

Manatee Awareness Coalition: Outreach Working Group

Virtual Work Session

September 5, 2023, 10:30am-12pm

Invite additional people to this working group if they have interest in this work. Remember that we're especially looking for individuals from coastal businesses and neighborhoods to provide input and participate. A long term commitment is not necessary. *Who do you know? Break out the Rolodex!*

Agenda and Notes

1. Welcome, introductions for any new attendees, and brief check-in - 10 minutes
2. Review Notes from August 7, 2023 - 5 minutes

Boater Education & Outreach Campaign	2
Coastal Resident Education & Outreach Campaign	1
Coastal Business Education & Outreach Campaign	3
Law Enforcement Training Program	6
Additional Research & Monitoring	5
Manatee Habitat Restoration	4

Jessica will send out a Doodle poll for the next meeting. During that meeting we will, 1. Schedule regular check ins/working group meetings, 2. Review the assets/resources/contacts inventory, and 3. Decide how to move forward with the resident, boater, and business education and outreach campaigns.

3. Set outreach campaign short term and long term goals targeting boaters, coastal residents, and coastal businesses - 45 minutes

Target: Tampa Bay area recreational boaters

- Short Term Goal(s): identify boating partners (rental clubs, boater education course instructors)
- Long Term Goal(s): every boater knows and abides by manatee protection regulations, practices seagrass safe and manatee safe boating BMPs, knows about and uses FWC hotline for injured manatees
- Coalition Lead(s) and Team:
- Tactics:
- Timeline:

Target: Tampa Bay area coastal businesses (both on the water and water adjacent)

—Coastal businesses: West Marine type businesses, dockside food and bev, bait shops, marinas, ecotour, boat repair shops, boat sales, landscapers

- Short Term Goal(s):
- Long Term Goal(s): businesses that directly interact with vessel operators (rentals) provide mandatory education to clients;
- Coalition Lead(s) and Team:
- Tactics:
- Timeline:

Target: Tampa Bay area coastal residents

- Short Term Goal(s): identify target areas (seagrass adjacent, manatee boat strike areas), identify partners within those target areas
 - Long Term Goal(s): promote awareness and stewardship around landscape practices in consideration for nutrient pollution, practice manatee manners, and
 - Coalition Lead(s) and Team:
 - Tactics:
 - Timeline:
4. Review assets, resources, and contacts to identify gaps - 20 minutes
 5. Schedule regular working group meetings - 10 minutes

Participants: Jen McLachlan, Eric Stearns, Carly Jones, Lenka, TJ Fridrich, Kim Dinkins, Frank DeJohn, Paige Lansky, Blake Simmons, Taylor, Jennifer McLachlan, Jessica Lewis

Notes:

Taylor, Palm Harbor, Clear Kayak EcoCompany - tmasnjak@gmail.com

Logan, PPBEP will join next time

Do we want to do an outreach campaign for the sake of education/awareness alone, or do we want measurable and tangible data from the campaign(s)?

- Frank, Kim, Lenka (AB testing), Jen - would prefer something measurable
- AB testing to see if existing materials are more or less effective at knowledge retention and transfer
- Kim: Manatee protection zones, how the community responds to them, TB zones are newer than others around the state
- Jen: Zoo could provide intern to gather data at or around manatee habitats, they do guest analysis and how guests interact with signs and live interpreters, etc., a layer of research at the Zoo, too; recent study was how guests engaged with bear awareness signs; an opportunity for the Zoo to contribute
- PPBEP - outreach without data, they can share educational materials
- Manatee Center undergoing remodel, set for late 2024, guests enter and exit the same door, give guests an action step as they're leaving
- Surveys with incentives?

Other discussion

- Taylor does only guided tours and they do a lesson at the beginning, "Manatee Manners," also on Weeki Wachee, they donate \$1 for every online review that mentions a manatee fact that they learned
- Freedom Boat Club - what's their intake/registration process?
- Born after 1984, boater class, Kim has slides that are optional for inclusion, they've given presentations to Coast Guard Auxiliary, Kim will send slides

- Any Board members that use boat rental companies (Jen will check with her Board)
- Fishing license registration can be done online or at retail stores
- DMV for vessel registration
- Potential long term goal: manatee edu with boat registration renewals
- Visitor centers, where people go to pay their bills (state and county offices)
- There are a lot of existing water quality campaigns that target residents/property owners, what we bring to the table is relating water quality campaigns to manatees.
- Hernando IFAS/Seagrass agent, canvassing at boat ramps during scallop season, Brittany Scharf

Next steps

- Next couple of meetings are discussion and decision making, then we can flesh out the plan on our own time with meetings being the check-in and update opps, bring in larger MAC
- Give orgs 10-15 minutes to talk about what they have that would support this?