

Marine Sanctuary Meeting Minutes – March 26, 2009

Attendees:

Robert Boston
Kenny Wilder
Andy Epstein
Robert Turpin
Annette & Richard Mozer
John Richardson (Navarre Press)
Brady Riley
Mark Griffith
Dale Wilder

Over the next month the points of focus for the committee are

- Grant Applications
- Plan Updates to include Economic Impact and Intended Use
- Confirming/Obtaining Official County Support from Board of Commissioners.
- Fun Fest Preparation

Next meeting tentatively scheduled for April 30th at 6:30 PM in the Belle Mer Meeting room. Look for a meeting notice over the next week.

Notes regarding the various subjects covered at the meeting are outlined below.

Secretary Committee Position:

- Dale Wilder volunteered to act as the Committee Secretary. Big thanks to Dale also for providing refreshments for the meeting and the meeting room at Belle Mer.

Grant Applications:

- Three Grants large grants identified that we will pursue. People on point for submitting grants are as follows:
 1. Robert Boston – Coca-Cola foundation
 2. Mark Griffith – Walmart State Foundation
 3. Mark Griffith /Robert Boston – Impact100
- Robert Boston indicated a need to figure out how to work more closely with UWF and Navarre High School Marine Science programs for assistance in accessing some of the marine science grant programs and to get the sanctuary to be an integral part of the Marine Science Center already established.
- Annette Mozer indicated Dauphin Island marine science center (AL) may be a good resource. It was unclear on if they do work across state lines with UWF or NHS and can provide grant help across state lines.

Economic Impact:

- Robert Boston pointed out a need to include an economic impact analysis in the current plan for use in gaining official support of the County Commission.
- Mark Griffith to research sources and prepare some form of economic analysis on the value of the Marine Sanctuary to the county.
- Navarre Pass Committee was suggested as a group that may already have some economic incentive info for the pass that may be of use for the economic analysis.
- Robert Turpin suggested State (FWCC) may also have some applicable information.

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- After analysis of information – Mark Griffith will add some form of Cost Benefit or ROI to the plan.

May Fun Fest:

- We will gather Signatures for support of Marine Sanctuary. Mark Griffith to provide format of signature form at next meeting.
- Mark Griffith to ask Charlene Fearon if there are more kids available to man booth during the day (kids that need community service hours – bright futures, etc).

County Commission Support

- April Santa Rosa MAC meeting - Mark Griffith & Robert Turpin to attend and inquire if county already passed a resolution supporting the Marine Sanctuary and if it still applies. May need to research archives at clerk of court for past resolutions if it dates back to 1998
 - * (Note - subsequent research indicates several mentions at county commission meetings and one resolution supporting a redesign of the marine sanctuary during state park construction period)
- Group consensus is that if there is not an adequate resolution already that the committee should target the May County Commission Meeting for passing of a resolution supporting the marine sanctuary and the county holding the required permits. It was noted that having an Environmental Engineering representative present to answer permitting questions would be a good idea.

Standardized Presentation:

- Mark Griffith indicated a need for a video of clear water, fish and reefs specifically some video of a clear day at the Navarre pier. This would be used to embed in PowerPoint presentations used to provide a basis for consistent presentations to civic and other groups and for possible publication on YouTube.
- RFRA was mentioned as possible source of some video footage
- Mark Griffith to contact Robert Boston regarding PowerPoint framework for presentation

Intended/Allowable Use & Potential User Conflicts:

- Kenny Wilder volunteered to research and recommend/present wording at the next meeting to add to the plan.

Website (<http://www.navarrebeachmarinesanctuary.com>):

- May add forum to the site in the future. – Mark Griffith to discuss with Brad Riley.
- Mark Griffith urged the use of the website by committee members to promote site and leave comments, etc.
- All agreed that we need to use the site to generate ad revenue (monetize the site).
 - Sell individual ads for local businesses (Brad Riley recommends 1 year sale to minimize admin expense & churn)
 - Google AdSense - need to get chamber to create an adsense account or determine the existing PayPal account can be used.

Ideas for sources of manpower and help for Future Events:

- Boy Scouts (two troops in Navarre)
- NHS Students
 - General population – (community service required for bright futures)
 - Marine Science Club
 - Construction Program
 - Jr. ROTC Program