

MONTEREY BAY NATIONAL MARINE SANCTUARY  
ADVISORY COUNCIL MEETING

Friday, August 25, 1995  
Holiday Inn  
611 Ocean Street  
Santa Cruz, CA

Agenda

- 8:30 Coffee and Sign-in
- 9:00 Welcome, Roll Call, Approval of July Meeting Minutes
- 9:15 Swearing in of New Enforcement Representative
- 9:30 Public Comments on Items not on the Agenda
- 9:45 Update on Marketing Program for Sanctuary License Plate
- 10:00 Reports from the Working Groups:- Conservation
  - Research
  - Education
- 10:30 Sanctuary Manger's Report --  
Jade Cove, Enforcement, Joint Vessel Traffic Safety
- 11:00 Discussion: Establishment of a Sanctuary Foundation
- 12:00 Lunch
- 1:00 Presentation: California's Ocean Resources: An Agenda for the Future
- 2:00 Discussion: Methods to Improve Public Relations Efforts for the Sanctuary
- 2:30 Discussion: Use of the Sanctuary Name to Solicit Funds for Non-Profits
- 3:00 Report from the Citizen Achievement Awards Committee
- 3:15 Announcements and Comments from Council Members
- 4:00 Adjourn

MONTEREY BAY NATIONAL MARINE SANCTUARY  
ADVISORY COUNCIL

Meeting Minutes

Friday, August 25, 1995  
Holiday Inn  
611 Ocean Avenue  
Santa Cruz, CA

The Monterey Bay National Marine Sanctuary Advisory Council met on Friday, August 25, 1995 at the Holiday Inn in Santa Cruz, CA. Council members present and representing a quorum were as indicated:

AMBAG: Not Represented	NOAA Enforcement: Roy Torres
CA Resources: Brian Baird	Research: Greg Cailliet
Agriculture: Not Represented	Business & Industry: Steve Abbott
At Large: Karin Strasser Kauffman	Coastal Commission: Not Represented
At Large: Steve Webster	CA EPA: Not Represented
At Large: Not Represented	Recreation: Thomas La Hue
Coast Guard: Not Represented	Fishing: Dave Danbom
Conservation: Rachel Saunders	Tourism: Ed Brown
Diving: Ed Cooper	US EPA: Not Represented
Education: Not Represented	Harbors: Joe Townsend

The following non-voting members were present as indicated:

Monterey Bay NMS: Terry Jackson	CB/GF NMS: Ed Ueber
Channel Islands NMS: Not Represented	Elkhorn Slough NERR: Not Represented

California Assemblyman Bruce McPherson and his Field Representative Michael Warren were welcomed as special guests.

#### I. WELCOME, CALL TO ORDER, ANNOUNCEMENTS

The meeting was called to order at 9:04 a.m.

The next Council meeting will be on Friday, September 29 at the Moss Landing Chamber of Commerce Building in Moss Landing from 8:30 a.m. - 4:30 p.m.

#### II. SWEARING IN OF THE NEW ENFORCEMENT REPRESENTATIVE

Special Agent Roy Torres was sworn in as the new Enforcement Representative for the Sanctuary Advisory Council. The Sanctuary Manager mentioned that a letter from headquarters would be forthcoming officially designating Roy as a member of the Advisory Council.

#### III. APPROVAL OF JULY 28, 1995 MEETING MINUTES

Council members approved the July 28, 1995 meeting minutes as amended.

#### IV. PUBLIC COMMENTS

There were no public comments on items not on the agenda.

#### V. REPORTS FROM THE WORKING GROUPS

Sanctuary Education Panel (SEP) - Due to a schedule conflict, the Chair of the Sanctuary Education Panel was unable to attend the Advisory Council meeting. However, the working group did meet on August 17 in the Moss Landing MBARI conference room. A highlight of the meeting included discussion of the SEP's Retreat scheduled for September 27 from 8:30 a.m. - 4:00 p.m. at the Elkhorn Slough Reserve. Advisory Council members are invited and encouraged to attend. Please

contact Liz Love at (831) 647-4255 or Dorris Welch at (831) 459-2358 for more information.

Conservation Working Group (CWG)- The CWG met on Tuesday, August 22 at the Moss Landing Harbor District Office. Topics of discussion included the following:

€ the California Resources Agency's ocean management plan entitled, "California's Ocean Resources: An Agenda for the Future." (Four members of the CWG attended the public meeting about the plan on Thursday, August 24 in the Seaside City Council Chambers);

€ Thrill Craft Regulations -- Questions concerning enforcement of the thrill craft regulations were addressed. CWG members reported that they had received phone calls reporting the presence of jet skis and water skiers in areas close to the shore.

On behalf of the CWG, Rachel formally requested that the Sanctuary accelerate its plans to enforce the regulations. The CWG suggested the following procedure:

1) produce a brochure explaining the jet ski use regulations, both Federal and State. Include a map with the coordinates of the zones and their corridors. The brochure should be widely distributed to the public;

2) put signs at all of the Harbors explaining the regulations;

3) deploy marker buoys for the zones and corridors.

Rachel continued, mentioning that the working group plans to invite representatives from the thrill craft industry to the next CWG meeting to discuss cooperative efforts for implementation and enforcement of the regulations.

Advisory Council members recommended that the State, County, and City agencies with jurisdiction over the areas currently used by jet skiers, and other high speed water craft, be included in the deliberations;

€ Jade Cove -- Although the CWG is generally supportive of the proposed limitations set forth by Jade collectors, the group remains concerned about the precedent set with regard to mining of other minerals and natural resources. Conservation Working Group members suggested that an education program be implemented and that NOAA create a system to review the impacts of jade collection activities in order to provide baseline data for future reference. The CWG will submit formal comments

€ Water Quality Protection Program (WQPP) -- The working group plans to invite Pat Cotter, MBNMS Water Quality Specialist, to the September meeting to provide an update on the Program;

€ Enforcement -- along with public education, enforcement continues to be viewed as a high priority for the Conservation Working Group;

€ Proposed Edward F. Ricketts Underwater Park -- There was a presentation on the proposed underwater park by its sponsors, Ed Cooper and Kevin McDonald. At this time, there is general support for the idea and it is expected that the CWG will

ultimately take a position in support of the proposal;

€ Biodiversity Workshop -- Rachel announced that the Center for Marine Conservation (CMC) is co-sponsoring a workshop -- September 26-30, 1995 -- at the Lee Stocking Island Field Station in the Bahamas to discuss the benefits of marine reserves. Experts from around the world are participating in the event. Three of the participants will be visiting Monterey Bay in September. A special seminar is scheduled for the evening of Friday, September 22 at 7:30 p.m. at the Monterey Bay Aquarium. (Please see the enclosed flyer on the event.)

The next meeting of the Conservation Working Group is on September 19 from 10:00 a.m. until 12:30 p.m. at the Moss Landing Harbor District Office.

Research Activity Panel (RAP)-- The Research Activity Panel met on Friday, August 18, 1995 at the new Moss Landing Marine Lab Shorelab Del Norte facility from 1:00 p.m. - 5:00 p.m.

Major topics of discussion included the following:

€ Cambria Desalination Project -- the RAP subcommittee responsible for investigating the project reported that they are awaiting a revised addendum to the proposal, and concluded that until the addendum is received no further position will be given.

NOTE: Steve Webster informed Council members that the Monterey Bay Aquarium is permitted to start a small desalination plant in the new wing of the facility. The equipment is all in place. The Sanctuary manager and RAP Chair, Greg Cailliet, requested that documentation be sent to them;

€ Research Coordinator -- Dr. Andrew DeVolgelaere was welcomed as the new Research Coordinator. He officially began his responsibilities at the Sanctuary office on Monday, August 21;

€ Institutional Permit Process -- Dr. Charles Wahle, Chief of the Technical Branch of the Sanctuaries and Reserves Division (SRD), has indicated his interest in scheduling a meeting with members of the RAP and select Advisory Council representatives when he visits Monterey. Due to scheduling conflicts, Dr. Wahle's original plans to be in Monterey the week of August 28, have been postponed. His office will notify the Sanctuary of the rescheduled trip to the west coast;

€ Research Symposium -- the dates for the event are being revised and will be confirmed once a venue has been secured. The planning committee is considering California State University, Monterey Bay (CSUMB) or the Naval Postgraduate School (NPGS).

As the symposium is a collaborative effort to incorporate the varied interests in the area, Council members suggested that an element from the business and hospitality industry also be included as one of the afternoon workshops. Greg agreed to take the idea to the conference planners for consideration. In addition, Greg commented that the conference hopes to highlight the site characterization project and its use as a tool to help researchers use computers for visualization of their work. He added that the agenda is beginning to firm up;

€ Research Proposals -- two proposals presented by Dr. John Oliver, Adjunct Professor at Moss Landing Marine Laboratories, and concerning watershed management and restoration in the Salinas Valley and Lower Salinas River, were presented for RAP endorsement;

€ Marine Mammal Research Funds -- The Request for Proposals (RFP) for Marine Mammal Research in the three northern California Sanctuaries has gone out. Proposals are due by August 28, 1995;

€ Fort Ord -- Research in the former restricted area off of Fort Ord is continuing. To date, there have been side-scan sonar studies and fish surveys. More research cruises are planned for the near future. Council members requested that once the sampling and analization is completed, representatives from Fort Ord be invited to an Advisory Council meeting to discuss the results -- possibly in November 1995;

€ Federal Budget Cutbacks -- Federal budget constraints have forced the NOAA Ocean Applications Branch (OAB), Monterey office to close completely and to release hundreds of employees in the United States Geological Survey (USGS). These reductions will have a significant impact on research activity throughout the MBNMS;

€ Special Conference -- The Center for Marine Conservation (CMC) and the Smithsonian Institution will be co-sponsoring a workshop on biodiversity in Washington, D.C. from October 25-28, 1995. Conference participants will discuss All Taxa Biodiversity Inventory (ATBI) and will push to have a coral reef and cold temperature habitat identified and selected as a National study site for biodiversity. The MBNMS is a strong contender. The program would bring research and federal funding into the Sanctuary. The main contact at CMC is Dr. Mike Smith at (202) 429-5609 or Greg Cailliet at (831) 755-8670 for more information. Greg Cailliet, Don Potts, Bruce Robison, and Jim Nybakken will attend the conference as representatives of the MBNMS research community;

€ Hospitality Workshop -- There will be a hospitality workshop on September 13, 1995 from 9:00 a.m. - 12:00 p.m. in the conference room of the Monterey Bay Aquarium;

€ Special Presentation -- Dr. Khasrow Lashkari, from the Monterey Bay Aquarium Research Institute (MBARI), presented his work on passive acoustic observation in the Sanctuary. The study, Ocean Acoustic Observatory (OAO), is designed to provide a system for continuous real-time acoustic monitoring and observation of the ocean. It can be used as an effective tool to study the effects of sound on some marine mammals. Following Dr. Lashkari's presentation, the RAP discussed the formation of a special subcommittee to begin the preliminary work of identifying the major questions and problems associated with sound and how the issue relates to the existing MBNMS research plan;

€ AAAS Conference -- The RAP is continuing to work on involving the MBNMS research community in the American Association for the Advancement of Science (AAAS) conference at San Jose State University in June 1996;

€ McArthur Cruise Report -- The McArthur cruise report is still being prepared. The RAP is also planning for cruise time next year;

€ Mussel Watch Program -- In response to the June 30, 1995 Sanctuary Advisory Council's decision to investigate the California Mussel Watch program and to try to secure long-term funding, the RAP designated a special sub-committee to produce a written report describing the program's goals, objectives, accomplishments, and importance to the region (see Attachment A). The material provided should aid Council members in their discussions of the Mussel Watch program.

Briefly, the objectives of mussel watch are to identify "hot spots" and determine the sites with the highest levels of contamination. Greg pointed out that the accomplishments contained in the report identify problems that have already been addressed, but were discovered by the Mussel Watch program. The kind of information provided is only possible with on-going, long-term monitoring. Furthermore, the report lists at least thirteen agencies that use Mussel Watch data.

The RAP recommended that the Advisory Council endorse this kind of program and had two suggestions for Mussel Watch: 1) use statistical data; and, 2) create an oversight committee.

The Sanctuary Advisory Council subcommittee will meet to review the report, in its entirety, and write a list of recommendations to be presented at the September 29 meeting. Council members requested that the subcommittee recommendations be mailed out in advance of the September meeting.

The next meeting of the Research Activity Panel will be on Friday, September 15 from 9:00 a.m. until 12:00 p.m. in the MBARI Conference Room at Moss Landing.

## V. UPDATE ON THE MARKETING PROGRAM

Mike Wallace, from AMBAG, provided the update on marketing efforts for the Sanctuary license plates.

To date, 680 plates have been sold -- 233 were from Santa Cruz and Monterey county. AMBAG receives an average of 15 to 25 paid applications per day. They expect to see the numbers pick up due to the large amount of positive responses and expressed interest.

Highlights of promotional efforts include the following:

- 1) putting information about the plates and an application on the internet web-page. The program is expected to be on-line this Fall;
- 2) Nob Hill grocery bags will feature the license plate design along with phone numbers to call for more information;
- 3) The marketing strategy is heading into its second phase, while continuing the public relations efforts of phase one. Local non-profits are being encouraged to take on sales of the plates and to set and meet a numerical goal. Council members are asked to get into the habit of having brochures on hand to pass out wherever possible;
- 4) Mike is working on a direct mail program that could cost %o \$10,000. AMBAG has collected the information necessary to implement the direct mail effort;
- 5) Local businesses have been very supportive and efforts will continue to get them more involved;

- 6) Preliminary discussions to produce t-shirts and other merchandise featuring the license plate have begun. Not only will it bring in funds, but it also brings attention to the plate;
- 7) Area Chambers of Commerce will include a piece about the license plate in their September newsletters;
- 8) Posters have been placed all over the area, especially at CSUMB;
- 9) There will be license plate booths at the Sanctuary Birthday Celebrations; and
- 10) AMBAG has sent a letter to President Clinton asking him to hold up a license plate at a press conference during his visit to the Monterey Peninsula in early September.

Suggestions for marketing strategies from Council members included:

- 1) a booth at the Research Symposium and other workshops. Also ask speakers to mention the plates and encourage everyone to buy one;
- 2) make the plates available at the Farmer's Market on Tuesday evenings in downtown Monterey;
- 3) contact Mike Wallace at AMBAG for black and white art work for use in publications and newsletters. Also please remember to list AMBAG's phone number for information and applications;
- 4) Brian has a contact in Sacramento that can put information about the plates on the CA Resources Agency's homepage.

## VII. SANCTUARY MANAGER'S REPORT

Terry Jackson presented the Sanctuary Manager's report. Highlights of the report are as follows:

### Research

- € Already mentioned during the Research Activity Panel report;

### Education

- € MBNMS Education Outreach Coordinator, Kip Evans, is working on the finishing touches to a 15-minute informational video about the Sanctuary. World renowned diver and author, Dr. Sylvia Earle, will provide the narration;
- € The Sanctuary is currently developing a traveling display for use at public events;

### Enforcement

- € MBNMS management continues to view enforcement as a priority and is working with appropriate agencies to finalize an enforcement plan. The Advisory Council subcommittee on Enforcement in the Sanctuary will meet soon;

### Water Quality Protection Program (WQPP)

€ Dr. Dave Evans, Chief Scientist for National Ocean Service, recently visited Monterey to interview individuals about the importance of the Strategic Environmental Assessment (SEA) Division's role in the WQPP;

€ There is a WQPP brochure available for distribution;

#### Permit Report

€ For information and questions concerning the Permit Report, please contact Scott Kathey at (831) 647-4251;

#### Sanctuary Events

€ The upcoming Sanctuary Birthday Celebrations are scheduled for September 10 and 24 in Monterey and Santa Cruz respectively. Several Council members indicated their plans to attend;

€ September 30 is Harbor Day in Pillar Point -- Ed Ueber is cooking;

€ Advisory Council members are encouraged to use the new Sanctuary Calendar of Events on the web-page. The address is: <http://montereybay.nos.noaa.gov>;

€ A workshop, scheduled for September 20, is intended bring key players in the business and tourism industry together with Sanctuary staff. The event will take place at Rancho Cañada in Carmel Valley from 9:30 a.m. until 2:30 p.m. Council members were reminded that this is just an initial meeting and that more in-depth sessions may follow if the group believes they are necessary. Contact Terry at (831) 647-4201 for more information.

#### Vessel Traffic Safety Study

The Vessel Traffic Safety Study is being revised once again before it clears NOAA and moves on to the Department of Commerce. A date for final clearance has not been set;

#### Desalination projects

€ Sanctuary management and select members of the Research Activity Panel are continuing to work with the Cambria Desalination Plant project designers. An Addendum, explaining the discrepancies contained in the earlier EIR, is expected by August 28;

#### Miscellaneous

€ Shark chumming - the notice of advanced rule making has gone out and comments are being reviewed at the Sanctuary office;

€ Thrill Craft Boundaries - Sanctuary management will be meeting next week with representatives from the Coast Guard to discuss the deployment of marker buoys demarcating the thrill craft use zones and the corridors leading out to them. The Sanctuary recognizes the importance of an aggressive public education campaign about this issue;

€ A cruise ship company is considering Monterey Bay as a port visit on their regular

cruises. At this time, the Sanctuary does not see a conflict with its regulations;

€ There will be a NOAA conference -- September 6-7 -- in San Francisco concerning a proposed new rule under the Oil Pollution Act;

€ Jade Collection -- the Advance Notice of a Proposed Rule (ANPR) has been issued. Concerned individuals are urged to send in their comments as soon as possible as the 30-day comment period expires on September 8;

€ With respect to the vacancy on the Advisory Council for a United States Environmental Protection Agency (EPA) representative, a motion carried unanimously to re-invite the agency to participate on the Council;

€ Proposed Edward F. Ricketts Underwater Park - A discussion of the proposed underwater park will be included on the September agenda. An updated copy of the proposal will be mailed to Council members prior to the meeting. The Advisory Council was reminded that there will be a public hearing for the proposed park on September 21 at the City Council Chambers in Monterey.

Ed Ueber, Manager of the Gulf of the Farallones NMS and Cordell Bank NMS, provided an update on northern end of the Monterey Bay NMS. Highlights are as follows:

€ Ed called the Council's attention to the Central Valley water recycling projects and the proposed discharge of waste water into areas within MBNMS boundaries, but not covered by Sanctuary discharge regulations.

After some deliberation, Advisory Council members identified the issue as a high priority and a motion carried unanimously to invite a representative from the Bureau of Land Management (BLM) to explain the proposed project and bring information about related legislation.

Ed cautioned Council members that many of the projects outlined in the proposal appear to be positive solutions to water shortages, however, the proposal also contains serious consequences for Monterey Bay;

€ Ed noted that he was working with Half Moon Bay on possible violations of Sanctuary regulations as a result their proposed dredging project;

€ Two people have been contracted to do intertidal monitoring for the northern end of MBNMS and GFNMS;

€ Ed announced that there will be a meeting to discuss the effectiveness and value of burning oil as a method to clean-up spills. Although the technique is effective, it is controversial in that it contributes to air pollution. Ed indicated that he will report on the issue in more detail at the September meeting;

€ Sanctuary and marine resource managers in Central California are continuing to work with the Federal Aviation Administration (FAA) on the overflight regulations that appear on their aviation maps;

€ The Sanctuary Managers meeting has been changed to October 23 - 27, and will be held in Inverness and San Francisco. The sessions are open to the public on Wednesday, October 25 and several activities are planned. Contact Ed Ueber at (415) 556-3509 if you are interested in attending;

€ The Gulf of the Farallones NMS is meeting with the surrounding research community on September 13 at the NCO club at the Presidio in San Francisco. Call Jan Roletto at (415) 556-3509 for more information. A report on the meeting will be prepared for distribution.

#### VIII. Discussion: Establishment of the Sanctuary Foundation

A document explaining the available options for the establishment of a Sanctuary Foundation, prepared by Mr. Warner Chabot from the Center for Marine Conservation, was provided as a reference for discussion (see Attachment B). Upon consideration of the options presented, Council members approved a motion to continue with the process of establishing a "California Marine Sanctuary Foundation" and then, once the organization is in place, work toward revising the "California" Foundation to become the "Monterey Bay" Foundation. An amendment to the motion stipulated that it be made clear that the goals and objectives of the Marine Sanctuary Foundation be changed to reflect that they apply only to the "Monterey Bay National Marine Sanctuary" and not to other Sanctuaries.

Terry informed Council members that NOAA's legal counsel will respond to questions about the process. Please send questions and comments to the Sanctuary office to be forwarded to Washington, D.C.

#### IX. Presentation: California's Ocean Resources: An Agenda for the Future

Brian Baird, from the California Resources Agency, gave a brief presentation and slide show describing their ocean management plan. For a copy of the document, please contact Brian Baird at (415) 904-5466 or (916) 657-0198.

California's Ocean Resources: An Agenda for the Future represents California's first attempt in recent times to establish a comprehensive ecosystem management approach for the State.

The Sanctuary Advisory Council plans to finalize its position and will prepare its comments on the plan at the September meeting. Please provide your comments to Jane DeLay at (831) 647-4246 in the Sanctuary office before September 29.

#### X. Discussion: Methods to Improve Public Relations Efforts for the Sanctuary

Advisory Council members had the following suggestions to improve Public Relations efforts for the Sanctuary:

€ Arrange for meetings with the owners and/or managers of the local media and emphasize the importance of the Sanctuary to the local community;

€ Create one-to-two minute sound and video bites about the positive aspects of the Sanctuary to be aired on local stations;

€ Supply interesting stories about the Sanctuary to the media on a regular basis. It was suggested that Advisory Council members take turns producing articles. For example, Dave Danbom could write about fishing, and Tom LaHue could produce an

article about the water recycling project. The Sanctuary office will distribute the articles to local media;

€ Invite a NOAA Public Relations officer from Washington, D.C. to give a workshop;

€ Hire a full time, experienced Public Relations person to work in the Sanctuary office;

€ Invite Mr. Warner Chabot, from the Center for Marine Conservation to help with Public Relations efforts;

€ Work with Steve Webster and the Monterey Bay Aquarium in trying to create "An Aquarium of the Air." Steve may be contacting us in the near future about ideas for collaboration on this. A joint funding effort could target National Science Foundation funds and a corporate sponsor to underwrite the project. Steve Webster will keep the Council informed.

Council members requested that the discussion for improved Public Relations efforts be included on future meeting agendas.

#### XI. Discussion: Use Of The Sanctuary Name To Solicit Funds For Non-Profits

Terry Jackson provided clarification on the following items:

1) Although, the Monterey Bay National Marine Sanctuary is an official name, it is not trademarked and therefore can be used for profit by others. The National Marine Sanctuary logo and the NOAA emblem are trademarked and cannot be used without paying to be an official sponsor. The logos are marketable and their proceeds can come back to the Sanctuary. At the September 13 Conference with the hospitality industry, Council members and Sanctuary staff can encourage participants to become official sponsors of the MBNMS and begin marketing products.

2) Terry reminded Council members that they can't directly solicit funds on behalf of the Council or the Sanctuary, but can respond to questions about funding.

#### XII. Report from the Citizen Achievement Awards Committee

Under the direction of Jo Stallard, members of the Citizen Achievement Awards Committee decided to model the existing format used by AMBAG in its award process. The committee suggested that a nomination committee, made up of various Council members, be established to select likely candidates.

Council members recommended that the presentation of the Award coincide with the Annual Research Symposium.

#### XIII. Announcements and Comments from Council Members

1) Dave Danbom -- Commented that ocean conditions look good, and that fishing is good. He observed a come back of the sardine population, though not in the numbers that have been recorded in the past, that should support the salmon population. The resource looks healthy, and Dave felt that there will be a healthy salmon population again next year.

Dave remarked that much of the steps taken in the past few years to help the salmon population have had some positive impact. Philosophy -- "Plant the seed, nourish the crop and harvest the product. A responsible farmer."

2) Rachel Saunders -- Council members are asked to recommend volunteers for the BAY NET program. Please fill out the recommendation form and return to Rachel at your earliest convenience.

The Advisory Council's Strategic Planning Committee is considering September 19 as a tentative date to meet. Jane will conduct a one month calendar survey of the Strategic Planning Committee to set the date.

3) Steve Abbott -- The Air District Board approved PG&E's proposed rule 431, Utility Boilers revisions. This revision will assure equivalent emission reductions are achieved and enable the use of a more cost effective technology.

4) Ed Cooper - The Pacific Grove Natural History Museum is featuring an exhibit on Jade in California. The exhibit continues until February.

5) Karin Strasser Kauffman -- has contacted the people organizing events for the Presidential visit and has added Council members to the invitation list.

The meeting adjourned at 3:15 p.m.

Respectfully Submitted,

Jane M. DeLay  
Sanctuary Advisory Council Coordinator

SAC - 8/25/95 Meeting Minutes  
FINAL