DRAFT

Thunder Bay National Marine Sanctuary
Advisory Council

- February 15, 2011 Meeting Minutes-

Date: February 15, 2011
Time: 6:30pm
Location: Great Lakes Maritime Heritage Center, 500 W. Fletcher Street, Alpena, MI

MEETING ATTENDEES
NOAA: Jeff Gray, Jean Prevo, Joey Jackson, Tane Casserley, Stephanie Gandulla, Harriet Smith, Cathy Green, Scott Purdy, Pat Labadie, Sarah Waters
State of Michigan: Wayne Lusardi
SAC Members: Don Beem, Kathleen Hubbard, Olin Joyton, Vera Kavanaugh, Jeff Kowalski, Deb Pardike, Carol Shafto, Lynda Vandusen
SAC Alternates: Dennis Bodem, Jim Dessenberg, Jerry Meek, Mark Upham, Chuck Wiesen
Ex-officio Member: None
Public: Barb Meek
Media: Patty Ramus, *The Alpena News*

WELCOME AND ACTION ITEMS
Introduction of new council member and new sanctuary staff members:
New council member, Jeff Kowalski, County Commissioners.
New staff members Harriett Smith and Scott Purdy, Americorps Interns.

Dennis Bodem made a motion to approve the September meeting minutes. Chuck Wiesen seconded the motion. All were in favor.

The April constituent report assignments are:
Recreation – Don Beem/Mark Upham
Thunder Bay Underwater Preserve – Joe Sobczak/Mike Lakin
Tourism – Deb Pardike/Dennis Bodem

2011 SAC Meeting dates:
Chuck Wiesen made a motion to approve the 2011 SAC Meeting Dates (copy attached). Vera Kavanaugh seconded the motion. All were in favor.

Jeff Gray received an email from Ed Retherford indicating his resignation from the advisory council. Ed was very influential in the designation process when there were concerns with recreational fishing. Ed also worked on the 5-year management plan and boundary expansion. Olin asked to entertain a motion to send a letter thanking him for his service on the advisory council. Dennis Bodem made a motion to send a letter to Ed. Lynda VanDusen seconded the motion. All were in favor. Sanctuary staff will draft a letter for Olin to send on behalf of the council.

CONSTITUENT REPORTS

Sanborn Twp – Lynda VanDusen

Lynda was the summertime campground host at the Ossineke park. During that time she gave out Great Lakes Maritime Heritage Center flyers to the campers. Many of those campers visited the GLMHC and were very impressed that we have such a great visitor center in Alpena. Campers at the Ossineke park are mostly repeat visitors that come back every summer and they can't wait to come back to the GLMHC. She had many campers ask about the glass bottom boat, and she would like flyers about the glass bottom boat to hand out as soon as they are available.

Canoers have also been coming up by shore and camping and have asked a number of times where they can go from Ossineke. Lynda would like to see more information available for them.

Jeff said that NEMCOG and Sea Grant are working on a water trail. This will consist of information on where you can and can't put in, stretches between put-ins, etc. Jeff's not sure of the status of the brochure/map, but he will find out and get them to Lynda when they are printed. At this point, the guide is still in development.

City of Alpena – Carol Shafto

Carol has two constituent groups, the citizens of Alpena and the City Council. Each time she does her report she talks to the council and the city manager. Her favorite response came from Councilman Karshnick, he originally voted no for the sanctuary's designation. He says, *"I have only had positive response for the Thunder Bay sanctuary, it has been a bright spot we should all embrace."*

Mayo Pro Tem Eisler – *"Not only is the Sanctuary and the entire entity one of the best parts of Alpena ... the people in authority there are fine, intelligent examples of caring, concerned citizens who add immensely to the quality of life here for all of us.*

It's obvious what the Sanctuary, NOAA and all the other elements bring to the area, but when one adds the contributions of the Grays, the Greens and all the others without colors in their names, it brings an additional human element to the mix that can only be envied by other entities around the country. We are so fortunate to have them."

Thad Taylor –
"Here are some points relative to the impact that NOAA has on the City.

- *Partnered with City on Starlight Beach restrooms/pavilion/promenade project by contributing $25,000 cash and $25,000 in kind.*
- *Diligent work on courting the owners of the glass bottom boat, resulting in it coming to Alpena in 2011.*
- *Participated in community partnership to sponsor Alpena's Pure Michigan campaign. As I recall, they contributed a minimum of $20,000.*
- *Worked with the City to bring the kayak/bicycle tour operator to Alpena in 2010.*
- *Significant tourism impact on the community, i.e. tour buses, hotels/motels, restaurants, etc.*

- *Allowed use of their facility, at little or no cost, for community events such as Passport to the Arts, Intergovernmental Committee, District 6 MML meeting, change of command for Coast Guard, etc.*

Bottom line, as you know, NOAA shines a positive light on Alpena and is a valued community partner."

Carol also stated that the City would not have the Starlight Beach improvement project if it weren't for the support of the sanctuary. When the new Mexican restaurant came to look at the property on the beach (former location of Hunan), they said they wouldn't have considered opening a restaurant there if it weren't for the City of Alpena investing in improving the beach front.

Other positive items:

Diligent work on courting the glass bottom boat
Community sponsorship of Pure Michigan's ad campaign
Kayak tour operator
Significant tourism increase
Use of building for meetings

Carol added that she is traveling more than ever for the city and during her visits to other locations they know all about the City of Alpena and the sanctuary. The sanctuary is truly unique and the city is very grateful. Carol can't find anyone with anything negative to say about the sanctuary. Hoping for a long future together.

GREAT LAKES STEWARDSHIP INITIATIVE (GLSI) – Scott Purdy, AmeriCorps, Education Coordinator: NE MI GLSI

Huron Pines is a conservation organization based out of Grayling that serves 11 counties. Projects include: river restoration, watershed management, conservation leadership and land stewardship.

Scott's position is focusing on place-based education and working as the liaison between the schools and GLSI. Place-based education is an integrated strategy and educational process encompassing and enhancing student academic achievement, environmental stewardship, and community engagement and vitality. Hands-on, place-based education is a proven method for developing knowledgeable and active stewards of the environment.

Huron Pines Americorps is focused on protecting the Great Lakes and environmental resources through hands-on placed based learning in the community. The GLSI program will be awarding mini grants of $6,000. To date they have 11 current projects and 2 proposed projects. The schools involved represent six counties. For more information on these projects go to www.nemiglsi.org.

If you have an idea for a project to promote environmental stewardship or have any questions about the GLSI program, contact Scott at scott.purdy@noaa.gov.

Jeff added that the Americorps program is helping the sanctuary reach out to other counties and helping us get involved with more natural resource based issues.

FRIENDS OF THUNDER BAY NATIONAL MARINE SANCTUARY

Thunder Bay NMS launched the Friends of TBNMS at the 10-year anniversary party in September. Our Friends group is one of seven friends group among the 14 sanctuaries. The Friends group has three board members: Carol Shafto, Chuck Wiesen, and Judy Stillion, and is supported by sanctuary staff Jeff Gray and Meaghan Black. Meaghan will be the coordinator and main contact for the Friends. The Friends of TBNMS is a partnership with the Community Foundation for Northeast Michigan. All of the funds stay local and are invested into an endowment to keep TBNMS going. Most of the funds will be used for education programs and for the GLMHC.

Chuck Wiesen spoke on behalf of the Friends of TBNMS. Chuck read the following statement:

As a member of the advisory council of Thunder Bay National Marine Sanctuary and the Friends of Thunder Bay National Marine Sanctuary I ask you to become financially involved with our Friends group.

Since sanctuary designation in 2000 we have been blessed with wonderful research and exploration sites, awesome staff, interns, and volunteers, and the ongoing interest of our community.

Local, state, federal, college and university, and other sanctuary partners have helped us expand the scope of our research, training, exploration, and media sharing far what would have been possible given current federal and state funding levels. Thankfully grants have brought us over $6 million for special projects and research.

As we began our management plan review process in late 2006 it became clear to all of us that the creative ideas flowing from our staff and partners required funding in excess of what was available from traditional sources. Given a history of continuing resolution funding our plan concluded that we must "develop partnerships and identify outside funding to support sanctuary operations and resource protection, education and outreach, and research programs".

In 2009 TBNMS began to discuss the development of a foundation presence. Nearly a year later, and with the assistance of the National Marine Sanctuary Foundation and the Community Foundation for Northeast Michigan, Friends of Thunder Bay National Marine Sanctuary was introduced to the community. With a board of Judi Stillion, Carol Shafto, and Chuck Wiesen, staff assistance from Meaghan Black, and IRS 501-C (3) status we have, to date, received personal commitments, donation box, and store revenue in excess of $14,000.00.

Staff is 100% on board with Friends. With 100% support from SAC we can approach individuals and organizations with a firm foundation. Please consider financially helping a group you support now with time and talent.

Carol Shafto reiterated what Chuck said, she also feels it is important to say that everyone on our advisory council is on board with the Friends of TBNMS. Doesn't matter the dollar amount, just the status of having the backing of the entire SAC is important when soliciting other donations. Carol added that you can pay your pledges in installments.

Jeff referenced Dan Basta's document Straight Talk (see attached). He says we need to find new ways to do things.

Jeff said that the Friends of TBNMS is off to a great start, and has even taken over operating the sanctuary store. Keep your eye open for some major changes in the store, new marketing, new items, etc. Sarah Waters is still the contact person for the store.

The funds raised by the Friends campaign go into the endowment and are managed by the CFNEM. Funds brought in by the store will be put into a spendable account.

Don Beem suggested we add who the checks should be made out to and where the donations should be sent onto the Friends' brochure.

Deb Pardike asked what members of the Friends receive? Annual report, etc.? She suggested we need to have a plan to keep them engaged or make them feel involved. Jeff said yes, they will receive the newsletter and Meaghan is developing a full communications plan.

Please contact meaghan.black@noaa.gov for more information on joining the Friends or if you have any questions about the Friends of TBNMS.

SANCTUARY UPDATE

Mooring Buoy Program – Wayne Lusardi
Prior to 2003, the sanctuary did not place buoys, so in order for divers to find the shipwrecks, they went out with the coordinates, dropped an anchor, and dragged it until it hooked into the shipwreck. Now, we install mooring buoys, that don't touch the wreck and provide divers with a direct ascent and descent line to the wrecks.

By the end of last season we had 23 sites moored, which include a variety of schooners, sailing craft, paddle wheelers, etc. Two different types of buoys for deep and shallow wrecks.

All of the wrecks that currently have mooring systems are in or near Thunder Bay, except Middle Island sinkhole and Besser Bell wreck. Buoys are seasonal. Put in early in the season (April) and take out late in the season.

Hope to have 59 sites in a couple of years. To date, we have the permits for all 59 of those sites.

Permitting process goes through state and federal agencies. Mooring buoy program spread out throughout the entire year. First goes through DNRE, joint permit with the US Army Corps of Engineers. Costs $500, no matter how many sites are on the permit, so we try to get as many on one permit as possible. Once approved by the state it goes to the US Coast Guard because we are placing a buoy on the surface. Permit is generally good forever, but they are subject for review.

Carol stated that the mooring buoys were the one positive thing everyone involved in the sanctuary's designation could agree on, fishermen, divers, etc.

Education and Outreach – Cathy Green
Story on CNN last couple of days – *Two Brothers* Nantucket Whaling ship Found on NOAA 2009 Maritime Heritage Cruise in the Papahanaumokuakea Marine National Monument. It has also been on the front page of the New York Times. Cathy and Tane both worked on this project in 2008. Dive team working along the shore of the northwest Hawaiian Islands. Found two brand new whaling ship sites during this project. Confirmed it in 2010 and announced it on the 188th anniversary of its sinking last Friday.

National Endowment for Humanities Landmarks of American History & Cultural Workshop – Inviting college faculty from around the country to come here this summer to learn about maritime history and nautical archaeology and how they can incorporate in their classrooms. If you know anyone involved in community college, they can apply for this one-week workshop.

Bay Watershed Education & Training (B-WET) - Cathy is working on bringing this NOAA program to the Great Lakes. The program is centered on getting students and teachers out in the watershed itself. $1-million program for the entire Great Lakes region which will award grants to organizations doing environmental education. These grants will be renewable grants, not just one-time grants. NOAA is still waiting for the funding to go through.

Exhibit Update
Windlass – volunteer project is finishing up will be moved to the exhibits soon.

Alpena Public Schools Art Hop – Student art show set up in May. There will be 35 locations throughout Alpena County that will be featuring art of APS students K-12. Brand new this year. Opening reception will be held at the GLMHC for the students when the exhibit opens. There is also a new art gallery at the junior high, they have the Wieland Focus Mural on display that was produced during last summer's Maritime Festival.

Photographer Gretchen Dorian – showcasing her photos here in the GLMHC. She was here last summer to photograph the North American Yngling races.

Great Lakes Discovery – Exhibit at the Ann Arbor Hands-On Museum, worked with the Great Lakes Environmental Research Lab (GLERL) to develop it. GLMHC will be hosting this exhibit over the summer, it is scheduled to arrive here in May.

Pewabic Exhibit – This was the original exhibit for the sanctuary, first at the Federal Building then at the GLMHC. It has gotten a third life at the Ann Arbor Hands-On Museum as a partner to the Great Lakes Discovery exhibit. The Bay County Historical Museum has requested to host the *Pewabic* exhibit for 2011-2013.

Spring Programs & Outreach Events:
Spring Break Movie Matinee
ROV Programs
Girl Scout Overnight at the Museum
Ready, Set, Shipwreck
Partnering with the Friends of the Plaza Pool

Snorkel at the pool to get comfortable with snorkel equipment, then in the summer time the group will go out and snorkel a shipwreck.

Earth Day Celebrations at the GLMHC, April 21-22, 2011:

Earth Day School Fair
A Sea Change Film
Lake Invaders Film
Huron Pines volunteer event

Shipboard programs for spring, include school and adult programs aboard the *Lady Michigan.*

Sea Story Time for preschoolers is February 25 – March 25, 10am-11am.

March 12th ROV Workshop for Educators (teachers, 4H leaders, girl scout leaders, etc.)

April 30th ROV Competition - If you want to volunteer contact Sarah Waters or Meaghan Black.

Midwest Heartland Travel Showcase – largest showcase for motor coach tours. This tour is for the people that sell the tours. TBNMS is partnering with CVB and other local organizations to make this happen. Twenty-nine tour operators signed up to come to Alpena tomorrow night, reception at Besser Museum and dinner at John A. Lau. The tour group will come to GLMHC on Thursday morning and will have lunch prepared by Charity Island Dinner Cruises. The plan is to show them a great time so they recommend us to other groups.

Quiet Water Symposium – Lansing
Great Lakes Shipwreck Festival - Ann Arbor
Ghost Ships Festival - Milwaukee

Website Update – New images, new pages, online form available that people can fill out on the website, including group tour forms, and a new calendar of events.

Glass Bottom Boat - The boat will be starting operations in the spring, probably late May or early June, eventually having two trips out per day. The boat can take up to 120 passengers. It will be operating from the TBNMS dock, with tickets being sold through the Sanctuary Store. It is run by a private company; we are not operating the vessel.

PUBLIC COMMENT

Barb Meek mentioned that when she helped with the boat raffle she heard the comment a lot that the sanctuary doesn't need funds because it is funded by the government. She hopes that we don't hear that when we are seeking donations for the Friends group. Barb Meek appreciated getting Thunderstruck, it is available through website or Facebook. She suggested putting some of the history of the sanctuary in the newsletter.

ADJOURN

8:50pm

NATIONAL MARINE SANCTUARIES
THUNDER BAY

Sanctuary Advisory Council

2011 Meeting Schedule

February 15	6:30 – 9:00pm
*April 26	6:30 – 9:00pm
June 21	6:30 – 9:00pm
August 16	6:30 – 9:00pm
October 18	6:30 – 9:00pm

Due to a staff conflict this date has been changed from the normal scheduled date

Meeting Location:
Great Lakes Maritime Heritage Center - Education Room
500 W. Fletcher Street, Alpena

SAC Coffee & Lunch Dates

January 18	Coffee 8:30am
March 15	Lunch 12:00pm
May 17	Coffee 8:30am
July 19	Lunch 12:00pm
September 20	Coffee 8:30am
November 15	Lunch 12:00pm

SAC coffees and lunches are held at the Sanctuary office.
We will provide the coffee, but for the lunches it's b.y.o.l.

Some Thoughts for the Coming Year - Straight Talk

As 2010 falls behind us and we look toward the future, we know that our mission and goals are more important and relevant today than any time in history. The world around us is changing at a rate, in a manner, and at so many levels, that we can only speculate about the impacts. Nevertheless, we must meet these changes as a program and as individuals. The coming year is likely to test our mettle.

WHY WE COME TO WORK

Regardless of the changes swirling around us, our mission and mandate are steadfast and clear: "to serve as the trustee for the nation's system of marine protected areas, to conserve, protect, and enhance their biodiversity, ecological integrity and cultural legacy" and to "establish areas of the marine environment that have special conservation, recreational, ecological, historical, cultural, archaeological, scientific, education or aesthetic qualities." These mandates continue to direct us, and it is the responsibility of all of us to continue to strive towards those goals. Our neighbors, our fellow Americans, and our children expect us to deliver.

A PARTICULARLY DIFFICULT TIME

For those who serve the nation at this time, it is particularly rough. These are times of high uncertainty and turmoil. We seem unable to persuade the very constituents we seek to serve as to how National Marine Sanctuaries can help solve many of the problems facing them. So, why, we often wonder, is that so and what can be done?

We must recognize that it is a sign of the times, that these are indeed difficult times and challenges for everyone. The fundamental values and priorities of Americans everywhere are being challenged every day. Hence the needs of our country, the issues on the minds of our fellow citizens and, therefore, the resources available for us to carry out our mission(s) are affected accordingly. Things will not be the way they were, and it is difficult for our society to make a decision or investment today that will pay out benefits far in the future - especially when those benefits are hard to value in traditional terms for most Americans. This is our challenge, and we rise above it every day.

CONSEQUENCES WE LIVE WITH

It is not news to any of you that our staff and resources are stretched further each year. With flat budgets for a decade and increased expectations from the public we serve, each of our sanctuaries, programs and their staffs have felt the effects. The fact is that over the last few years, we have had to lay off contractor staff across the system, reduce vessel days-at-sea, shrink public education programs, and reduce -- or even drop completely -- many other important programs. We are all feeling the pain and in very personal ways. It is even more painful because we see the great things that are possible. We see how we can help the Nation in so many ways, especially at this time of great uncertainty and challenge.

HOW WE RESPOND

We are not the kind to consider the glass half empty. We recognize that, if not us, then who will carry forward these national goals. These goals may not be high on the immediate agendas of crisis, but they are absolutely critical to our long-term sustainability. We must remain steadfast and clear, "lean

forward," and "maintain positive momentum" to best serve the Nation, now and for the future.

Over the last few years we have had to perform a "triage" of sorts to best apply the few resources available. Our priority has been, and will continue to be, on people, infrastructure and critical programs. At the same time, triage also includes the lean forward to facilitate strategic partnerships with the potential to advance the Nation's ocean agenda and momentum regarding the vital role of marine sanctuaries. This is an important mechanism to help resolve our current condition. And we have seen results. For example, we have seen strong National attention go toward site expansion and even calls for new or expanded sanctuaries from outside groups and elected officials at an unprecedented rate. Events we have helped create, such as Capitol Hill Ocean Week and film festivals, help drive that positive momentum. Every new partner we continue to attract enables us to leverage new opportunities that help us meet our goals and mandates.

THE IMMEDIATE CHALLENGE

This triage approach will continue for the foreseeable future. For FY11, we remain in a holding pattern until the new Congress decides how to fund the Government beyond the continuing resolution that expires on March 4. Several scenarios remain, but none that offer relief. For FY12, all arrows point to mandated budget cuts across NOAA, including a "fair share" reduction to be paid by all program offices. Accordingly, you can expect to see additional belt-tightening at all levels of our operations. Creative solutions – a hallmark of our program – will be essential as we look to better define our critical programming, share resources and re-evaluate staff functions.

EACH OF US PLAY A ROLE

In these times of great challenge, each of us must not shrink from, but rather embrace, responsibility. We must be clear-minded regarding the current condition. We must accept that there are no easy solutions and that the problem will not fix itself. It will be even more important for each of us to adapt our thinking regarding how we approach our day-to-day work. For certain, we must continue to meet core elements of resource protection demanded by our local communities. In doing so, however, our challenge will be to uncover those approaches that simultaneously push other buttons that contribute to the larger solution. Be open to re-evaluating the "fit" of current programming and how we staff and resource our most fundamental requirements.

FINDING OUR WAY

If I know one thing about us, it is that we are fighters and we always find a way. I suspect the next several years will test our mettle in this regard. It is our job, our mission, to keep our Nation's National Marine Sanctuary System active and vital as our country and government navigate the difficult time ahead. We must consider ourselves a bright light and provide an example for many others in Federal, State, and Local governments that are struggling to come to grips with the same problems. We cannot change these events as they unfold as there are so many forces at work. But what we can do is determine how we react to them, how we choose to adapt our program, and how we choose to overcome adversity. I know that I can count all of you. We need to count on each other.