



Choctawhatchee Bay Estuary Program
Education and Outreach Committee Virtual Meeting
February 17, 2021 – 2:00 p.m., Central Time

Page | 1

Zoom Link:

<https://myokaloosa.zoom.us/j/99862127752?pwd=cU1TZGQ5OVhiTnprdFdTcEpoTHhldz09>

Recording: Available upon request

MEETING MINUTES

Synopsis:

The Choctawhatchee Bay Estuary Program’s first Education and Outreach Committee meeting was held virtually on Wednesday, February 17th, 2021 at 2:00 p.m. C.T. Brian Underwood, Executive Director of the Choctawhatchee Bay Estuary Program, and Chelsea Conley, Public Outreach Specialist for the Estuary Program, facilitated the meeting consistent with the meeting agenda.

Committee Members and Informal Advisors Attending Remotely:

Brian Underwood – CBEP Executive Director

Chelsea Conley – CBEP Public Outreach Specialist

Alex Fogg, Destin - Fort Walton Beach, Okaloosa County.

Amanda Briant - Choctawhatchee Basin Alliance

Amanda Croteau - UWF

Ariel Blanton- 4- H Camp Timpoochee

Christina Meyer - volunteer coordinator, biologist Eglin AFB natural resources

Clair Norden - 4-H Camp Timpoochee

Eric Schneider - ESA

Haley Gancel - UF

Harley Peters - Emerald Coast Science Center

Heather Griffin - ADEM Nonpoint Source Unit

Jenna Kilpatrick - Choctawhatchee Basin Alliance

Jessica Bibza - NWF

Kristin Bennett - Tetra Tech, Inc. Pensacola

Laura Tiu - UF/IFAS Florida Sea Grant

Logan McDonald - Pensacola & Perdido Bays Estuary Program

Mark Mauldin- UF/IFAS Washington County

Melinda Gates - Walton County

Mike Norberg, Destin-Fort Walton Beach, Okaloosa County

Rachel McGuire - Auburn University Water Resources Center and Alabama Water Watch

Sergio RuizCórdova - Alabama Water Watch and the Water Resources Center at Auburn

Sonia Vedral -Northern Gulf of Mexico Sentinel Site Cooperative at Mississippi State University

Coastal Research and Extension Center

Key Discussion:

All participants were welcomed to the Education and Outreach Committee virtual meeting by Brian Underwood. Chelsea Conley had each member in attendance introduce themselves and describe their role in education or outreach.

Chelsea presented an overview of the Choctawhatchee Bay Estuary Program and the 2021 Education and Outreach Goals and Objectives. Chelsea asked for feedback and input through an online survey and open discussion. The results of the survey can be found below. The suggested target audience for the estuary program includes a wide range of stakeholder groups, such as, the general public, families, local government, businesses and students. The preferred method of outreach during COVID includes primarily social media and webinars. Kristen Bennett mentioned that social media may not reach the entire target audience, and others agreed. Harley Peters mentioned using a virtual tour of the watershed to help increase program visibility and highlight partnerships. Chelsea then announced upcoming events that the Estuary Program will attend and partner to host. Laura Tiu mentioned the upcoming UF Virtual Extension Symposium which my conflict with planned workshop dates.

The next Education and Outreach Committee Meeting will be scheduled for March 17th, 2021 at 2:00 p.m. C.T. Chelsea then asked for updates from the committee members and attendees. Laura Tiu mentioned having focus areas for partners to use to promote discussion related to the CBEP. No additional comments were received and the meeting was adjourned.

What is the best target audience for the Estuary Program?

Mentimeter



20

What would you recommend for increasing our visibility, especially during COVID?

Mentimeter



27