Allocation should not be allowed to go stale. Reallocate the quota for the best economic benefit of the nation.
- The group discussed how the GMFMC reallocated the quota on Amberjack and how problematic it has been – it has shut down the fishery.

Discussion points on actions- Table Round 15

- No comments beyond the listed action items.

Challenge #4 (J) Recreational fisheries need to be managed for different outcomes than commercial fisheries.

Discussion points on actions- Table Round 4

- NOAA needs to consider the impact on recreational fishing industries when instituting catch shares.

Discussion points on actions- Table Round 6

- Recreational fisheries need to be managed for different outcomes than commercial fisheries (Challenge J). This should be communicated to Russ. Need to change "management philosophy".

Discussion points on actions- Table Round 7

- Need data & science committee to ensure data and standards protocols are in place
- Consensus on protocols on economic surveys and models we use (committee including govt. university, private, NGO, anglers)

Discussion points on actions- Table Round 8

- NOAA should begin dialog at national level with recreational fishing interests on the board objectives and visions for the recreational fisheries in contrast to commercial fisheries. This will be followed by regional dialog with recreational fisheries where the results may be specific and included in FMPs.

Discussion points on actions- Table Round 9

- Councils must consider the best socio-economic value for determining resource allocations.

Discussion points on actions- Table Round 10

- Recreational fisheries need to be managed differently; placed on a value system vs. poundage caught as in commercial fisheries

Discussion points on actions- Table Round 13

- NMFS needs to make it a policy to push for regular allocation discussions by FMCs (keeping in mind the need to take advantage of the largest economic benefit to the nation). There needs to be recognition of different needs for the rec sector when

allocation decisions are made (EG: Catch and release fisheries – rec sector should not be penalized for NOT keeping fish). Agency needs to look at how rec sector is different and make mgt priorities that are likewise different.

- If NMFS is serious about using economic data they should make it clear to RAs and the FMCs that is the policy. Allocation should not be allowed to go stale. Reallocate the quota for the best economic benefit of the nation.
- Look at the data that is out there.

Discussion points on actions- Table Round 14

- National standard for allocation
- MPA should not be used as a management tool (especially for California because of sanctuary)

Discussion points on actions- Table Round 15

- Action items 3 & 4 are important.

THEME #4: ENSURE BROAD ACCESS TO THE GREATEST POSSIBLE RANGE OF RECREATIONAL FISHING OPPORTUNITIES.

Challenge # 1 (C) Ensure the recreation fishery is part of the management process.

Discussion points on actions- Table Round 2

- Concern exists over what messages might be in an outreach and education message, particularly if the mission of NMFS is not in line with strong access for recreational activity as priority.
- Growing access should be start of the mission, not just protecting current access.
- Having appropriate members on the Council that can represent angler access interests in their portfolio.
- Consider performance management review of NMFS RAs with consideration of recreational goals.

Discussion points on actions- Table Round 3

- Highly important!

Discussion points on actions- Table Round 6

- Share recreational community concerns (re: council membership)
- Need to look at geographic shifts due to env./climate

Discussion points on actions- Table Round 7

- All agree

Discussion points on actions- Table Round 9

- Recreational interests need the same customer service that other (Commercial) interests currently have

Discussion points on actions- Table Round 10

- Support traditional fishery management tools rather than instituting MPAs
- Need to think about what you really want when you institute an MPA; is it really achieving the goal – need to make sure that are going back and MPAs are doing what they should be doing
    - MPAs should be designed for particular purposes and involve stakeholders from the very beginning (from bottom-up; not top-down)

- MPAs are valuable in some instances (e.g., protect spawning grounds); MPAs should have stated/quantifiable goals that need to be met
- MPAs need to be re-evaluated on a consistent and regular basis and the community/stakeholders need to be involved
- When creating MPAs need to heavily weigh public use(s) of the area; still need to consider certain fishing activities
- MPAs shouldn't mean NO FISHING – should allow certain activities; allowable activities should be centered around reason for instituting each MPA in the first place
- Should handle the MPA issue similar to process for US Fish and Wildlife Service

Discussion points on actions- Table Round 15

- Use marine spatial planning tools to determine where important sport fishing areas occur.
- There is a need to protect resources that have been used traditionally and historically intact and accessible to the sport fishing community.

Challenge # 2 (G) Don't impose MPAs where other management tools may be more appropriate.

Discussion points on actions- Table Round 2

- Funding needs to be applied to a multiple of management tools, so that one management tool does not become the focus or default option.
- We favor funding for other management tools, funding though partnerships is good, but some scrutiny or review of who (what groups) are funding the data collection is needed to ensure objectivity.
- NOAA needs to have a presence in communicating with local politicians.
- NMFS should provide advice and participation in the process for MPAs, even within state waters.
- Fisheries Management Councils need to retain control of fishing management decisions within MPAs. This would allow identification of areas (such as HAPC) that need consideration for protection with appropriate access…not total bans. Look at existing plans.

Discussion points on actions- Table Round 3

- Mississippi delta is already a closed area due to dead zone and no fish there
- Discussion about Gulf of Mexico artificial reef and threats to it from salt dumping
- Even though MPA doesn't mean no access, it has the connotation
- Do not support nonscientific MPAs

Discussion points on actions- Table Round 7

- What kind of MPA are we talking about? (depending on kind/purpose of MPA position could vary)

Discussion points on actions- Table Round 8

- MPAs should be a last resort for management measures.

Discussion points on actions- Table Round 9

- MPA's need to be designed to be compatible to acknowledge sport fishing and recreational interests.

- Public access to public resources should be the highest priority when developing MPA type management approaches. The rec community would openly partner if MPA's were designed with public access as the priority.
- MPA's can be valuable if they're not used as a replacement tool for traditional tools that have worked. The public should have 1st priority to access – if this happens then in context and concept MPA's will favor the rec community.

Discussion points on actions- Table Round 13

- It should be made clear that MPS refer to "No Take Zones". MPA is too nebulous of a term.

Discussion points on actions- Table Round 14

- Designated sites for recreational fishing (FPA- fishing protected area)

Discussion points on actions- Table Round 15

- Don't use MPAs when other management measures are effective.
- The recreational community may endorse MPAs for scientific purposes but the discussion has not really occurred.

Challenge # 3 and Potential Actions (A) Need to fit recreational opportunities into marine spatial planning.

Discussion points on actions- Table Round 3

- Example of Gulf of Mexico conflict of salt dumping on an artificial reef area and the need for the use of science to inform siting

Discussion points on actions- Table Round 6

- Fisheries management needs to be a priority in the discussion.
- Recreational interests need to be a player in fisheries discussions and decisions-need to be engaged
- Must participate in federal and state activities. NOAA is player, but all agencies and states involved
- Need to work with commercial fisherman during the MSP arena in order to defend interests.

Discussion points on actions- Table Round 7

- Open, transparent, understandable, inclusive, high stake holder involvement
- Not to be used when other mgt. measures work
- Have ongoing role in mgt. (adaptive mgt.)

Discussion points on actions- Table Round 8

- In marine spatial planning exercises NOAA will advocate the priority of marine recreational access.

Discussion points on actions- Table Round 13

- Ensure the availability of recreation (and commercial) opportunities.

Discussion points on actions- Table Round 15

- Designate "recreational fishing only" areas where commercial fishing is excluded.

Challenge # 4 and Potential Actions (F) Data, science and information on population to manage stocks more efficiently.

Discussion points on actions- Table Round 3

- Not clear what this meant

Discussion points on actions- Table Round 6

- Is population status referring to human demographics or fish populations?

Discussion points on actions- Table Round 8

- Reprioritize all staff and dollars to address critical management decisions which need science and data input. Reach out to industry to create partnerships to achieve this.

Discussion points on actions- Table Round 13

- Agency needs to explain data to users. How is it collected, how is it used, etc.
- Mentality is that the Agency is going to use the data to shut down the fishery in question. Agency might be able to develop FAQs about data collection and how it is used. Deals with the TRUST issue.

Discussion points on actions- Table Round 15

- We need it.
- Identify scientists that have credibility with the constituents and can speak in intelligible terms and have them explain the basis of the assessment and its conclusions.

APPENDIX 10: SUMMIT COMMENT FORM

SUMMIT PARTICIPANT COMMENT FORM RESPONSES

Summit participants were provided a comment form and were encouraged to provide written comments that would be included in the Summit summary report.

Comment Form Instructions: *Please make your comment(s) as specific as possible, and offer suggestions to address your concerns. Please limit comment(s) to topics within the scope of the summit, and refrain from any personal attacks or derogatory language.*

Ricky Gease- KRSA

Need to have an economic summit that deals with establishing economic data protocols and standards, timelines and methods of data collection to have faster access to economic data at meetings, and have for allocation decisions an economic matrix that lays out economic impacts of allocation set-point options and have an alternative action that has an optimized economic benefits and then adjustments for other considerations.

Rex Murphy- Alaska Charter Association

The summit was a good start to what appears to be a sincere effort to engage the recreational sector in the fisheries management process. NOAA needs to follow up on the goals that come out of this summit.

To help build trust between NOAA and the public, NOAA needs to conduct continual public outreach in such a way that the assistant administration has a good idea of the issues facing recreational anglers nation wide.

NOAA needs to think hard about applying catch shares (in commercial fisheries context) to recreational fisheries NOAA should consider funding development of a pool-based catch shares program where catch shares are purchased from an established commercial catch share program and used to supplement a baseline allocation. Charter halibut management is a prime candidate for such a program.

Tom Raftican- The Sportfishing Conservancy, MAFAC

Beyond a "well done", I did want to add some things that were kicked around in our group that I felt important, and to a fair extent they were captured by both Tom Fote's and Mike Nussman's comments, but though you might want to further incorporate for a bit of fine tuning:

There was considerable talk of how NOAA manages fish for commercial fisheries, not for recreational fisheries; however, little was said that would differentiate recreational from commercial in this context. One of the discussions we had in our group was expanding the concept of MSY to include managing not just numbers of small to medium fish, but targeting the expansion of management to manage specifically for larger fish. While this appears to be managing for a maximum economic yield, looking closely at the definition of MSY in Standard 1, this could be handled within the current law.

A second concept that was not fully expanded upon was that just like the differences in commercial fishing – trawls, seines, hook and line, gillnets, etc., there is no one homogeneous recreational fishing community. We vary from the shore angler that Tom Fote spoke of in New Jersey who targets summer flounder to the Marlin guys offshore. And chances are that neither of these guys owns a fly rod. Redfish guides in Texas may share the passion for fishing with southern California's white seabass 6-packs, but their tackle and techniques are significantly different. Then there's salmon and steelhead. So from our folks who ply waters off the Dry Tortugas and Florida straights to Alaskans waist deep in icy streams, we all make up one incredibly diverse entity. Keeping this in mind, there are ways to manage us for far better results than we currently see. And one of the reasons we are so hard to manage is that while the recreational fishing community shares a passion for fishing, we prosecute that passion with a wide array of talent, tools and targets.

Thanks for inclusion.

Tight lines,
TR

Richard Yamada- Alaska Charter Association

Catch share concepts at this summit were resisted by the majority of the participants. In our particular situation in Alaska, where a motion was passed by out North Council in 2008 to put in place a Charter Catch Share Program, our only alternative has been to attempt to modify the plan to better fit the business model of our sector. This consists of a compensated reallocation plan where the guided recreational fishermen buy commercial habitat IFQ and deport this into a common recreational pool. This would allow the guided recreational sector to increase their habitat allocation. This may be a novel way for the rest of the country to view catch shares in the recreational fishery. Maybe we should have called this "The Quota Trangler Program."

Unknown

Too much emphasis/time on confusing and somewhat "soft" qualitative rankings!

APPENDIX 11: SUMMIT EVALUATION SUMMARY

RECREATIONAL SALTWATER FISHING SUMMIT
April 16 - 17, 2010—Alexandria, Virginia

Summit Evaluation (58 responses)

Participants used a 0 to 10 Rating Scale Where a 0 Means Totally Disagree and a 10 Means Totally Agree.

1. Please assess the overall Summit.

7.82 The background information was very useful.
8.24 The agenda packet was very useful.
8.72 The objectives for the Summit were stated at the outset.
7.94 Overall, the objectives of the Summit were fully achieved.

2. Do you agree that each of the following Summit objectives was achieved?
8.50 Overview of angler and industry perspectives about saltwater recreational fishing's value and the challenges faced.
8.31 Participants' visions for an effective and desired NOAA and Saltwater Fishing Community relationship and for successful saltwater recreational fisheries over the next decade.
8.17 Identification of challenges and potential actions in the context of the visions of success that address the key challenges faced and provide a path forward.
7.59 Identification and acceptability rating of action alternatives/options to address key challenges.
7.43 Identification and discussion of next steps to address key issues and ensuring follow-up.

3. Please tell us how well the Facilitator helped the participants engage in the Summit.

9.05 The participants followed the direction of the Facilitator.
9.01 The Facilitator made sure the concerns of all participants were heard.
8.93 The Facilitator helped us arrange our time well.
9.53 Table round moderators made sure the concerns of all participants were heard.
9.51 Table round recorders accurately recorded the discussions and exercise results.

4. Please tell us your level of satisfaction with the Summit?

8.40 Overall, I am very satisfied with the Summit.
8.59 I was very satisfied with the services provided by the Facilitator.
7.86 I am satisfied with the outcome of the Summit.

5. Please tell us how well the next steps were communicated?

7.31 I know what the next steps following this Summit will be.
7.59 I know who is responsible for the next steps.

6. **What did you like best about the Summit?**
   - Fulfilling commitment to engage recreational fisherman hearing concerns.
   - Well-organized facilitator.
   - Sport fishermen from major ports.
   - Reasonably long discussions about improving recreational fishing opportunities.
   - Interacting with NOAA staff, Dr. Lubchenco comments (eliminated rumor).
   - The networking with people around the country.
   - Open exchange of ideas. NOAA commitment to be engaged and responsive.
   - Candid discussions; presentations by Schwabb and Lubchenco.
   - The presence of the Recreational Fishermen and NOAA Fisheries on the same table and together discussing critical issues.
   - Networking opportunities.
   - Great start 2nd day.
   - Networking with people from other parts of U.S.
   - Meeting old friends and new. Discussion with folks that do not know or understand MSA, council or commission process.
   - Focus and prioritize problems. Opportunity to meet NOAA staff and others in industry.
   - In general, time well spent. Minimum of down time/ wasted time. Plus notion of hope for this sport industry.
   - The dialogue and NOAA listened.
   - The attitude of NOAA Fisheries and NOAA to get input from Rec. Fishing. Facilitators did very good job.
   - Information exchange broadened horizons ability to express and disseminate diverse viewpoints.
   - Connecting with new people, seeing new top people in action and putting a human fore on them.
   - Terrific forum at tables for constructive dialog logistics- e.g. meals- reception were outstanding- enabled good use of time. Great opportunity to interact with other participants. Significant that Eric Schwabb was present continuously. Glad to see Dr. Lubchenco here twice. Good for her to recap what NOAA has done…and asking what Rec. community prepared to do.
   - Engagement with NOAA administrator.
   - Good presentations.
   - Bringing together of an excellent cross section of the recreational fishing community.
   - The opportunity to air regional concerns and compare issues/problems on various sections of coast.
   - The table rounds and discussions with participants. The panel presentations were also very good and relevant.
   - Table discussions.
   - Exchange of ideas, interactions.
   - Ability to get issues on table. Becoming aware of stakeholder views across the nation.
   - Seeing old industry leaders I knew before and meeting new folks involved in recreational fishing.

- The recreational fishing section- a broad and diverse group- was well represented.
- The wide range of participants.
- The group of representatives from recreational fishing was excellent and NOAA staff ran an efficient well-organized meeting.
- The round table discussion. Getting to know new people and issues of other areas. Speakers were very informative. Dr. Lubchenco coming and speaking was a positive.
- Open communication between all attendees. Good discussion group.
- Networking, NOAA listening.
- Your optimism and ambition.
- I thought it was well organized and well run.
- A good beginning of the "right" and diverse group that can help direct NOAA.
- Networking and diversity of issues.
- The exchange between representatives of diverse areas/fisheries.
- Making an effort to quantify and identify the various important issues to recreation fisherman.
- Interaction with key agency personnel and new commitment for positive changes.
- Working with others from different regions and getting a better understanding of their problems.
- Great cross-section of recreational fish county and geographical range.
- There was a great mix of recreational interests present.
- Food.
- Facilitated discussions.
- Joint participation of Recreational fisherman, unified voice on major issues affecting recreational fisherman.
- The structure of the breakout groups worked well. Attention to the scheduled time.
- The commitment expressed by Eric Schwabb and Dr. Lubchenco.
- Honest exchange of views.
- Panel discussions.

7. How could the Summit have been improved?

- Strategic planning leaves little accountability for administration. Focus on next year is essential and critical…staffing rec. coordinators in all regions…outreach…funding science (cooperative research central)=trust building.
- Less time devoted to opening remarks and speeches.
- Highlight the 2000 summit results to see what has been accomplished and what has not.
- Some ports dropped terribly while others were passed over to quickly.
- More breaks.
- More Q&A time.
- 30-day response document from NOAA with generalized action plan.
- Less time for breakouts.

- There is a need to recognize the uniqueness of the small island territories and that there should be a separate discussion/session that addresses their challenges. The "one size fits all" can't be applied to them.
- More Q&A. maps would have made challenges and action items more efficient/effective.
- Rating of 200 items very tedious and not useful. Should have focused time on actions related to top related challenges.
- Narrow action plans and challenges. Too much material to be useful.
- Background info should have included commission structure and statement of process in addition to the council process.
- Presentations of different groups with their problems.
- Smaller number of participants. More time to hone issues and actions.
- The agenda could have been shortened for more substantial discussion.
- It was very well done!
- We would like and need your participation in the data clue ribbon (tosil) free. George Cooper is coordinating this for the fish collaborating.
- Better editing of questionnaire. Too long.
- More time.
- 1 more day (half day).
- Facilitator gave instruction like we were in 3rd grade.
- The 13-page document reduced in length, better working of statements.
- Possibly by adding a little more discipline and/or domination around the challenges/solutions provided 200+ possible solutions would form too many.
- The survey materials needed serious work. Too many of the action items were incoherent or duplicative. The "vision" themes should have been modified based on the table round input to reflect the key themes and duplicate actions eliminated.
- No ideas.
- Good beginning.
- Distribute list of participants' names, addresses, and phone number.
- Some specific commitment from NOAA on implementing some tangible actions in response to this summit.
- Longer. Less Q&A.
- We need equal organization devoted to follow-up and measurable networks.
- Better explanation of what the working group members will be doing in the future.
- Possibly a commitment from NOAA on what they intend to do with the information that collect at this meeting and when. (Not the specifics but the general plan).
- Follow-up summit.
- Better use of time.
- The sheer size made it a bit unwieldy but that is just a small criticism. Overall ya'll did an excellent job.
- Better facilitation.
- Establish a follow up with "action items" established and what has been achieved from the recommendations.

- More time should be allowed for speakers. Also, since the U.S. coast is so diverse, more time should be provided to briefly describe the different areas and some of the culture as it applies to fish and fishing.
- Great job!
- Quarterly letter and summit a year from now.
- Not sure it could have been. I'm concerned about participation and the future (youth, etc.) but beyond the shape of this summit. (Maybe next time).
- Not sure.
- Not sure what to suggest with a group this large.
- More concrete commitments from NOAA.
- Focus more on what agency will do to respond to concerns of summit participants.

8. Do you have any other comments? Please use the back of this page if needed.

- Should be more attention on fish closures affecting fishing communities.
- A stronger message of commitment would have been conveyed if Dr. Lubchenco had spent more time at the meeting.
- Federal policies need to be sensitive to the uniqueness of the small island territories and that policies that are developed for the 50 states should not be applied in it's entirety to the territories. After time federal policies that are standardized to the entire nation actually hunt the small islands. Special consideration should be given whenever new management policies are being developed so that their unique needs and concerns are actually addressed and applied.
- If time permits, the 200+ actions should be edited for repetition and lack of action. Dr. Lubchenco increased attendance.
- Level of presentation appeared to be aimed at folks that are uninformed totally about fisheries management.
- Regarding follow-ups, making things we agreed to do get done: agree to (gualk) and strategies, put together action plan with responsibilities and due dates, assign one person-Eric Schwabb- to hold monthly meetings with the Rec. fishing group of MAFAC at which progress on the work on action plan (held by phone), e-mail to attendees on a quarterly basis progress on the action plan, issue an annual report to the Rec. community on progress toward achieving goals. This process will assist in getting things done and communicating progress both inside NOAA and to the Rec. Fishing community. The above process has been proven to work for business and now profits. I wish you/NOAA the best in achieving the priority actions coming from this very well run meeting.
- On catch shares, educate us don't proselytize us. Get MRIP moving! Data with some cross validation before allocation. Recall public trust doctrines.
- Congratulations and thank you to NOAA for taking this on and for doing it so well. Gordon Colvin and his team hit the ball out of the park. Improvements: Facilitator appeared disorganized- confused at times, survey process seemed overly complex

and repetitive, many of the suggestions generated at tables reflected significant misunderstanding of NOAA's current programs, the law, political reality of management process. There didn't seem to be a process to address/educate participants on these misperceptions. Be careful of expectations: embedded in this summit is a perception/belief that public access to public resource means through recreational harvest only. This is an important public policy debate/decision that needs to occur.

- Hope this administration's NOAA/NMFS staff makes significant changes to mind set and understanding of recreational fishing and its full constituency. The fact that the assistant secretary for Oceans and Fisheries attended is a strong statement of a willingness and unique relationship with recreational fishing industry community.
- The moderators/recorders need to do a better job collectively of getting participants to articulate action items, so they can be understood in the survey.
- Great work on this meeting by NOAA staff.
- Anxious to see follow-up actions.
- Develop an organized chart of the NOAA reps and responsibilities, nationally and by region. Indicate council responsibility sheet with directions and personnel for follow up.
- The staff was great and worked hard to make us feel welcome. I am hopeful, but there needs to be follow-up. There needs to be some long and short term products that are done. We need to score the results and get those accomplishments out to the public.
- Results matter. We need timelines on targeted results and regular updates on how we are doing. Ultimately, the only measure of NOAA's commitment to sport fishing will be in deducting staff, budget, and effort to sport fishing in a manner that reflects relative value economically and socially.
- Will a list of attendees and contact information be provided?
- Good job in your selection of attendees.
- I applaud NOAA for gathering a complete cross section of the Recreational Community. This was the worst "facilitation" team I have ever worked with. Thank God for NOAA staff…they saved summit…facilitators were horrible…poor direction…confused instructions…poor facilitation.
- Follow through this time.
- We need to know Dr. Lubchenco has heard our message.
- Take a close look at what has happened in Alaska and the needed solutions to remedy disparities.
- NMFS crew did a great job. Lots of optimism here.
- I still have a problem with so much focus on catch shares in recreational fishing and on catch shares in community fisheries that tie up allocation (catch share viewed as

ownership) to tools in recreation to manage catch shares. This system now has problems with estimating catches. How would you increase a catch share in recreation whether day at sea or catch history (no tool to monitor)? Remember we don't drag our fish over scales for weight, no historic weight (catch), it would be an enforcement nightmare.

- Lets not wait 5 years to have another recreational summit.
- I am satisfied with the outcome of the summit- too early to tell. It's also too early to know what the next steps following this summit will be and who is responsible for the next steps.
- Too much down time on day 2.
- Remains to be seen that the objectives of the summit were fully achieved and the outcome of the summit.
- David Hilger and Steve Ralston: credit when due, these guys were great.
- There was not enough time for speakers and Q&A.

CONSENSUS CENTER

2010 Recreational Saltwater Fishing Summit

Prepared for the National Oceanic and Atmospheric Administration by the
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