

Angler Subcommittee Conference Call
December 11, 2007
9:30 - 11:00

Attendance:

James Alamillo
Robert Brodberg
Linda Chilton
Gabrielle Dorr
Stephen Groner

Tiffany Jonick
Jackie Lane
Khanh Nguyen
Marilyn Underwood
Patty Velez

Guang-yu Wang

Absent:

Sharon Lin
Dave Witting

- 1) Introductions - James Alamillo
- 2) IC Program Updates
 - a. Strategic Planning Meeting Action Items - Tiffany Jonick
 - Sharon Lin addressed the items during last conference call.
 - b. Future Meeting Dates - Tiffany Jonick
 - Still trying to set the date and the location for the upcoming Strategic Planning Meeting in March. Not everyone is available the week of March 10th, so all agreed to holding March 18th and the 25th (both Tuesdays) open for now. Will finalize and choose one of the dates after checking Sharon and Lori's availability.
 - Partners' Meetings: Suggested creating place holder dates for bi-monthly meetings
 - Unlike the Strategic Planning Meeting, Partners' Meetings run approximately 3 hours, from 10am to 1pm.
 - Third Tuesday of the month works best for most subcommittee members.
 - Since the meeting will only be a half a day, should explore better telecommunication options/capability for those who are not local. It will be more environmentally friendly to telecommute rather than fly.
 - b. IC Road Map status update - Stephen Groner
 - Comments were helpful and were taken into consideration.
 - Next step is prioritizing the tactics: the next Strategic Planning Meeting would be a good venue to do so.
 - Since the Road Map is a living document, comments are always welcome.
- 3) Angler Program Update
 - a. Cabrillo Marine Aquarium - Linda Chilton
 - Cabrillo continues to conduct angler outreach.
 - There are fewer anglers because of the winter season.
 - b. Heal the Bay - James Alamillo
 - More than 650 sets of angler data have been collected.
 - Analysis of angler data will start next month. Analysis will look at angler geographic origins, intention(s) of angler, angler's knowledge of contamination issues, and prevalent sources of where anglers are getting FCEC information.
 - Separation of the education outreach component and the monitoring component will be implemented in January.
- 4) Take Home Fish Assessment - Tiffany Jonick and Stephen Groner

- Overview: Assessment projected start date will be in the spring.
 - Assessment will take place over 12 weeks and will focus on one specific behavior (throwing white croaker back). A pre and post test will be conducted to measure effectiveness of intervention.
 - Locations are still undetermined, but suggested locations are Rainbow Harbor and Cherry Street/Drive.
- Many on the committee were confused on the type of intervention, methodology and how the intervention fits in with existing programs. Committee members requested further information on message and methodology of assessment.
- There was general agreement on the concept: that the evaluation will be used to look at one specific behavior and see if we're able to change that specific behavior.
- Next step: More details about methodology and overall assessment will be sent out before the next subcommittee call.

5) AOATS Form Update (Education & Monitoring) - James Alamillo

- James summarized the difference between the forms, that they originated from the decision to separate the education portion from the data collection portion of the angler outreach program.
- Discussion on the revised AOATS forms was truncated, due to time constraints.
- James invited subcommittee members to review the forms and send comments by Friday in order to roll-out the new structure in January.

Action Items:

1. March Strategic Planning Meeting: SGA or Jackie Lane will check with Sharon and Lori on their availability for a Strategic Planning Meeting on March 18th or 25th.
2. Take Home Fish Assessment: SGA will send out more details on the assessment before the next angler call.
3. AOATS Forms: Subcommittee members can send comments on the evaluation forms by Friday, December 14th.