

Gulf of Mexico Fisheries Management Council  
Outreach and Education Technical Committee

**Wednesday, November 13, 2024**

**8:30 – 4:00 PM EST**

- i. Welcome and Introductions
  - ii. Election of Chair / Vice Chair – Staff
  - iii. Adoption of the Agenda – Chair
  - iv. Approval of the December 19, 2023 Meeting Summary – Chair
  - v. Scope of Work – Ms. Muehlstein
  - vi. Recreational Initiative Outreach – Pelagic Strategies
  - vii. Domestic Shrimp and Seafood Education – Dr. Freeman
  - viii. For-Hire Reporting Outreach – Dr. Hollensead
- ½ hour Lunch Break in Office***
- ix. EBFM Outreach Update – Dr. Wang
  - x. Management Areas and Boundary Outreach
    - a. Management Area Map – Dr. Basher
    - b. Boundaries on mapping tools – Ms. Muehlstein
    - c. 20-Fathom Shallow Water Grouper Closure – Ms. Muehlstein
  - xi. 2024 Communications Improvement Plan Progress and 2024 Analytics – Ms. Muehlstein
  - xii. Discussion of Council Outreach Strategy – Ms. Muehlstein
    - a. Anonymous voicemail comment box
    - b. Effectiveness vs. negativity
  - xiii. 2025 Communications Improvement Plan Ideas – Ms. Muehlstein
  - xiv. Other Business - Chair

**Technical Committee Members**

Dr. J. Marcus Drymon, MS Sea Grant

Julie Falgout, LA Sea Grant

Gary Graham

Dylan Hubbard

Shelly Krueger, FL Sea Grant

Sean Meehan, NMFS

Nicole Nichols, FFWCC

Alexis Sabine, TX Sea Grant

David Rainer, ADNR

Charmaine Schmermund, MDMR

Zack Thomas, TPWD

Eric Weather

Jeff Weakley

Nick Haddad, Return 'em Right

Danica Williams, LDWF