

OTTER ROCK MARINE RESERVE COMMUNITY WORK GROUP – HUMAN DIMENSIONS
JOINT MEETING/CONFERENCE CALL-Redfish Rocks Pilot Marine Reserve Community Group
Meeting Notes/Summary

Date/Time: Thursday, June 23, 2011 – 3:00 PM

Location: Oregon Coast Aquarium-Conference Room, 2820 SE Ferry Slip Rd., Newport, OR

Present: Chair Kerry Morgan, Nancee Hunter (via Tel), James Carlson, Melody Lavrakas, Michelle Mileham, Caroline Bauman

Absent: Edward Barrilleaux, Jr., Fred Robison

Redfish Rocks Marine Reserve Team (via Tel): Greg Ryder, Pete Stauffer, Charlie Plybon

Staff: ODFW Team: Anna Pakenham City: Pery Murray

Others: John O'Brien, Depoe Bay NSAT

Overview/Introduction of Staff/Volunteers in Each Group

Kerry presented a 1st draft drawing of the marine reserve logo concept (copy attached to the original of meeting summary); each marine reserve has a piece portraying the uniqueness of the site and collectively the individual pieces make up the entire Oregon Marine Reserve Logo (mural made up of panels). She noted the first projects to coordinate with Redfish Rocks are brochures and signage, in an effort to be consistent. Michelle and Melody have been working on the brochure (copy attached to the original of meeting summary), Jim took the draft to NSAT and will share their comments today. Lisa Pendergrass introduced herself, she is grad student at OSU working on her masters project, a signature conservation plan for OCA, she will be collecting data and coordinating with the Human Dimensions Group. Kerry introduced herself to the Redfish Rocks members, advising that the Human Dimensions Group is a combined socio-economic and outreach/education working group. She added that today's meeting is intended to begin cross-communications between the Otter Rock and Redfish Rocks groups. Kerry then excused herself from the meeting. Anna Pakenham, ODFW, announced that she will be taking over some duties formerly performed by Cristen Don and will be taking a more active role with pilot marine reserves and community working groups in the upcoming biennium.

Overview of Projects for Each Group

Greg asked if anyone had a copy of the Redfish Rocks Action Plan. Reply negative. He will provide via email. He said the group had made a presentation to the school board and science teachers are interested in developing curriculum. Some think a good project for groups is to collaborate on statewide curriculum strategy. Jim suggested looking at the existing Chemeketa curriculum. Charlie thinks the Chemeketa fisheries management curriculum is not what is being thought of, instead a broader marine reserve strategy. Greg said the plan is to look at what exists, do research and bring together into a new curriculum. Anna said that while each group works "site specific", both groups should work together on statewide strategies. Michelle and Nancee have curriculums, Nancee's includes 10 lessons and activities for marine reserves, it will be published in the National Geographic and she will provide to the Group. Caroline reminded everyone that the Human Dimensions Group goals include statewide coordination.

Pete summarized that Redfish Rocks has a website: redfishrocks.org to access for information. They have developed brochures, FAQ type, and engaged the community through events, photo contest, speakers/hikes, a partnership with OSU, acoustic tagging of rockfish, Adopt-A-Fish Program, press releases post-Team meetings, and signage with ODFW regarding regulations and interpretive, working on additional signage. The Redfish Rocks Team was established in December 2009. Melody said the Human Dimensions Group (formed in July 2010) took time to set up goals, looking at a broader marine reserve aspect v. Otter Rock Marine Reserve specific. With the goals now defined the Group is focusing on a Labor Day weekend event and brochures. Because the Group is combined (education/outreach and socio-economic) it is looking at other issues besides education and outreach.

Overview of Different Reserves

Redfish Rocks is a marine reserve with marine protected area, lies a couple miles south of Port Orford, is visible from Highway 101, approximately 1 mile to 3 miles offshore, rocky reef, rocky and sandy bottom,

about 60 feet deep, many species present, canopy kelp, clamming and fishing. There is an overall sense of protection for the future, the fishing fleet is not happy. Anna noted the two reserves are very different habitat types. John O'Brien explained Otter Rock is a marine reserve (no MPA) entirely visible from Highway 101 with easily definable boundaries, from the northwest corner of Gull Rock south along Otter Rock then to Whaleback, primarily sandy bottom with wash rock, marine gardens immediately adjacent, about 30 – 40 feet deep, kayaking and surfing at the northern end. The site was originally selected because it offered a unique habitat with the least negative economic impact to crabbers and fishermen.

Suggested Collaborative Projects – Brochures and Signage

Anna noted the process is transitioning into implementation phase, with community engagement and science, including defining what marine reserves are and where they will be in 5 – 10 years. Work on an “association logo” (people look at the logo and think of marine reserves) is a unified program, both on design and colors. OCA has drafts of signage and brochure development, ODFW hopes for a coordinated effort resulting in a consistent overall statewide model for the pilot sites and future sites. Discussion followed on website exposure, each community website or the ODFW website. Anna said the goal is to have one website for people to visit, embedding each community website. ODFW is working on revamping the website to be more user friendly. Charlie suggested using Word Press for developing the theme, so each community would be separate but have the ODFW look and feel. Greg said Redfish Rocks is planning to transfer redfishrocks.org into Word Press. Anna asked if would be alright to embed in the ODFW site. Redfish Rocks members approved.

Different types of presentation of information were discussed (storybook, bullet-type informational), how to disseminate, the different types of audiences to be reached, placement of informational signs at locations where people can view the marine reserve site, more in-depth information in brochures, inform the public on enforcement. Redfish Rocks is thinking of signs with multiple panels, they have samples from other reserves. Anna said in this early phase of logo design with OCA, each reserve would have a panel specific to the site based on that site's major theme, the panels would collectively make up the state logo. Greg said the Redfish Rocks Community Team wants to retain its identity, but is not opposed to being part of the state theme. Anna said Redfish Rocks has defined its own logo which will work with project brochures and signs, but the state theme must be done first. Greg suggested signs should be introduced in several ways by the 2012 date, maybe by Christmas. Otter Rock wants brochures by August 15th for the Labor Day event, Melody and Michelle are lead on brochures, Caroline on signs. Greg is lead on brochures, he's trying to establish a core group to work on brochures and signs. Anna hopes the look and topics are similar on each reserve's brochures, everyone agreed. She will work on getting an email list together for information sharing between the groups. Charlie agreed to work with ODFW and OCA on theme development. Anna will send out an email to everyone. The Redfish Rocks Team departed (hung up the phone) the meeting.

Discussion ensued on the draft brochure, Jim reported on the discussion at the NSAT meeting: need to spell “Depoe” correctly, both benefits and definitions need more work, look at the MOU for wording, on the inside right fold section just list what can and can't be done, add crabpot recovery. John O'Brien said that NSAT shouldn't define marine reserve. Anna advised that “benefits” are very subjective and are different for different people, can't use the word “benefits” because anything funded by the state must be neutral since not all Oregonians want marine reserves or think they will work. She noted that crabpot recovery is in the rules, she and Kerry reviewed the draft and found it included all key elements. Jim said he felt there was a consensus of NSAT on the brochure, with their comments considered, and they discussed using some of their dollars to support printing. Anna will look into that possibility. Anna, Kerry, Melody and Michelle will meet to work on the brochure and send to Redfish Rocks.

Meeting ended at 4:50 p.m.