



SUMMARY MEETING REPORT

MARINE FISHERIES ADVISORY COMMITTEE

Silver Spring, Maryland · October 23-25, 2012

The Marine Fisheries Advisory Committee (MAFAC or 'the Committee') met October 23-25, 2012, at the Silver Spring Civic Center in Silver Spring, Maryland. Keith Rizzardi, Chair, presided at this second in-person meeting in calendar year 2012.

This meeting covered three days of work, covering a range of topics related to living marine resources and seafood issues (agenda attached). At the outset, two new members were welcomed to their first Committee meeting:

- Ted Ames (Stonington, Maine)
- Columbus Brown (Stone Mountain, Georgia)

This report chronicles the topics covered on the agenda, followed by the specific findings and recommendations presented by various workgroups and Subcommittees and subsequently approved by the full Committee. A list of members, staff and the public in attendance and a copy of the agenda follow as appendices.

Day 1: MAFAC was pleased to welcome Dr. Jane Lubchenco, Under Secretary of Commerce for Oceans and Atmosphere. Dr. Lubchenco thanked MAFAC members for their dedication and service, and discussed how Federal Advisory Committees play a key role in shaping federal programs and policies. She noted that this Committee has done an outstanding job of fulfilling that role for NOAA Fisheries, NOAA, and the Department of Commerce, and highlighted three recent examples where MAFAC guidance has strongly influenced NOAA policies and messaging:

- 1) MAFAC's *Vision2020 Report* has influenced public policy outcomes and its themes are echoed in NOAA's strategic plan, legislative testimony, press releases, and website as well as messaging to policy makers.
- 2) NOAA and MAFAC's successful partnership on recreational fisheries, the creation of the Recreational Fisheries Working Group to expand engagement, and the help MAFAC provided to the success of the 2010 Recreational Summit and development of the Recreational Action Plan.
- 3) MAFAC's guidance and support on aquaculture helped initiate the formulation of the 10-Year Aquaculture Plan and creation of new DOC and NOAA policies on aquaculture. MAFAC advice has been sustained, consistent, and very instrumental, particularly as NOAA continues to implement the plan.

Dr. Lubchenco noted the progress that has been made the past year, as well as near-future challenges (such as budget issues, finding ways to be more cost-efficient and cost-effective) and then discussed near-term goals as outlined in NOAA's Annual Guidance Memorandum. She closed with a discussion of MAFAC's role in the future: MAFAC's greatest strength will continue to be providing substantive guidance on long-term strategic policy issues. Additionally, she asked MAFAC to help NOAA identify blind spots and impediments to accomplishing goals; identify local and regional opportunities; expand use of working groups on targeted issues; and to help communicate marine resource issues with the Hill and other constituents and stakeholders.

During the remainder of the morning, MAFAC: discussed the upcoming priorities for NOAA Fisheries, in particular for FY 2013, with Sam Rauch, Deputy Assistant Administrator for Regulatory Programs (and acting in the position of Assistant Administrator for the agency); received a update on budget issues; and discussed the output of a NOAA budget and prioritization exercise that Committee members undertook over the past summer.

The **afternoon of Day 1** was devoted to a workshop and webinar on seafood certification. The goal of the workshop was to present an in-depth panel discussion on seafood certification and provide different perspectives on what, if any, role may be appropriate for the Federal government to play in this arena. Four speakers (John Connelly, National Fisheries Institute; David Long, Kroger Co; Dawn Martin, SEAWEB; Tim Hansen, NOAA Fisheries Seafood Inspection Program) discussed the present and future issues surrounding certification, the value of sustainability in the marketplace, issues surrounding a federal label, and industry and NGO perspectives. Seafood certification is a highly complex issue of importance to a wide range of stakeholders within NOAA's purview. In the last several years, the number of sustainable seafood certifications (and guides) to assist consumers and buyers with their "sustainable seafood" choices has increased, as have the number and frequency of questions about NOAA's role. Discussing these issues in a workshop format was the first action of a newly formed MAFAC- NOAA Fisheries Seafood Certification Working Group, which will continue its fact-finding and deliberations over the coming year.

On the **morning of Day 2**, MAFAC held a lengthy discussion about revisions to *Vision 2020*, the Committee's report of the future vision of fisheries. An ad-hoc working group worked on substantial updates to the report over the past four months, and this session allowed all Committee members to discuss the revisions and deliberate on points of disagreement. The discussion continued on the morning of Day 3, and resulted in agreement and consensus on a final document.

The entire **afternoon of Day 2** was devoted to a second webinar on the Endangered Species Act (ESA) and what steps should be taken if a fishery management action has the potential to affect a protected species. The goal of this webinar was to help a new joint MAFAC-Regional Council - NOAA Fisheries Working Group become more familiar with ESA section 7 consultation requirements and current NOAA Fisheries practices. Three case studies (Hawaii shallow set longline fishery; Gulf of Mexico Reef Fish fishery; and Lower Columbia River Tule fall run Chinook fishery) were presented to lay the foundation for the future work of the Working Group. The presentations focused on the types of information and analytical methods used in biological opinions and how the ESA consultation and Magnuson-Stevens Act fishery management processes are coordinated and carried out. Each case was presented by both a Regional Council and NOAA Fisheries staff members, and Working Group participants looked for best practices and potential areas for improvements in ESA consultations on Magnuson-Stevens Act fishery management actions. Speakers were asked to address the following questions in their presentations:

- How were protected species considered during the development of the fishery management actions?
- What information was available on the species and how was it used?
- Would additional data have improved the consultation process?
- How did NOAA Fisheries interact with Councils and other parties throughout the process?
- How did NOAA Fisheries interact with Councils and others in developing reasonable and prudent alternatives and reasonable and prudent measures?
- How did the timing of the ESA consultation process fit with the timing of the RFMC development of fishery management recommendations and completion of the associated NEPA analysis?
- What were the lessons learned from the consultation?

During the morning of **Day 3** and earlier, several subcommittees and working groups met in breakout sessions: Recreational Fisheries; Strategic Planning, Budget, and Program Management; Protected Resources and the ESA Working Group; and the Commerce and Certification Working Group. MAFAC was also joined for the morning plenary session by Eric Schwaab, Assistant Administrator of NOAA Fisheries (and acting in the capacity of the NOAA Assistant Secretary for Conservation and Management) who continued the Tuesday discussion on NOAA's priorities for the coming year and answered questions.

During the rest of **Day3** MAFAC: reached consensus on *Vision 2020* and discussed a communications plan and next steps for the report's release; were presented and voted on Subcommittee reports, and discussed plans and agenda items for the 2013 meetings. The Committee agreed to meet next on May 9-10 coincident with the conclusion of the May 7-9, 2013, Managing Our Nation's Fisheries III conference in Washington DC. Two options for a fall 2013 meeting (the third week in October or the first week of November) were to be circulated for a full Committee vote.

The meeting was open to the public in accordance with the provisions of Public Law 92-463, and a public comment period was offered. The meeting adjourned at 4:30 p.m. on October 25, 2012.

Summary of Findings and Recommendations¹

1. NMFS Budget

Over the past several meetings MAFAC has worked to develop a meaningful way to express its budget priorities to NOAA and DOC leadership. MAFAC received a presentation in May 2012 about the FY 2013 President's Budget request for NOAA Fisheries and discussed an approach to help NOAA Fisheries and NOAA set budget priorities into the future (for FY 2014 and beyond).

Over the summer, MAFAC members worked on a budget exercise. Using the ten broad activity areas that MAFAC had previously requested to be reported annually in a tracking table, a spreadsheet was developed that documented and compared the percentage of the total NOAA Fisheries budget that went to each of these ten areas from FY 2008 through the proposed 2013 budget. Documentation of the program contents comprising each row of the spreadsheet was provided as well as links to program descriptions contained in the NOAA Budget "Blue Book." The spreadsheet also included the FY 2013 Senate and House 'Marks' (the current appropriations bills being considered).

Using that as the starting point, members filled in their preferred future percentage of the budget for each activity area for three potential future budget scenarios in FY 2018: (1) Level funding in future years; (2) 20% decrease in funding; and (3) 10% increase in funding. Each member considered how they would prioritize the budget among the activity areas, and whether their priorities changed if there were significantly less funds or an increase to the annual budget.

¹ Numbers in parentheses will be added to correspond to page numbers of the daily transcript when it becomes available in December 2012. It will be posted online at:

http://www.nmfs.noaa.gov/ocs/mafac/meetings/2012_10/index.htm.

Twelve members completed the exercise. Summary tables of the results were presented for review (see: [Summary Results](#)). Regardless of funding scenario, Data Collection, Fisheries Management, and the Protected Resource categories received the largest portion of funds by MAFAC members, and remained relatively unchanged from the current NMFS budget. Compared to the FY 2013 President's Budget, MAFAC funded four categories above the FY2013 request (Fisheries Management, Bycatch, Data Collection, Seafood Demand), two categories equal to or more than the FY 2013 request (Enforcement, Aquaculture), and three categories below the request (PR, Catch Shares, Other Activities). MAFAC agreed to submit these results to NOAA Fisheries Leadership in advance of Leadership's meeting in late November 2012.

2. Seafood Certification

As noted above in the meeting summary, the **afternoon of Day 1** was devoted to a workshop and webinar on seafood certification. The Commerce Subcommittee recommended the following actions for the MAFAC –NOAA Fisheries Seafood Certification Working Group (SCW):

- Identify a US seafood certification framework including program costs, and options and a recommendation for how to pay for it (e.g., fee for service? Government funded?), and
- Identify certification criteria/standards

Specifically, the Commerce Subcommittee recommended:

- 1) That MAFAC, working through the Seafood Certification Working Group, confirm the possibility of a certification mechanism (either 1st or 3rd party) following the seafood inspection model, i.e., verification/inspection audits, after getting feedback from the interviews with buyers.
- 2) That the SCW (with NOAA Fisheries Communications and Office of Sustainable Fisheries/FishWatch Program) develop the verbiage for a certification letter for both capture fisheries and aquaculture operations.

The certification letter could possibly:

- State that a fishery is sustainably managed/legal under Magnuson-Stevens (similar to what is available now, such as the General Counsel approved language for meeting the EU import requirements), or it could include:
 - Add a registration number
 - Add a comment that the fishery is sustainably managed per FAO guidelines or other things such as best management practices.
- Develop language for a similar letter (comparable to capture fishery letter) that an aquaculture farm is sustainable/legal (e.g., has all required federal, state, local permits).
- Evaluate the inclusion of a statement that fishers/farmers/processors/retailers could use this certification in their marketing documents or point of sale locations.
- Evaluate the development of a mark or label that could be applied to product and its legal and international status (can it be trademarked and applied internationally).
- Add a traceability capability that would include periodic audits.

Furthermore, MAFAC recommends the FishWatch Program be maintained and expanded as part of the seafood certification process (e.g., post information on the 'certification' process, how NOAA defines sustainable). The FishWatch program is an effective tool for communicating with buyers,

consumers, and the general public about sustainable fisheries management in the U.S. It should consider listing fisheries and farms that have been ‘certified.’

Additionally, MAFAC recommends that a process be developed to interview the target ‘audience’ (subset of 400 buyers, sellers, and others as determined by the Working Group). To achieve this:

- The SCW with NOAA would design a process to conduct the interviews, including drafting a sample letter as described above.
- The SCW (NOAA and MAFAC) would develop a questionnaire and list of people to be interviewed.

MAFAC asked NOAA to provide cost estimates for various certification scenarios based on a fee-for-service program similar to the Seafood Inspection Program:

- Adding a comment that a fishery is sustainable under FAO guidelines (would this require third-party certification? If so, would buyers accept certification/audit from another NOAA branch/division?).
- Adding a registration number (and the bookkeeping this would require).
- Developing and defending a mark or label.
- Adding the traceability component.

Finally, MAFAC wanted to know how NOAA could/would back its certification.

- What was done with EU and others? Could the same be done for ‘sustainable’ certification?
- What other things could NOAA do to get the word out (*e.g.*; in-person visits with buyers, EU representatives, etc.; additions to FishWatch website)

On a separate topic, MAFAC approved a Commerce Subcommittee recommendation to request that NOAA include aquaculture in the Managing Fisheries III meeting in May 2012.

3. Vision 2020

MAFAC finalized its discussion about revisions to *Vision 2020*, the Committee’s report of the future vision of fisheries. The report was reorganized to improve the flow of topics, and emphasis was added in new areas (protected resources and wetlands, coastal, and marine habitat) and on several cross-cutting topics – changing ocean conditions and ocean governance. At the end of discussion, MAFAC reached agreement and consensus on a final document.

Following this, there was a discussion about the development of a communications plan and next steps for finalizing *Vision 2020*. Kate Naughten, NOAA Fisheries Director of Communications presented an outline of a NOAA Fisheries “Roll-Out” plan which the agency uses when it releases reports or announces actions. She noted that it is important to develop key messages and to identify and announce what action MAFAC is seeking by updating its report. After considerable discussion, MAFAC members agreed that after final editing is completed, the Executive Committee would finalize key messages and talking points in consultation with the Communications staff. The

report would be shared with the Secretary of Commerce and a briefing with the Secretary and NOAA would be requested. Based on the advice or guidance provided by Commerce and NOAA, the report would be sent to targeted Congressional Committees and members of Congress at the start of the new year; and MAFAC members would request (via NOAA) meetings with Hill members and staff, Transition Team members and other target audiences (including Regional Councils) to brief members on the key messages.

4. ESA and Jeopardy and the Protected Resources Subcommittee Report

Julie Morris, Chair of the Subcommittee and the ESA Working Group (WG) thanked all the presenters for their collaboration on presenting case studies. The ESA WG found the presentations very helpful and developed an extensive list of potential topics for consideration as best practices. The ESA WG developed the following schedule and actions for its work:

Next Steps

- Post the PowerPoints and transcript from the Webinar on the MAFAC website.
- Create a draft list of best practices and areas for improvement identified in the case studies and subsequent discussion from Wednesday (October 24, 2012).
- The ideas and list would be organized and circulated as a draft for the entire working group to review and polish.
- The list would be sorted into things that are generally agreed and widely supported and areas of disagreement that will need more research and discussion.
- Another webinar would be scheduled in January 2013 (or possibly around the CCC meeting in February 2013) to begin to work on the areas that need further discussion.
- Report on Draft findings and recommendations at MAFAC's next meeting in May 2013.

5. Recreational Fisheries

The Recreational Subcommittee met and was provided a comprehensive briefing on the activities of the NOAA Recreational Fisheries staff and the status of the Recreational Fisheries Action Plan. Using the action agenda of the Recreational Fishing Summit as a guideline, NOAA staff reported on those projects completed, those projects in progress, and those projects still to be acted upon.

Based on a previous MAFAC recommendation the NOAA Recreational Fishing Staff are in mid-stream establishing a communications network through their Regional Coordinator Offices. Their outreach efforts, including the Marine Recreational Information Program educational component and regional stakeholder meetings were reported to be developing momentum.

On a go-forward basis, the Recreational Fishing Subcommittee, through the Recreational Fishing Working Group and the NOAA Regional Coordinators, agreed to seek updated regional input between now and the next MAFAC meeting on significant issues and recommendations regarding recreational fishing for consideration. This information will be analyzed by the Subcommittee and will result in a specific cadre of recommendations by the Subcommittee for MAFAC to consider at the next MAFAC meeting.

The Subcommittee also intends to connect with the Recreational Fishing delegates on the Regional Councils to seek common ground on issues of interest also as input for consideration in developing issues for MAFAC's discussion and recommendation.

6. Other Administrative MAFAC Actions

Mark Holliday provided an update on past MAFAC Actions and the follow-up steps that have been underway; led a discussion about dates and locations for 2013 meetings, particularly consideration of meeting in concert with the Managing Our Nations Fisheries III meeting in early May in Washington, DC.; and reviewed the action items and next steps the resulted from this meeting

MEETING PARTICIPANTS

Committee members present:

Mark Holliday, Designated Federal Officer
 Alan Risenhoover, Acting Deputy Assistant Administrator for Fisheries (*ex officio* member)
 Keith Rizzardi, Committee Chair
 Ted Ames
 Julie Bonney
 Columbus Brown
 Randy Cates
 Anthony Chatwin
 Paul Clampitt
 Patricia Doerr
 Phillip Dyskow
 Michele Longo Eder (by teleconference, afternoons)
 Randy Fisher (*ex officio* member)
 Ken Franke
 Julie Morris
 George Nardi
 Bob Rheault
 David Wallace
 Pamela Yochem

Staff of the NOAA Fisheries, including those providing presentations to MAFAC:

David Bernhart, NOAA Fisheries, Southeast Regional Office, Protected Resources
 Tom Bigford, NOAA Fisheries, Office of Habitat Protection
 Peg Brady, NOAA Fisheries, Office of the Assistant Administrator
 Laurel Bryant, NOAA Fisheries, Office of Communications
 Susan Bunsick, NOAA Fisheries, Office Aquaculture
 Linda Chaves, Senior Advisor, Seafood Industry Issues, NOAA Fisheries,
 Henry DeBay, NMFS Liaison, NOAA Program Coordination Office
 Russell Dunn, NOAA Fisheries, National Policy Advisor for Recreational Fisheries
 Helen Golde, Director, Office of Protected Resources
 Alexis Gutierrez, NOAA Fisheries, Office of Science & Technology
 Tim Hansen, Director, NOAA Fisheries, Office of Seafood Inspection
 Craig Johnson, Protected Resources Fishery Biologist, Office of Protected Resources
 Heidi Lovett, Policy Analyst, NOAA Fisheries, Office of Policy
 Jane Lubchenco, Under Secretary of Commerce for Oceans and Atmosphere
 Jim McCallum, Policy Analyst, NOAA Fisheries, Office of Policy
 Marian MacPherson, NOAA Fisheries, Office of Sustainable Fisheries
 Emily Menashes, Acting Director, NOAA Fisheries, Office of Sustainable Fisheries
 Kate Naughten, Director, NOAA Fisheries, Office of Communications
 Patrick Opay, Endangered Species Branch Chief, Pacific Island Regional Office
 Sam Rauch, Deputy Assistant Administrator for Regulatory Programs, performing the duties of
 Assistant Administrator for Fisheries
 Alesia Read, NOAA Fisheries, Office of Communications
 Gary Reisner, NOAA Fisheries Chief Financial Officer
 Alexis Rife, NOAA Fisheries, Office of International Affairs
 Stan Rogers, NOAA Fisheries, Office of Protected Resources
 Michael Rubino, Director, NOAA Fisheries, Office of Aquaculture

Greg Schneider, NOAA Fisheries, Office of International Affairs
Gina Schultz, NOAA Fisheries, Office of Protected Resources
Eric Schwaab, Assistant Administrator for Fisheries, performing the duties of the Assistant Secretary of Conservation & Management
Joshua Stoll, Policy Analyst, NMFS Office of Policy
Bob Turner, NOAA Fisheries, Northwest Regional Office, Protected Resources
Bob Williams, NOAA contractor; Recreational Fisheries Specialist

Others in the audience for all or a portion of the meeting were:

Kevin Anson, Vice Chair, Gulf of Mexico Fishery Management Council
Benson Chiles, Chiles Consulting
John Connelly, President, National Fisheries Institute
Valerie Craig, National Geographic Society
Paul Dalzell, Senior Scientist, Western Pacific Regional Fishery Management Council
Luke Fairbanks, Duke University/NOAA
Tim Fitzgerald, Environmental Defense Fund
Jeff Kaelin, Lund's Fisheries Inc.
David Long, Seafood Coordinator of Merchandising & Procurement, The Kroger Co.
Oleg Martens, World Wildlife Foundation
Dawn Martin, President, SeaWeb
Don McIsaac, Executive Director, Pacific Fishery Management Council
Kirby Rootes-Murdy, SeaWeb
Oscar D. Zelaya, World Wildlife Foundation



Meeting Agenda
MARINE FISHERIES ADVISORY COMMITTEE
October 23-25, 2012 ♦ Silver Spring, Maryland

Silver Spring Civic Building ♦ One Veterans Place ♦ Silver Spring, Maryland

Day 1 – Tuesday, October 23, 2012			
Time	Min.	Subject	Presenter
Standing Reports & Budget Discussion			
9:05 – 9:15	10	Welcome and Remarks on Recent Recommendations to NOAA/DOC by MAFAC	Keith Rizzardi , Chair
9:15		Introduction of Dr. Lubchenco	Sam Rauch , Deputy Assistant Admin. for Regulatory Programs
9:15 – 10:00	45	Report from the NOAA Administrator and Q&A with MAFAC members	Jane Lubchenco , Under Secretary of Commerce for Oceans and Atmosphere
10:00 -10:45	45	Budget Briefing (Informational/Action) <ul style="list-style-type: none"> ▪ Presentation/Discussion of MAFAC Results on NOAA Fisheries Budget Prioritization 	Tony Chatwin , Chair MAFAC Budget & Strategic Planning Subcommittee
10:45	15	Break	Dr. Lubchenco Departure
11:00 – 11:15	15	Budget Briefing (continued) <ul style="list-style-type: none"> ▪ NMFS Budget Update for FY2013 	Gary Reisner , NMFS CFO, Office of Management & Budget
11:15 -11:45	30	MAFAC Executive Director: Status of prior MAFAC meeting outputs; Doodle Poll results for 2013 meeting dates; New Subcommittee Issue	Mark Holliday , MAFAC DFO
11:45 – 12:00	15	MAFAC Consultant Reports: Trends from Pacific Commission	Randy Fisher , Executive Director, PSMFC
	75	Lunch	
Seafood Certification Workshop (Informational/Action)			
1:15 – 1:45	30	Seafood Certification: Introduction and context for Working Group effort	George Nardi , Commerce Subcommittee Chair
1:45 – 2:45	60	Panel presentation by external experts-- Present and future issues (value of sustainability in the marketplace, federal labeling, industry perspective)	John Connelly , President, National Fisheries Institute David Long , Seafood Coordinator of Merchandising & Procurement, The Kroger Co. Tim Hansen , NOAA Fisheries Office of Seafood Inspection Dawn Martin , President, SeaWeb
	15	Break	
3:00 – 4:00	60	Panel presentations - Discussion	

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4:00 – 5:00	60	Certification Working Group Deliberation Development of work plan	George Nardi , Commerce Subcommittee Chair
5:00		Adjourn	
5:30		Evening No-host Social with new Regional Council members & NOAA Fisheries Leadership	McGinty's Public House 911 Ellsworth Dr., Silver Spring

Day 2 - Wednesday, October 24, 2012			
Time	Min.	Subject	Presenter
AM Meeting			
8:30-9:15	45	Subcommittee Meeting Recreational Fishery Subcommittee	Ken Franke , Subcommittee Chair
	5	Break	
9:20– 12:00	160	Vision 2020 v. 2.0	Patty Doerr , Ad Hoc Work Group Chair
	70	Lunch	
ESA & Jeopardy - Broad cast via Webinar			
1:10 – 1:30	20	ESA Section 7 and MSA Introduction Overview & Q&A Session	Helen Golde , Director, Office of Protected Resources Craig Johnson , Protected Resources Fishery Biologist Marian MacPherson , Management and Program Analyst, Sustainable Fisheries
Presentation of Case Studies (30 min) with Questions & Answers (15 min)			
1:30– 2:15	45	Case Study I: 2012 Hawai'i long-line shallow set fishery	Patrick Opay , PIR Endangered Species Branch Chief Paul Dalzell , Senior Scientist, Western Pacific Regional Fishery Management Council
2:15 – 3:00	45	Case Study II: Gulf of Mexico reef fish fishery	David Bernhart , SER Assistant Regional Administrator for Protected Resources Kevin Anson , Vice Chair, Gulf of Mexico Fishery Management Council
	15	Break	
3:15 – 4:00	45	Case Study III: Lower Columbia River Tule Fall Chinook Salmon	Bob Turner , NWR Assistant Regional Administrator for Salmon Management Don Mclsaac , Executive Director of the Pacific Fishery Management Council

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4:00 – 4:30	30	Final Discussion and Q&A (concludes webinar)	Julie Morris , Protected Resources Subcommittee Chair
4:30 – 5:15	45	ESA Working Group Deliberation Development of work plan (<i>Tentative</i>)	Julie Morris , Protected Resources Subcommittee Chair
5:15		Adjourn	
TBD		Vision 2020 v. 2.0 breakout session(s) (<i>Tentative if necessary</i>)	Patty Doerr , Ad Hoc Work Group Chair

Day 3 - Thursday, October 25, 2012			
Time	Min.	Subject	Presenter
8:30 – 9:30	60	Subcommittee Meetings (tentative) Commerce Subcommittee: Continue development of work plan ESA Joint Working Group: Continue development of work plan	George Nardi , Subcommittee Chair Julie Morris , Subcommittee Chair
9:30 – 10:00	30	NOAA Update on Conservation and Management	Eric Schwaab , Assistant Administrator for Fisheries
	15	Break	
10:15 – 12:30	135	Vision 2020 v. 2.0, final discussion and recommendations	Patty Doerr , Ad Hoc Work Group Chair Keith Rizzardi , MAFAC Chair
12:30 – 1:30		Lunch	
1:30 – 2:00	30	Public Comment Period	
2:00 – 3:00	60	Develop communications plan/next steps for Vision 2020 v. 2.0	Keith Rizzardi , Chair Kate Naughten , NOAA Fisheries Office of Communication
3:00 – 3:30	30	MAFAC approval of Certification and ESA Jeopardy Working Group Plans	George Nardi , Subcommittee Chair Julie Morris , Subcommittee Chair
3:30 – 4:00	30	Discussion & Review of other Subcommittee Reports	Ken Franke , Recreational Subcommittee Tony Chatwin , Budget and Strategic Planning Subcommittee
4:00 - 4:30	30	Review of Decisions, Action Items, Next Steps	Keith Rizzardi , MAFAC Chair
4:30 pm		Wrap up/Adjourn	