

Mobile Bay NEP CRC Advocacy Working Group Meeting

International Trade Center, Killian Room
September 20, 2016 1:00 p.m.



In attendance:

Carol Adams Davis, Sierra Club
Mark Berte, Alabama Coastal Foundation
Hank Caddell, Alabama Coastal Heritage Trust
Casi Callaway, Mobile Baykeeper
Kellyn Garrison, The Nature Conservancy
Tammy Herrington, Conservation Alabama
Jill Mastrototaro, National Wildlife Federation
Chris Oberholster, Birmingham Audubon Society

Staff: Kelley Barfoot, Roberta Swann

Takeaways

- Advocacy Working Group members completed the strategy planning spreadsheet exercise
- The MBNEP will compile both exercises and create a list of actions based on the input and results from both working groups
- The MBNEP will develop a survey for CRC members to prioritize the action list.
- The MBNEP along with the two co-chairs will meet to discuss the results of the survey and plan the next meeting for the whole CRC group.

1. Welcome

Meeting called to order at 1:15 p.m.

2. Overview of Meeting Objectives

- a. Tammy Herrington gave a brief overview of the Advocacy Working Group meeting's objective; Draft the Community Resources Committee work plan as it related to advocacy from October 2016 through September 2018.
- b. Roberta Swann asked the group to keep in mind what the definition of advocacy was when conducting the exercise – *to publically recommend or support an issue*. She then asked the group to think about *How can we, as the MBNEP Management Conference, advocate for issues addressed in the CCMP?*

3. Strategy Discussion

- a. Roberta Swann gave an explanation for each Goal and Objective in the CCMP to provide clarity for the members on how the goals and objectives can be related to an advocacy opportunity.
- b. Collectively, the members provided their input based on the advocacy opportunities they thought would fit best within each category (see spreadsheet for details).

- c. The input and results from both working group meetings will be put together in a survey. The survey will then be sent out to the entire CRC and each member will be asked to rank the results.

4. Next Steps

- a) The MBNEP will compile both exercises and create a list of actions based on the input and results from both working groups
- b) The MBNEP will develop a survey for CRC members to prioritize the action list.
- c) The MBNEP along with the two co-chairs will meet to discuss the results of the survey and plan the next meeting for the whole CRC group.
- d) Next meeting will occur in October.

5. Adjourn

The meeting adjourned at 2:55 p.m.

