National Fish Habitat Board Meeting Summary: October 19-20, 2012

Members Present:

Kelly Hepler (AK DFG- Chair)
Steve Perry (NH FGD/ NEAFWA rep– Vice Chair)
Greg Siekaniec (US FWS)– for Dan Ashe
Ron Regan (AFWA)
Mike Stone (WY GFD/WAFWA rep)
Stan Allen (PSMFC)– for Randy Fischer
Gordon Robertson (ASA)
Bob Mahood (SAFMC)
Amy Unthank (US FS)– for Anne Zimmerman
Joe Larscheid (IA DNR/MAFWA rep)
Brad Gentner (Gentner Consulting Group/CCA rep)
Bill Taylor (AFS) – for Stan Moberly
Doug Boyd (SFBPC)
Mike Andrews (TNC)
Krystyna Wolniakowski (NFWF)
John Frampton (SC DNC/SEAFWA rep)
Eric Schwaab (NOAA Fisheries)
Karen Abrams – for Eric Schwaab (Day 2)
Steve Moyer (TU) – for Chris Wood (phone)

Members Absent:

Fred Matt, Chris Horton

Key Discussion Items:

- Science and Data (S&D) Committee proposed structure changes. Board members expressed support for terms of reference for the S&D committee and also recommended:
  - Clarifying the expertise needed on the committee and requested the inclusion of socio-economic expertise.
  - Clarifying the role of the committee in ensuring conformity and coordination between partnerships and national S&D committee.
  - Including a description for the membership selection process.
  - Requesting Fish Habitat Partnership representation.
  - Identifying a Board liaison to provide Board leadership and coordination back to the Board. (Joe Larscheid agreed to fill that role).
  - Ensuring that the direction, purpose and needs for the 2015 National Assessment are well defined to better inform the membership and structure of the S&D Committee.

- Strategy to complete 2015 National Assessment. Board members generally supported the draft timeline and also recommended:
  - Cross-walking the 2015 National Assessment strategy with the new Action Plan objectives and sub-objectives.
  - Including approaches for linking coastal and inshore assessments in the draft strategy.
  - Clarifying proposed purpose and need of National Assessment in the draft strategy.

- Proposed revised Action Plan Objectives. At least two Board members believed the draft objectives were at the appropriate level and addressed the full suite of necessary points. Some Board members also recommended:
  - Including “enhance” to draft Objective #2.
  - Broadening to all people (vs. “young people”) in draft Objective #3. Others preferred defining youth as “under 18”.
  - Clarifying that the objectives are not hierarchical.
  - Revise or combine Objectives #1 and #2 to make the work of FHPs to leverage resources around the best set of conservation outcomes more prominent, with the Board in support.
  - Using draft Objective #4 to more clearly recognize the role that science and data play in empowering action and making that information more broadly available.
  - Strengthening Objective #4 from “improve understanding” to a more active outcome.
  - Clarifying the roles between Board and Fish Habitat Partnerships beyond Action Plan objectives and connecting many of the moving pieces including the Board’s role in “protecting the Brand”.

- Discussion of Federal Funding

- NFHAP and the Sustainability Movement

- FHP Performance evaluation process:
  - The Board confirmed that this process will accommodate the requirement that Fish Habitat Partnerships be re-evaluated at an interval of five years or less, to confirm that they continue to meet the criteria listed in the Board's Policies and Guidance for FHPs..
  - The Board also confirmed that the purpose of initiating the process is to test drive the performance measures and the evaluation procedure. The end results will not be a rating of Fish Habitat Partnerships.
  - Steve Perry, Tom Busiahn, Andrea Ostroff, Krystyna Wolniakowski and Karen Abrams agreed to serve on the review team that will evaluate FHP performance.

- Effectiveness measures:
  - The Board agreed to task the Science and Data Committee with facilitating the development of a framework for measuring the effectiveness of conservation actions implemented under the National Fish Habitat Action Plan including the three outputs listed in Tab 9b of the October Board Book.
  - The Board also expressed concern about over-committing the Science and Data Committee and requested the development of a timeline for delivering the requested effectiveness measure outputs.

- Pacific Marine and Estuarine Partnership

- Western Native Trout Initiative Partnership

- Desert Fish Habitat Partnership

Motions Approved by consensus:

- Agenda and July 2011 Meeting Minutes: Approved.

- "New Board Member Guide": Approved

- Future board meeting dates: Approved (see list below). Discussed that approaches to "Casting Call" are being re-evaluated and may not coincide with the April Board meeting. These changes may have implications to timing and venue for National Fish Habitat Board awards.

- Use of proposed economics numbers to develop communication messages: Approved. These numbers are intended for communication and advocacy, not to inform project decision-making.

- 2012 Communications Strategy: Approved. Board expressed concern that the "Primary functions" may be too broad and exceed staff capacity. The Board questioned how well the learning labs tie-in with other educational plans and programs and suggested more strategic approaches towards participating in trade shows.

- Guidance on Use of Name and Logo: Approved. Board commented that shortened terms for Fish Habitat Partnerships is easily confused with the National Fish Habitat Partnership and requested that those terms be clarified in final guidance.

- Funding Allocation Framework: Approved Option #2. John Frampton expressed agreement with the SARP letter opposing both options, and abstained from voting.

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Action items:

- Finalize New Board Member Guide with suggested Board edits (Ryan Roberts).
- Draft options for time and location of presenting Board awards in light of Casting Call changes (Ryan Roberts)
- Draft proposed purpose and needs for 2015 National Assessment and incorporate into strategy for Board comment approval in March 2012. (Gary Whelan, Andrea Ostroff, and Joe Larscheid)
- Revise draft Science and Data Committee Terms of Reference for Board Approval Spring 2012 (Gary Whelan, Andrea Ostroff, and Joe Larscheid)
- Refine draft Objectives based on Board comment and discussion (see above) and provide back to the Board as draft for further comment (Kelly Hepler and small group of staff).
- Inform Kelly Hepler and Ryan Roberts of progress (Gordon Robertson and legislative team).
- Inform Board when Secretarial Order is at the departmental level for review (Tom Busiahn).
- Provide 2010 data to Brad for future updates of economic estimates (Tom Busiahn).
- Develop talking points and boiler plate economics language for Board use (Ryan Roberts and Brad Gentner).
- Provide digital version of new logo and guidance (with requested changes mentioned above) to Board and Fish Habitat Partnerships. (Ryan Roberts)
- Provide Board with a timeline for completing the requested effectiveness measure outputs in the context of other S&D Commitments (Gary Whelan, Andrea Ostroff, and Joe Larscheid in coordination with Mark Humpert and Steve Perry)

Future 2012 meetings:

- Jan 12 – conference call on budget
- April 17 and 18 – Washington, DC
- July 17 and 18 – Portland, ME
- October 16-17 – Table Rock Lake, Missouri (tentative)

Board approved policy and/or technical documents:

- New Board Member Guide (with requested edits)
- Economics number to be used for communications messages
- 2012 Communications Strategy
- Guidance on Use of Name and Logo (with requested edits)
- Funding Allocation Framework

Additional attendees:

Karen Abrams, NOAA-HQ and Board staff
Tom Busiahn, FWS-HQ and Board staff
Ryan Roberts, AFWA and Board Communications Director
Gary Whelan, MI DNR, Co-chair, Science and Data Committee
Andrea Ostroff, USGS, Co-chair, Science and Data Committee
Colin Hume, FWS-HQ Board staff
Cecilia Lewis, FWS-HQ & Reservoir FHP
Maureen Gallagher, FWS-Midwest Region
Steve Krentz, FWS & Great Plains FHP
Cecil Rich, FWS-Alaska Region
Scott Roth, FWS-Mountain-Prairie Region
Joe Starinchak, FWS-HQ
Dan Shively, FWS-Northwest Region
Stuart Leon, FWS-HQ
Tripp Bolton, FWS- Southeast Region
Kayla Barret, FWS & Desert FHP
Jennifer Fowler-Propst, FWS-Southwest Region
Paul Pajak, FWS-Northeast Region
Jeff Boxrucker, Reservoir FHP
Barry Patterson, SRF Collaborative
Lisa DeBruyckere, Pacific Marine and Estuarine Fish Habitat Partnership
Robin Knox, Western Native Trout Initiative

By telephone:
Jeff Sorenson, AZ GFD & Desert FHP
Stephanie Carman, BLM & Desert FHP
Pat Rivers, MN DNR & Midwest Glacial Lakes Partnership
Susan Wells, FWS-HQ

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