*****Minutes*****

Frenchman Bay Planning Group
Meeting Date and Time: Wednesday January 26th from 1-4 pm
Place: Maine Coast Heritage Trust (MCHT) Office, Somesville

26 January 2011
Frenchman Bay Watershed Planning Team
Meeting Presenter: Jane Disney, MDI Bio Lab
Meeting Facilitator: Natalie Springuel, Maine Sea Grant
Scribe: Britt Cline, University of Maine

I. Introductions.

Natalie Springuel – (Facilitator; "The Group's Process"); Maine Extension Associate; ME Sea Grant
John Bennett – Harbormaster, Town of Trenton
Terry Towne – Regional Steward, Maine Coast Heritage Trust (MCHT)
Bob DeForrest – Project Manager, Maine Coast Heritage Trust (MCHT, Somesville Office)
Britt Cline – PhD Student, Dept of Wildlife Ecology; Sustainability Solutions Initiative (SSI); UMaine
Ken Cline – Associate Dean for Faculty, Professor of Environmental Law and Policy; College of the Atlantic (COA)
Chris Petersen – Marine Biology, Evolution, Field Ecology, and Policy; College of the Atlantic (COA)
George Kidder – Senior Staff Scientist, MDIBL
Jane Disney – Director, Community Environmental Health Laboratory, MDIBL
Billy Helprin – Regional Steward, Maine Coast Heritage Trust (MCHT)
Fiona de Koning – Acadia Aqua Farms
Wendy Norden – Assistant Research Professor, Marine Conservation Science; UMaine, Machias
Barbara Arter – Friends of Blue Hill Bay, Science Information Coordinator, Diadromous Species Restoration Research Network
Anne Krieg – Planning Director, Bar Harbor
Jim Fisher – Hancock County Town Planning Office
Carole Korty – Lamoine Conservation Commission
Bob Pulver – Lamoine Conservation Commission
Antonio Blasi – Planning Board Member, Town of Hancock

II. Presentation of a "Frenchman Bay Adaptive Management Plan"

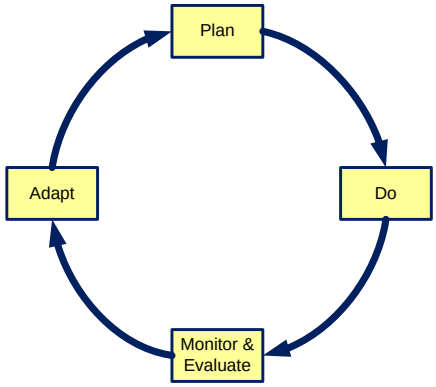
Jane Disney participated in a week-long course at the University of Maine (WLE 650) in early January with Ken Cline from College of the Atlantic. They worked with a graduate student team who used Frenchman Bay as a case study in developing a bay plan using the process described in the document *Open Standards for the Practice of Conservation* published by the Conservation Measures Partnership (CMP). Britt Cline, in attendance at this meeting, was one of those graduate students. Jane presented the student work as an example of a process by which Frenchman Bay stakeholders *could* proceed in developing a Frenchman Bay Plan. Below is a brief overview of the presentation:

- **Jane provided some background on the Frenchman Bay Stakeholder process, reviewing the outcomes of two earlier stakeholder meetings, one held on March 30th, 2010 and one on November 10th, 2010. After weighing pros and cons, the consensus of stakeholders at the second meeting was that we should move forward with bay planning. A decision was also made to include the entire Frenchman Bay Watershed in the scope of the bay planning process, with actions focused on issues in the immediate coastal area.**

- **Jane went on to give some background information on *Foundations of Success*, a non-profit group that is part of the Conservation Measures Partnership. A representative of *Foundations of Success*, Marcia Brown, taught the course at University of Maine. The mission of Foundations of Success is to improve the practice of conservation by working with practitioners to develop and communicate tested knowledge about what works, what doesn't and why. Their approach to conservation planning is called "Adaptive Management"**

- **What is Adaptive Management?** Adaptive management requires re-evaluation of conservation plans, once strategies are implemented to address particular issues. With adaptive management conservation practitioners ask themselves these questions at key points during plan implementation:
  (1) *Are we doing the right things*?
  (2) *Are we doing them well*?
  (3) *Are we achieving an impact*?

Adaptive management is the integration of project or program planning, management, and monitoring to provide a framework for testing assumptions, learning, and adapting. There is no endpoint—planning is a continual process which balances action and research. Adaptive Management is based on project cycle management as depicted below.



The value in adopting an adaptive management model using the *CMP Open Standards for the Practice of Conservation* is that this document will help us share a common language with others who use this model, including The Nature Conservancy, Conservation International, Audubon, World Wildlife Fund, and others.

How it works:

The first steps in developing an adaptive management plan involve determining the **Scope** of the project and defining your **Project Team**. Then it is important to establish a **Vision.**

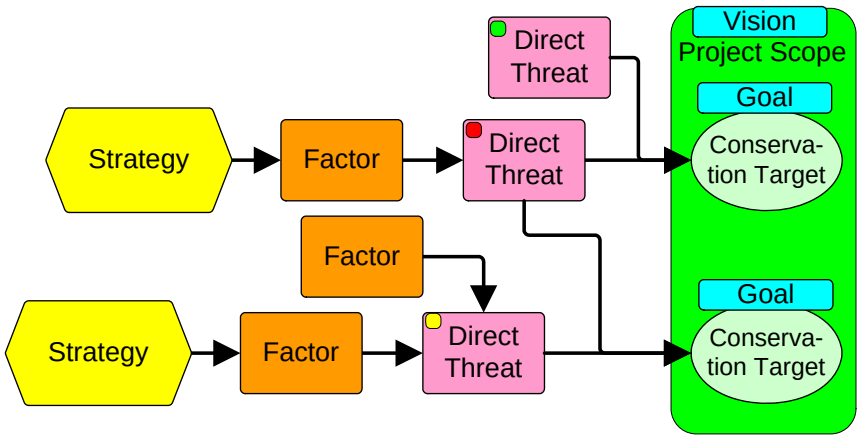
- **The next step** involves identifying your **Conservation Targets**

The graduate students defined several potential conservation targets in their course.

- **The next step** involves identifying **Threats** and to your ecosystems, habitats, resources, or species and ranking those threats. Then, those **Factors** that contribute to the threats are considered.

The graduate students identified several threats and ranked them based on their scope, severity, and reversibility.

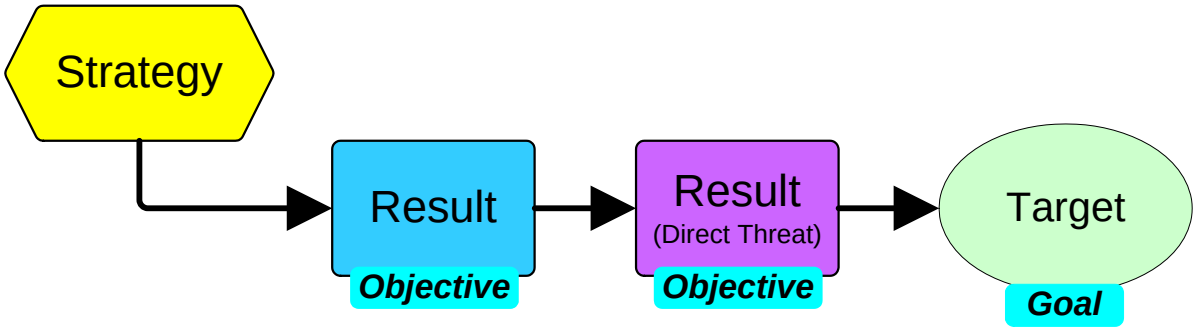
There is software available to help organize the planning process called *Miradi*. The graduate students used this software to look at the factors that contribute to threats and then created flow charts to depict how different strategies could be used to effect change. These flow charts can be used to create a "conceptual model" of a bay plan. The conceptual model can help stakeholders analyze the root causes of threats to habitats or species so that appropriate strategies can be put in place to address them. They can be complicated to look at, and should be used as an internal tool for planning, but perhaps are not graphics for sharing out with the public.



***Miradi* software is often referred to as the "TurboTax" of conservation planning because it takes the user through a step by step planning process and has the capability to rate the severity of threats or the likelihood of certain strategies being successful.**

In creating a conceptual model, assumptions are made about how the implementation of specific strategies will reduce or eliminate threats to habitats or species. *Miradi* software allows for testing assumptions using what are called "results" chains. **Results chains** are helpful tools for setting objectives. Objectives specify desired changes in specific threats that you would like to achieve. They are formal statements of the outcomes that you believe are necessary to attain your goals.

The Basic Components of a Results Chain:



- After implementing strategies, the next step is setting up a monitoring plan to determine how well the strategy is working to achieve objectives.

This presentation was followed by discussion.

III. QUESTION PERIOD (for Jane, Ken, Britt):

1. What is the role of stakeholders in this process? (Natalie)

KEN: This is one of the challenges… there are multiple 'rings' of stakeholders. There is the inner core of involved people, and many others with interest who can provide some input, but may not be actively involved in planning.

JANE: At some point, some committed group needs to get the Open Standards process started. This might include looking at TOWN-level comprehensive plans and identifying those things that towns are already committed to doing that might have a positive impact on the bay.

COMMENTS:

- There will be a lot of diversity in comprehensive plans (state/stage of the process) across towns… maybe even competing goals, visions
- We may want to consider spatial planning as conservation planning process… designating certain places for certain activities/purposes
- This is going to be a difficult conversation with current administration – Augusta/Blaine House… may not be supportive of comprehensive planning
- The idea of basing a bay plan on MARINE-BASED LIVELIHOODS is good… we want human dimensions in the plan… in order to do that we need more FISHERMAN and from those "working on the bay"
- There are challenges working with diverse stakeholders… The Muscongus Bay Plan was cited: There is interesting insight about the level of involvement from stakeholders—it was stated that those with the most stake in the health of the bay, are often the least involved… question: HOW TO SET UP MEETINGS AND REACH THOSE STAKEHOLDERS?

- We may need to "get at the next generation" of fisherman, they are internet savvy… We may need different ways to approach different stakeholders… one-on-one, identify key stakeholders (those who may be able to represent other fishermen, like Dana Rice, harbormaster in Gouldsboro)

2. What do people think of this planning process – stakeholder engagement is a strategy, but this Frenchman Bay Team needs to move forward with a planning process, must make a decision. (Natalie)

- Q: What are the alternatives for approaching the planning process?
- We could proceed one town at a time… work on a particular issue that is identified as key or critical to a particular community… but REGIONAL or bay-wide process may be a challenge
- Implementation may come down to working on a town-by-town basis… duplicating at local level… but we do need an overarching regional view/plan… what are the alternatives to this planning process?
- The Open Standards may be a good process for breaking down the different components of the planning process – may be a standard framework for approaching the bay-wide planning process
- Restrospective… Jane sees bits and pieces of the Open Standards process in all of the town-level comprehensive planning process… e.g., threat rating, etc. – just a different language and sequence – standardization through the use of the Open Standards for the Practice of Conservation and the use of logic-models may help move a bay planning process forward.

3. Analogy of teaching courses at a college level – introduce people to the concept with survey Q/comment per Carol Korty.

- We may need to work at Multiple "levels" of planning – analogy of senior seminar vs. freshman core course introduction to these skills, planning
- Plan must pass the "straight-face" test… thinking still must occur, independent of the plan –we cannot accept a conceptual model without critical thinking… (1) develop the plan, but (2) also developing an adaptive "common knowledge" among Frenchman Bay stakeholders and planners.

4. What is the general feel for taking on this kind of planning process? (Natalie)
Discussion:

- Chris: We would not have to create a process "from scratch"… already have some flow diagrams, etc. in place (from ***Miradi***) – good starting point for the team to consider – start revising?
- This model works if there is a group of people working on everything… but what about an ACCORDION MODEL? We should get feedback from the broader public as we go along…and fold that feedback into the plan, is this built into part of the process?
- We need agreement from others at the table (folks that have impacts on shore, or have concerns)… perhaps we need to create an "octopus" model whereby our "tentacles" reach out into the community for specific insight as we develop the

plan–DESIGN of this process is very important…we need an information gathering component that provides continual feedback as the conceptual model is developed

- Jane: Through Walker Foundation – we have funding for an event to celebrate the Frenchman Bay resources; we may want funding for events that look quite "different" from stakeholder meetings… meetings in alternate venues from the MDIBL campus.
- We need a centralized working group/coordinating committee – a subset of this group…
- Fiona: Industry needs to be represented in the planning process. Threats to the bay are also threats to fishing communities… but market-pressures are REAL. A managed resource must allow for room for well-planned, well-researched, properly managed businesses. This model IS working in other countries –there is room for businesses to grow to sustainable level. An environmental view on a bay plan is important, but we also need other views.
- Bob: We need to have inclusion of the fishing community/industry –it is important to have "buy-in"… This has implications for implementation of monitoring strategies, etc. – How do we define who sits at the table? FISHERMEN themselves may identify ambassadors who well-represent the community. Who are the key people for achieving community "buy-in"? We need to identify them.
- We should get local wholesalers on board… they have direct conversations with the harvesters (trust and links already in place).
- Barb: This model looks too "academic" to actually have "legs" and be a successful plan… we need "buy-in" from the community/industry immediately. Wholesalers/Retailers may be a key link. They give good feedback, lots of good information, and function as liaisons with the harvesters – we should personally interview these stakeholders right off the bat (early on)… to help direct the process, as it moves forward. We need a grass-roots effort (in which we address specific, unique set of issues) – The boxes and arrows in the adaptive management process that utilizes Miradi software may not adequately represent the process.
- Terry: It's a good idea to have a core group to develop this process… As a former commercial fisherman, I know we need AMBASSADORS who represent these communities. Harvesters do not have the time to make stakeholder meetings – instead, a representative of the group could gather the information. This is one way to provide an opportunity to incorporate information from diverse stakeholders into the planning process. A fisherman representative, wholesaler, etc.
- Anne: As a planner (Bar Harbor), I like the model – it helps organize where the group is at different points in the process. Although the conceptual model slide looks chaotic… it helps to organize the logic behind building a plan. The graphic models are NOT outreach material – you would not bring a conceptual model to the fishing community, but it helps keep the process moving, and helps to develop consensus within the planning group. Person-to-person interviews (e.g., in coffee

shops) needs to happen… 4:00 AM interviews… each core-group member must take on person-to-person interviews.

- Anne: Bar Harbor has Conservation Commission or Harbor Committee… do other towns have similar committees [another way to solicit stakeholder feedback)? Shellfish committees – may be a place to go to for stakeholder feedback (e.g., from harvester community? Sullivan, other towns may have this.
- Carol: Contacting the people who are doing the fishing, digging, etc. – yes, there need to be representatives from the business/industry community on central and core planning committee (not just self-employed harvester community reps). There are a few people (usually, *younger generation*)… excited to be something bigger than themselves… example of a fisherman from Lamoine – identify these individuals… given the chance, they can be a tremendous resource (and also empowering for the individual). The Seven-town Clam Ordinance is an example where people came together for the greater good. This is likely the case in EVERY community – there are some individuals that may be easily engaged, empowered, excited, and have a lot to offer to this process.
- Seven-town Clamming Ordinance – will these meetings continue? Are there people to monitor and implement these ordinances (warden does exist – cell phone communication). Some fines, etc. have been instituted – the warden program CAN work. Zoning is only as good as enforcement of it – ordinance does not necessarily DIRECTLY translate to success
- Jane: The adaptive management model offers examples of "indicators" – that measure the success of various strategies– may differ across/between towns or parts of the bay
- Advantage of adopting a planning process like the adaptive management model (e.g., using ***Miradi***)… it provides the framework of a central plan – a tremendous advantage in (1) raising $$ (grant-writing, etc.). DO NOT have to follow the model and plan verbatim… but important to be able to say that we are doing this!
- Seven-town Ordinance. Jim Norris received an award for this clamming ordinance. Look at this as a model – seven-town, grassroots it provides a vision of how to incorporate the YOUNGER generations – having a warden to enforce the ordinance… ensures future opportunity for this industry (and therefore engages younger generations)
- John: DMR – Fisheries Technologies Service. Attempted to "suck up" or vacuum sea urchins (decrease damage from dragging operations). Due to the economy, the DMR no longer is working on fishing methods, but this is a very forward-thinking way to approach a problem like habitat disruption from fishing. DMR has to control the resource, but also harvesters need enough to keep the processors busy – even as new technology is developed. There is a really fine line that regulators have to find – harvest ENOUGH, but not too much (cites shrimping industry, scallop fishery, sea urchins). Really appreciates that planning could include strategies to effect change, like encouraging new technologies that are environmentally friendly while still providing livlihoods.
- Bob: Seven-town Ordinance. There was a threat – this plan came together QUICKLY. "Ambassadors" to the community – Joe Porada – he made this happen. Joe joined the stakeholder meeting at the MDIBL – also had the trust and

link to the communities. Someone like Joe would be an excellent ambassador – It boils down to having the right person in this process.

- Carol: SCIENCE can also inform industry (understanding growth and ecology of species to benefit the industry)—the notion of "enhanced fisheries." The Frenchman Bay Planning process may include people who would "embrace" the science.

5. Ken, Wendy, others who need to leave – any insights?

- Wendy is "in" with the proposed Frenchman Bay planning process
- Wendy wrote the Richardson Bay Project/Plan (*pre-**Miradi*** software planning). She has had experience with this process, and it has gotten EASIER, given standardization of language, CAP planning, etc.
- Ken – having been involved with this in other places…had initial skepticism about the model, boxes, arrows, etc. – but he has hope for this model. It will help to promote discipline and structure within the Frenchman Bay Planning Group – sees utility in this adaptive management model for approaching Frenchman Bay planning process.
- There may be help, support, and additional resources – Foundations of Success, for example. What are the costs associated with planning coaches through The Nature Conservancy?
- Question about having a consultant involved in this process?

7. Natalie attempts to describe consensus – do people want to move forward with this model – central/core group for planning… with ambassadors to reach out to communities and stakeholders? What needs to happen in the next 3-6 months?

YES… this is the model that people want to use – people do not see viable alternatives. Using the Open Standards for the Practice of Conservation is a good starting point. We should attempt to streamline the model.

Immediate Action Items (3-6 months – hold people accountable for actions)

- Identify stakeholders
- Identify the central/core working group
- Create a media "buzz" – is it time to talk about a plan for Frenchman Bay?
- Create Sea Grant poster… insert photos, with people working on the bay… loose agreement about a bay-wide planning process… outreach/finding ambassadors… issue invitations? Will people see this as a threat, at first – then, want to become involved?
- Chris – suggestions for first steps… to critique the current model, as something to push against – investigate the viability of the current model. **Yet, how and when do you go out more broadly to inform this modeling process?** (1) Identify the sources of uncertainty (the data inputs needed), or the nature of the threats… guide people and discussion? *OR* (2) Just go out and gather information. The data sources are diffuse… but there may be a lot of this out there already.

- To Chris, identifying the stakeholders may come LATER… after the conservation targets are identified. CRITIQUE the model first? Feedback first?
- **Work** with model to assess efficacy FIRST? Adaptive, iterative process.
- **Jane:** Another tactic (day-long retreat) – have core/central group to hash out the conservation targets, vision, etc… or combination of the two! Work WITH a fresh start vs. critiquing the current model. What are the habitats and species of concern?
- **Dana Rice** (selectmen and fisherman in Gouldboro). He is one of the key people to bring in early on in the process. He and others like him get the big picture. ID one or two people in EACH town (local experts to bring in local knowledge).
- **Critique session (homework to examine the *current* model) ALONG with a strategy session (bring in stakeholders to central/core group).**
- **Mechanics of running the model on the computer.** Could we engage an expert to help run the software and the model? We do not want the software to completely guide the process.
- **Commercial fisherman have become quite sophisticated in technology, current issues, infrastructure of working with agencies, etc. –** will be helpful during the conservation planning process.
- **Alex C. Walker Foundation Update from Jane**. Infrastructure/funding opportunities are in place for designing the next steps –Barrett Walker's idea for outreach materials and events may be funded by the foundation in April.
- **What is the starting point**? We need a steering committee to take the process from here:
    - Start to derive names for key/target ambassadors for each community – start making phone calls, etc
    - Contact Geoff Smith at TNC to find out what help might be available begin planning. Steer away from June/July/Aug – key harvesting periods and busy for MDIBL. Need to get this process moving, build on momentum.

<u>THE STEERING COMMITTEE.</u>

Committee work

1. **Decide when to "create a buzz"**
2. Homework – to actively engage in current work/existing model?
3. How would ambassador structure function?
4. How to identify the core/central group?
5. What are the data needs… and at what stage do we identify these?
6. Identify the stakeholder groups needed to commence planning.

Nomination/Identification of the Steering Committee.

Chris, Jane, Anne, John, Fiona, Bob [volunteered after the meeting] = STEERING COMMITTEE

(Volunteered, general approval by planning group)

The Steering Committee can lean on the larger group for input.
At what stage do we get back to the conceptual model? Before summer – in the spring 2011.

Fundamental terminology of what this process is called – VITAL QUESTION.

From the "get-go," how should we identify this Frenchman Planning Process?

- Adaptive Management?
- Conservation Planning – "conservation" means different things to different people = loaded term
- Frenchman Bay Planning? (Taunton Bay went to Management – state was involved in top-down approach)
- Muscongus Bay Planning/Management – these words could be loaded?

Ann thinks the group should think about this more. In going public with this… we need to EMPHASIZE that we want "buy-in" from public

Jane: Suggested we call our group the Frenchman Bay Partnership-like the Casco Bay Estuary Partnership.

Jim suggested: "***Frenchman Bay Futures"*** might work—like the Schoodic Futures Group.

<u>OUTCOMES</u>

We decided to move forward with developing an adaptive management plan for Frenchman Bay using the Open Standards for the Practice of Conservation as a planning tool.

We set up a steering committee to plan next steps

We decided to move forward as a partnership group calling ourselves the Frenchman Bay Partnership or Frenchman Bay Futures [to be discussed more by the steering committee]

We decided to use the term FRENCHMAN BAY.