

Agenda
Outreach & Education Committee

Gulf of Mexico Fishery Management Council
Renaissance New Orleans Pere Marquette
New Orleans, Louisiana

Monday, January 27th, 2025
3:45 PM – 5:30 PM CST

- I. Adoption of Agenda (**Tab O, No. 1**) – Dr. Overton
- II. Approval of Minutes (**Tab O, No. 2**) – Dr. Overton
- III. Action Guide and Next Steps (**Tab O, No. 3**) – Ms. Muehlstein
- IV. 2024 Communications Improvement Plan Progress and 2024 Analytics (**Tab O, No. 4**) – Ms. Muehlstein
 - a. Presentation (**Tab O, No. 4a**) – Ms. Muehlstein
 - b. O&E Technical Committee Summary and Recommendations (**Tab O, No. 4b**) – Capt. Hubbard/Ms. Muehlstein
- V. Domestic Shrimp and Seafood Education – Ms. Muehlstein
 - a. Presentation (**Tab O, No. 5a**)
 - b. O&E Technical Committee Summary and Recommendations (**Tab O, No. 4b**) – Capt. Hubbard/Ms. Muehlstein
- VI. Ecosystem Based Fisheries Management Outreach Update: Red Tide FEI – Ms. Muehlstein
 - a. History (**Tab O, No. 6a**) – Ms. Muehlstein
 - b. Background: Fishery Ecosystem Plan and Red Tide Fishery Ecosystem Issue Communications Plan Outline (**Tab O, No. 6b**)
 - c. O&E Technical Committee Summary and Recommendations (**Tab O, No. 4b**) – Capt. Hubbard/Ms. Muehlstein
- VII. Management Areas and Boundary Outreach – Ms. Muehlstein
 - a. Management Area Map (**Tab O, No. 7**)
 - b. Management Area Boundaries on Mapping Tools
 - c. Recreational 20-Fathom Shallow Water Grouper Closure
 - d. O&E Technical Committee Summary and Recommendations (**Tab O, No. 4b**) – Capt. Hubbard/Ms. Muehlstein
- VIII. Public Comment Improvements: Improving Viability of Written Comments and Consideration of an Anonymous Voice Mail Box – Ms. Muehlstein

- a. Background: Communications Guidelines for Public Comment **(Tab O, No. 8a)**
- b. O&E Technical Committee Summary and Recommendations **(Tab O, No. 4b)** – Capt. Hubbard/Ms. Muehlstein

IX. 2025 Communications Improvement Plan **(Tab O, No. 9)**– Ms. Muehlstein

- a. O&E Technical Committee Summary and Recommendations **(Tab O, No. 4b)** – Capt. Hubbard/Ms. Muehlstein

X. Other Items from the O&E Technical Committee Summary **(Tab O, No. 4b)** – Ms. Muehlstein / Capt. Hubbard

- a. Recreational Initiative
- b. For-Hire Reporting Outreach
- c. Council Outreach Strategy

XI. Other Business – Dr. Overton

Members

Overton, <i>Chair</i>	McCawley/Sweetman
Fraday, <i>Vice Chair</i>	Spraggins/Burris
Bannon/Anson	Walker
Broussard	Williamson
McDermott	

Staff: Emily Muehlstein